



**ANNA**  
American Nephrology  
Nurses Association

Policy .....	8.03.12
Revised Policy .....	7/23
Revised Procedure .....	7/23
BOD Reviewed and Approved.	12/23
DEI Reviewed .....	2023-24
Substituted for .....	6/21
Original Date.....	11/12

## **POLICY & PROCEDURE**

### **PROVIDER –COMMERCIAL SUPPORT OR ENDORSEMENTS RELATED TO EDUCATION ACTIVITIES**

#### **POLICY**

American Nurses Credentialing Center provider accreditation has been awarded to the American Nephrology Nurses Association. American Nephrology Nurses Association's Provider Unit does not endorse any commercial products at education activities. A statement to this effect will be included in the disclosure material made available to learners. Commercial exhibits and advertisements are not permitted during Nursing Continuing Professional Development (NCPD) activities.

Information regarding relevant financial relationships with ineligible companies shall be disclosed to learners in accordance with ANCC standards.

When any form of commercial support has been provided for an educational activity, ANNA will maintain control of the educational content and speaker selection and will disclose to the participants all relevant financial relationships, or lack thereof, between the commercial supporter and ANNA and/or the presenters.

ANNA as a Provider Unit maintains independence from control of commercial interests when planning and implementing Nursing Continuing Professional Development (NCPD). The Provider Unit will not accept any commercial support or sponsorship that requires the use of services or advice concerning presenters, authors, or other educational issues, including content.

Decisions regarding the disposition and disbursement of commercial support or sponsorship are made by the marketing department and are independent of Provider Unit decisions regarding NCPD. Monies paid for commercial exhibits and advertisements are not considered commercial support.

ANNA does not co-provide NCPD activities with commercial entities.

**Commercial Support** – Financial or in-kind contributions given by a commercial interest that are used to pay for all or parts of the costs of an NCPD activity.

**Sponsorship** – Financial or in-kind contributions from an organization that does not fit the category of a commercial interest, as defined by ANCC, and that are used to pay for all or parts of the costs of a NCPD activity.

**Definition of a Commercial Interest** – A commercial interest as defined by ANCC, is an entity producing, marketing, reselling, or distributing healthcare goods or services consumed by or used on patients, or an entity that is owned or controlled by an entity that produces, markets, resells, or distributes healthcare goods or services consumed by or used on patients.

## **PROCEDURE**

1. During the planning and implementation of an NCPD activity, the Director of Education Services/Accredited Provider Program Director (APPD) ensures that the following are free from control of the commercial interest:
  - a. Identification of the NCPD need.
  - b. Determination of education objectives.
  - c. Selection and presentation of content.
  - d. Selection of all persons that are in a position to control the content of the NCPD activity.
  - e. Selection of the educational methods.
  - f. Evaluation of the activity.
2. All commercial support is managed by the marketing department. The terms and conditions of the commercial support will be maintained in a written agreement by the marketing department.
3. Funding from a commercial source should be in the form of an educational grant to the provider of the educational activity and must be acknowledged in printed materials such as brochures.
4. Arrangements to view commercial exhibits will not influence the planning of or interfere with the presentation of educational activities.
5. Participants will be informed in writing, prior to the activity, of commercial support for their educational activities by a statement in handouts and/or a statement in the program brochure or Online Library.
6. Product promotion material or product-specific advertisement will not be allowed to be placed in or during an NCPD activity.
7. Social events or meals at NCPD activities will not compete with or take precedence over the educational event.
8. Learners will not be given money from commercial support by the ANNA Provider Unit for any expenses to attend an NCPD activity.

9. Educational activities will be kept separate from endorsements of commercial products. When commercial products are displayed, participants must be advised that the display does not imply ANNA or American Nurses Credentialing Center – Commission on Accreditation endorsement of any commercial products.
10. Product promotion material or product specific advertisement will be managed so that learners can easily distinguish between accredited education and other activities:
  - a. **Print** – Advertisements and promotional materials shall not be interleaved within the pages of the NCPD content. Advertisements and promotional materials may face the first or last pages of printed NCPD content as long as these materials are not related to the NCPD content they face and are not paid for by the entities with commercial interests in the NCPD activity.
  - b. **Computer Based** – Advertisements and promotional materials shall not be visible on the screen at the same time as the NCPD content and shall not be interleaved between computer “windows” or screens of the NCPD content.
  - c. **Audio and Video Recording** – Advertisements and promotional materials shall not be included within the NCPD. There will be no allotted “commercial messages” within the recording.
  - d. **Live Face-to-face** – Advertisements and promotional materials will not be displayed or distributed in the educational space within 30 minutes before or after an accredited education activity. Providers will not allow representatives of an entity with commercial interests to engage in sales or promotional activities while in the space or place of the NCPD activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
11. Educational activities that include research conducted by commercial companies will be designed and presented with scientific objectivity and will exclude care recommendations.
12. Participants must be informed in writing, prior to the activity, of any off-label use of a commercial product that is included in an educational activity.
13. The ANNA Provider Unit will document the details of receipt and expenditure of commercial support.
14. All industry supported activities must be compatible with the ANNA’s mission and vision and must not create any undue influence or control over learners or suggestions of impropriety.