

Examples of content that is/is not related to the business lines of the ineligible company

When determining the relevance of an individual's relationship with an [ineligible company](#) (see: [Standard 3.3](#)), or when determining whether an ineligible company owner or employee can control accredited CE content under Standard 3.2a, providers will need to establish whether the content of the activity is related to the products or business lines of the company in question.

An activity is considered to be related to an ineligible company's products or business lines when the content provides any opportunity for an individual to insert commercial bias toward the company or its products.

Note: The content of an activity can be related to the products or business lines of an ineligible company without specifically discussing or endorsing that company or its products.

Generally, it is the content an individual controls, and the products of the company, that drive these determinations, not an individual's profession or area of specialization. For example, if a pulmonary specialist is controlling content for an activity focused on lung cancer and has a financial relationship with a company that produces, markets, sells, re-sells, or distributes healthcare products used in the diagnosis or treatment of lung cancer, the content of that activity would be related. However, if that individual has a relationship with a company whose products are solely used in the treatment for asthma, the content would not be related. In some cases, CME providers may want to seek the input of medical professionals to make these determinations.

Some typical examples of when two areas of content may be unrelated are:

- Different anatomy
- Different (unrelated) disease state
- In-patient vs. ambulatory care
- Medical treatment vs. surgical treatment

The following are some scenarios that address whether the content of an activity would be related to the products or business lines of a company. These examples do not represent the complete range of possibilities; they primarily describe companies with products in only one treatment area.

It is best to err on the side of caution when determining relevance. This is especially true when making determinations regarding Standard 3.2a, since the protection of learners is more important than the inclusion of specific faculty.

SCENARIOS WHERE THE CONTENT IS NOT RELATED TO THE PRODUCT/BUSINESS LINE OF THE COMPANY

Product / Business Line of Company	Content area of accredited activity	Rationale
Breast cancer medical therapy	Prevention of breast cancer	Cancer prevention would not be sufficiently related to the product of the company, which is used in therapy, to allow for that relationship to influence the activity content.
Medical treatment of burns	Surgical removal of ballistic foreign objects from skin/soft tissue	Content is related to surgical techniques employed for a different purpose. There is no opportunity for the individual to insert bias towards the company.
Immunotherapy for melanoma	Immunotherapy for rheumatoid arthritis	Both diseases can be treated with immunotherapy; however, there is a sufficient difference in the types of immunotherapy/ targets of the therapy to support that the content is unrelated to the product of the company with which the person has the relationship.
Hip arthroplasty	Knee arthroplasty	Distinct anatomy: Would not be sufficiently related to the product of the company to allow for that relationship to influence the content of the activity.
Medical (pharmaceutical) treatment of breast cancer	Surgical reconstruction of breast	Not related to the business lines of the ineligible company as long as anti-cancer drugs are not part of the content.
A new stent used in the repair of damage to the aortic arch	Peripheral vascular surgery to treat atherosclerosis	Distinct anatomy: Content related to vascular surgery of the extremities is distinct from that of the aortic arch. Therefore, it is unlikely that there would be the opportunity to insert bias.
A wearable stroke detection device	Rapid response options for treating an acute stroke	Content related to the treatment of a stroke rather than the early detection of a stroke.

SCENARIOS WHERE CONTENT IS RELATED TO THE PRODUCT/BUSINESS LINE OF THE COMPANY

Product / Business Line of Company	Content area of accredited activity	Rationale
Pharmaceutical treatment of anxiety	Cognitive behavioral therapy for anxiety	These are both treatments for the same disease state and may be combined. Fair balance in discussing treatment of a disease requires the range of appropriate treatments to be discussed. This content would be related.
Biologic treatment of psoriasis	UV light therapy treatment of psoriasis	These are both treatments for the same disease state and may be combined. Fair balance in discussing treatment of a disease requires the range of appropriate treatments to be discussed. This content would be related, since discussion of one treatment may lead to discussion of why the other might be more effective, and allow for the insertion of bias.
Non-implantable neuromodulation stimulator to treat gait deficit due to multiple sclerosis (MS)	Improving quality of life in patients with progressive neurologic disease	The improvement of quality of life for patients with progressive neurologic disease could include supporting patients with MS in maintaining their ability to walk. Therefore, this person would have an opportunity to insert commercial bias toward a product.
An endoscopic device to repair meniscal knee tissue	Advances in orthopedic endosurgery	The company makes products likely to be similar to those being discussed.
Drug that suppresses chemotherapy-induced nausea and vomiting (CINV)	Supportive care of patients being treated with chemotherapy	Supportive care likely encompasses treatment for CINV or might emphasize the importance of recognizing the symptoms of CINV, which creates an opportunity to introduce bias.
Developing a herpes vaccine	Preparing pediatricians and other adolescent primary care providers to discuss with parents/ caregivers the risks and benefits of timely herpes vaccination	The subject matter directly relates to recommendations for use of a product made by the company.
Treatment of obesity and pre-diabetes	Treatment of Type 2 diabetes	While indications for certain drugs in this disease state might be different based on the stage in which an individual patient is being treated, these would not be sufficiently different to be considered "unrelated" to one another and could allow for the insertion of bias in the planning or presentation of the activity.

SCENARIOS WHERE CONTENT IS RELATED TO THE PRODUCT/BUSINESS LINE OF THE COMPANY

Product / Business Line of Company	Content area of accredited activity	Rationale
Pharmaceutical treatment of anxiety	Cognitive behavioral therapy for anxiety	These are both treatments for the same disease state and may be combined. Fair balance in discussing treatment of a disease requires the range of appropriate treatments to be discussed. This content would be related.
Biologic treatment of psoriasis	UV light therapy treatment of psoriasis	These are both treatments for the same disease state and may be combined. Fair balance in discussing treatment of a disease requires the range of appropriate treatments to be discussed. This content would be related, since discussion of one treatment may lead to discussion of why the other might be more effective, and allow for the insertion of bias.
Non-implantable neuromodulation stimulator to treat gait deficit due to multiple sclerosis (MS)	Improving quality of life in patients with progressive neurologic disease	The improvement of quality of life for patients with progressive neurologic disease could include supporting patients with MS in maintaining their ability to walk. Therefore, this person would have an opportunity to insert commercial bias toward a product.
An endoscopic device to repair meniscal knee tissue	Advances in orthopedic endosurgery	The company makes products likely to be similar to those being discussed.
Drug that suppresses chemotherapy-induced nausea and vomiting (CINV)	Supportive care of patients being treated with chemotherapy	Supportive care likely encompasses treatment for CINV or might emphasize the importance of recognizing the symptoms of CINV, which creates an opportunity to introduce bias.
Developing a herpes vaccine	Preparing pediatricians and other adolescent primary care providers to discuss with parents/ caregivers the risks and benefits of timely herpes vaccination	The subject matter directly relates to recommendations for use of a product made by the company.
Treatment of obesity and pre-diabetes	Treatment of Type 2 diabetes	While indications for certain drugs in this disease state might be different based on the stage in which an individual patient is being treated, these would not be sufficiently different to be considered "unrelated" to one another and could allow for the insertion of bias in the planning or presentation of the activity.