



HELPFUL HINTS
for
CME/CNE educational materials and *avoidance* of commercial bias

- Please utilize generic names of therapeutic agents. Even if there is only one company that makes a drug, and thus only one trade name, the ACCME mandates that generic names be utilized. (eg: use Ibuprofen as opposed to Motrin.) The only time that trade names can be used is if the trade names of several companies are being used. An example of this would be comparing two similar products from separate companies in order to make an educational point.
- Please utilize generic designation for diagnostic equipment. For example refrain from mentioning the brand name of a particular urine dipstick.
- Please do not use commercial company names.
- Please do not show graphics of medical devices, medications, or any other product with a visible trade mark or company name.
- The ACCME prefers trade names or company names of non medical products are to be avoided in any educational material such as handouts or slides.
- No company logos are to be used other than those of not for profit organizations (such as TCH, UCD, NIH, CDC etc.)
- Do not provide commercial website addresses (.com) for information purposes if the website promotes certain commercial or trademarked items. Not for profit websites, government websites, university websites and websites of foundations (.org .gov .edu) etc may be given out as informational resources.

Additional questions? Please refer to the "Requirements to Fulfill CME/CNE Essentials and Standards". This memo was mailed with your faculty letter.

Please direct any questions regarding these Hints to CME Manager at 720-777-2700.