

Disclosure and Commercial Support

Disclosure (of Interest in Selling to CME/CE/CPD Professionals)

Policy

The Alliance

- requires presenters, who have an interest in selling a technology, program, product, and/or service to CME/CE/CPD professionals, to disclose this information in order to be considered for and/or present at any Alliance educational presentation.
- shares that disclosure information with participants of such educational presentations.
- has a monitoring process to ensure compliance with the policy that does not permit proprietary promotion of any technology, program, product, and/or service to CME/CE/CPD professionals at any Alliance educational presentation.

Procedures

The Alliance also will

- list on each abstract presenters' disclosure information regarding an interest in selling a technology, program, product, and/or service to CME/CE/CPD professionals.
- instruct each presenter to disclose on audio-visuals, in handouts, and verbally all interests in selling a technology, program, product, and/or service to CME/CE/CPD professionals.
- have the ACC Chair remind presenters (by e-mail prior to the conference) and participants (verbally during the opening plenary at the conference) of the requirement of presenters to disclose on audiovisual aids, in handouts, and verbally all interests in selling a technology, program, product, and/or service to CME/CE/CPD professionals.
- assign monitors to select presentations identified by the ACC, asking them to document any concerns and immediately take that completed form to the Alliance's Registration Center onsite.
- encourage participants to document (on the Promotion of a Proprietary Technology, Program, Product, and/or Service Reporting Form[s] included in the *Final Program*) any concerns about promotion and immediately take the completed form(s) to the Alliance's Registration Center onsite.
- instruct Alliance staff at the onsite Registration Center to share immediately the concerns received from participants with an ACC member.
- have that ACC member convey immediately those concerns to the presenter(s).
- encourage participants to complete the online 37th Annual Conference Evaluation Form, which will include improved items intended to better detect promotion at presentations.
- summarize and share collected information with the ACC, which will be considered, when reviewing abstracts submitted for possible presentation at the 38th Annual Conference.

Commercial Support (as of September 2, 2011)

37th Annual Conference Educational Grantor

- \$10,000+ (Endowed) – Aventis Pharmaceuticals Inc. (for Plenary on Sunday)

37th Annual Conference In-kind Supporter

- Audience Response Technology (in Plenary Room for Entire Annual Conference) – Turning Technologies
- Audience Response Technology (Educational Concepts Group, LLC)
- Audience Response Technology (Institute for Continuing Healthcare Education)
- Audience Response Technology (Winding River Productions, Inc.)

Alliance 2012 Educational Grantor

- \$10,000+ (Endowed) – Merck US Human Health (for Frances Maitland Memorial Lecture on Saturday)



36th Annual Conference Supporter

- \$20,000 (Annual Conference Reception) – MedPage Today *
- \$3,000 (Annual Conference) – TCL Institute, LLC *

Alliance 2011 Contributor

- \$500 (Bronze Level) – HelmsBriscoe *

*Included here, since support was not confirmed in time to acknowledge this company in 36th Annual Conference's promotional materials

