

## **Sponsorship of CME/CPD Activities by Non-Ministry Establishments**

When organizing CME/CPD activities CME/CPD organizers may occasionally wish to obtain financial or other forms of sponsorship from commercial establishments or collaborate with private healthcare institutions. If such activities are to be registered under the MPC Program, the CME/CPD organizers are requested to ensure that they meet the following guidelines.

Private commercial establishments or other non-ministry institutions are not accepted as CME/CPD Providers or CME Organizers under the MPC Program. They may provide support facilities and other resources for activities that are conducted under the overall authority of an accredited CME Provider.

### **Academic and Scientific Content**

The CME/CPD Provider is responsible for the scientific and academic merit of the CME/CPD activities approved under the MPC Program. Therefore, the subject content of proposed CME activities should receive approval from the course director or course organizer of the activity that functions on behalf of the CME/CPD Provider.

Activities that are primarily of a promotional nature such as displays of medical or dental equipment and materials are not considered as CME/CPD. Private establishments may contribute to the MPC Program by providing resources such as personnel and equipment.

### **Choice of Topics**

The activities should focus on topics that would assist in the development of expertise in one or more areas of professional competence. Even if a formal needs analysis may not be possible prior to planning, the organizers should take into account at least the perceived needs of the participants when defining the objectives and identifying the content for the proposed activity.

### **Appropriate Ethical and Professional Standards**

During planning and conducting the activity, issues dealing with ethics and professional standards should receive appropriate consideration. Patients' rights and informed

consent need to be given their due place by the organizers and the presenters of the sessions.

### **Generic Names of Drugs**

As a general principle, the use of generic names of drugs is preferred in presentations and discussions.

### **Evaluation of Activity**

An evaluation of the activity by the participants should be undertaken at the conclusion of the sessions, or within a few days/weeks of completion if some post-activity action is expected. Any standard workshop evaluation forms or the ones supplied by the CME Center (modified by the CME/CPD organizer, where needed) may be used for this purpose.

### **Acknowledgement of Support**

Announcements and other publicity materials should not indicate a non-accredited institution as the CME Provider or as the CME Organizer conducting CME events under the MPC Program. Support provided by the sponsor may be acknowledged in the brochures or other documents as appropriate. Identification or endorsement of the products marketed by the sponsor should not appear in the materials circulated by the organizer. Additionally, promotional displays should not be held in the same room where the educational activity is conducted.

Further information:

1. *MPC Program with Learning Sites for Health Professionals*. Kuwait: Kuwait Institute for Medical Specialization; 2006.
2. *Guidelines to CME Organizers*. Kuwait: Kuwait Institute for Medical Specialization; 2003.
3. URL: <http://www.kims.org.kw/cme>