

New policy governing **Promotional Medical Education** (non-CME approved lectures or video/audio production sponsored by industry)

Promotional Medical Education (non-CME activities), includes a variety of industry sponsored educational programs for physicians or other health professionals. The following are typical characteristics that distinguish these programs from accredited CME programs: (a) CME is not offered, (b) they are supported by direct industry grants or honoraria, (c) they are focused on a specific product/device/drug/therapy and, (d) they have strict limitations on off-label promotion (as dictated by the FDA).

This policy governs Promotional Medical Education activities to be certain that the Duke School of Medicine Faculty provides education that is in the best interest of the public, independent from commercial interest, and always strives to keep separate medical education from product promotion.

Policy

While University policy has allowed Duke Faculty members to participate in non-CME activities, this policy now limits that participation. Participation in Promotional Medical Education (non-CME lectures and video/audio productions) is allowed if:

1. The content of the PowerPoint presentation, slide set, or video (audio) script is independently created by the Duke Faculty member and not by industry
2. All conflicts of interest are clearly stated in the slides or video (audio) presentation
3. The Duke Faculty member is a recognized expert in the area being promoted.

Enforcement

All faculty of the Duke University School of Medicine are required to adhere to this policy. Failure to comply with this policy would invoke sanctions which could include dismissal from the faculty.

This policy supplements, but does not supersede or replace, existing policies governing Duke University School of Medicine faculty.