

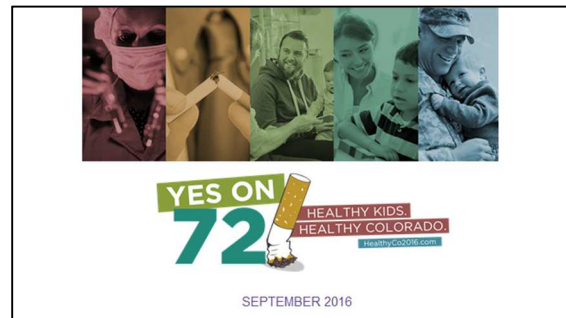
Common/Not-So-Common Case Conundrums in CME

Case 2

You are the CME director at a large academic center that, among other initiatives, coordinates dozens of Grand Rounds presentations throughout the year.

One morning, the content for your weekly Department of Medicine Grand Rounds is sent to your office for review (this is standard practice). Upon review of the presentation, which is entitled *The Colorado Tobacco Tax Initiative and Current Smoking Cessation Resources at Our Hospital*, you notice a potentially biased political nature to the presentation. The presentation is scheduled for today at lunchtime.

The first half of the submitted presentation includes a rather detailed discussion of the proposed tax initiative that will be on the upcoming November ballot. The content includes references to health facts and data showing that tax increases do indeed reduce smoking rates and improve public health. The other side of the debate, which focuses on the overall financial burden to taxpayers for this expensive initiative, is presented but seemingly quickly negated.



The remaining parts of the submitted presentation discuss internal resources that may be used to address tobacco cessation with patients at your hospital and are generally not a concern from your perspective.

The nature of the content makes it clear that the presenters -- who are all faculty at your institution -- support the tobacco tax initiative and are encouraging their colleagues to vote YES on the ballot question. On their financial disclosure form, the presenting faculty disclose no financial relationships. They do, however, include a slide with the presentation to disclose that they sit on the task force of the proposed tax initiative.

Questions to Consider:

How would you handle this situation? To whom would you raise your concerns?

Should the presenters be disqualified from giving this talk due to their possible conflict of interest?

Does this content represent commercial bias from the standpoint of meeting the ACCME's Standards of Commercial Support?

Based upon your concerns, should this activity be certified for continuing education credits? In general, how do you make this determination for individual activities presented within your facility or health system?