

**RESOLVING CONFLICTS OF INTEREST EXAMPLE**

As an accredited CME provider you have the responsibility to resolve any potential conflicts of interest before the activity occurs. **This requirement goes** **beyond just disclosing information from speaker/planner disclosure forms to learners.** For CME purposes, conflicts of interest are created when individuals have both a financial relationship with a commercial interest and the opportunity to affect the content of CME about products or services of the commercial interest.

Your planning process may already include mechanisms to accomplish this, so please review it from the perspective of preventing commercial bias in CME. For example, you may already convey expectations to faculty that CME content be evidence-based or based on best available evidence, and without commercial bias. Or, you may already select speakers whose presentations have been heard or reviewed by members of your medical staff. Following is one example of a **process** that could be implemented.

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| Communication of Expectations to Faculty/Planners |
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| Disclosure Information Collected |
| ↓ |
| No Relevant Financial Relationships | Relevant Financial Relationships Disclosed |
| ↓ | ↓ |
| Disclose to Learners | Invoke Mechanism to Determine if COI Exists |
| ↓ | ↓ |
| Evaluate Bias | No Conflict | Potential for Conflict Exists |
|  | ↓ | ↓ |
|  | Disclose to Learners | Invoke Mechanism to Determine Course of Action to Take Prior to Activity |
|  | ↓ | ↓ |
|  | Evaluate Bias | Faculty Centered | Planner Centered |
|  |  | ↓ | ↓ |
|  |  | Examples:* Modify role
* Criteria for selection
* Outline expectations and attestation
* Faculty education
 | Examples:* Establish levels of content review
* Review of needs assessment data
* Review objectives
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|  |  | ↓ | ↓ |
|  |  | Evaluate Bias | Evaluate Bias |