



WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

McLaren Health Care (MHC) is committed to presenting Accredited Continuing Education (CE) activities that promote improvements or quality in healthcare and are independent of the control of ineligible companies. As part of this commitment, MHC has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CE activities. Commercial Support is defined as financial, or in-kind, support from an ineligible company that is used to pay all or part of the costs of a continuing education activity.

CE Activity Title:

Name of Ineligible Company:

Activity Date:

Activity Location:

Amount of Educational Grant:

Direct In-Kind

Grant will be used for the following:

- Speaker Honoraria
- Speakers Expenses (Itemize):
- Meetings Expenses (Itemize):
- Other (List):

TERMS, CONDITIONS, AND PURPOSES

Independence

- The Accredited Provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CE, selection of education methods, and the evaluation of the activity.
- The Ineligible Company cannot take the role of non-accredited partner in a joint sponsorship relationship.
- The Ineligible Company may not be the agent providing the CE activity to the learners.

Appropriate Use of Commercial Support

- The Accredited Provider will make all decisions regarding the disposition and disbursement of the funds from the Ineligible Company.
- The Ineligible Company will not require the Accredited Provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
- All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
- The Ineligible Company may not pay directly any teacher or author honoraria or reimbursement of out-of-pocket expenses.
- The Accredited Provider will upon request, furnish the Ineligible Company documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

- Arrangements for commercial exhibits or advertisements will not be allowed to influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support.
- Product-promotion material or product-specific advertisement of any type is prohibited in or during the CE activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CE activity.
- Educational materials that are part of a Accredited CE activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or product-group message.
- Print or electronic information distributed about the non-accredited CE elements of a CE activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.
- Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a accredited CE activity. Ineligible company's may not engage in sales or promotional activities while in the space or place of the CE activity.
- The ineligible company may not be the agent providing the CE activity to the learners.

Disclosure

- The Accredited Provider will ensure that the source of support from the ineligible company, either direct or "in-kind," is disclosed to the participants, in program brochures, syllabi, and other program materials, and prior to the beginning of the educational activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

The Commercial Supporter and MHC Accredited CE agree to abide by all requirements of the Joint Accreditation *Standards for Integrity and Independence in Accredited Continuing Education* (appended)



AGREED BY AUTHORIZED REPRESENTATIVES

Accredited Provider: McLaren Health Care (MHC)

Tax ID Number: # 38-2397643

Contact Name:

Title:

Address:

Phone:

Fax:

Email Address:

Signature:

Date:

Ineligible Company:

Tax ID Number:

Contact Name:

Title:

Address:

Phone Number:

Fax:

Email Address:

Signature:

Date:

The Joint Accreditation defines an ineligible company as those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. The Joint Accreditation does not consider providers of clinical service directly to patients to be ineligible companies. An ineligible company is not eligible for Joint Accreditation or participation in joint providership.