

Guidance on Reviewing and Completing Clinical Content Review (CCR) Forms

Per Advocate's CME policy all CME activity presentations must be reviewed by the Activity Director/Planner for commercial bias and a Clinical Content Review and Validation (CCR) form completed via this link: [Clinical Content Review & Validation Form](#) prior to the activity date.

All presentations must be reviewed and adhere to the following:

Unbiased Education

- Content must be balanced and free of commercial bias
- No brand name drugs are allowed in presentations. Generic name drugs may be used
- No logos are allowed in presentations
- If trade names or images of devices are used, then those of several companies must be used.

Evidence-based Medicine and Scientific Research

- All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
- All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
- Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
- Content cannot be included in accredited education if it advocates for unscientific approaches to diagnosis or therapy, or if the education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.

These expectations are drawn from Standard 1 of the ACCME Standards for Integrity and Independence in Accredited Continuing Education. For more information, see [Standard 1 of the ACCME Standards for Integrity and Independence in Accredited Continuing Education](#)

Thank you,
AAH CME Office