



## **Yale CME Policy on Commercial Exhibitors**

*Yale CME has adopted a policy on conduct of commercial exhibitors at live/virtual CME activities that adheres to the guidelines of the ACCME and the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals.*

The PhRMA Code on Interactions with Healthcare Professionals, revised in August 2021, reaffirms that all interactions between company representatives and healthcare professionals “should be focused on informing the healthcare professionals about products, providing scientific and educational information, and supporting medical research and education.”

Specific to commercial exhibitors at live/virtual CME activities:

- Yale CME will collect an “exhibit fee” from a company wishing to set up a display table/virtual room at the live activity. This fee is in addition to any funds that were given in the form of an educational grant and **must be received prior to the activity.**
- The exhibit area may not be in the obligatory pathway of physicians coming to and from the educational activity. It will be kept separate from the education portion of the event.
- Displays must be educational in nature. Consistent with the changes adopted in August 2021, any non-educational items (such as pens, mugs and other “reminder” objects typically adorned with a company or product logo) are specifically prohibited.
- Refunds are not permitted in the event that your company has to cancel their display