

Content Integrity Standards in Continuing Nursing Educational Activities

The purpose of this is to provide additional clarification on the most current ANCC content integrity. Please keep this information top-of-mind when planning programs.

The potential for conflict of interest exists when an individual has the ability to control or influence the content of an educational activity AND has a financial relationship with a commercial interest, the products or services of which are pertinent to the content of the educational activity.

As defined by the ANCC, **a commercial interest** is any 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 a commercial interest entity. Nonprofit or government organizations, non-healthcare-related companies, and healthcare facilities are not considered commercial interests.

The Lead Nurse Planner for the educational activity is responsible for evaluating if any individual in a position to control content of the activity has a relevant relationship with a commercial interest organization, and if so, resolve the conflict of interest. Relevant relationships must be disclosed to the learners during the time when the relationship is in effect and for 12 months afterward. All information disclosed must be shared with the participants/learners prior to the start of the educational session.

ANCC criteria and examples are below.

Criteria	Criteria	Criteria
Employees of commercial interest organizations are not permitted to serve as planners, speakers, presenters, authors and/or content reviewers if the content of the educational activity is related to the products or services of the commercial interest organization.	Employees of commercial interest organizations are permitted to serve as planners, speakers, presenters, authors and/or content reviewers if the content of the educational activity is NOT related to the products of the commercial interest organization.	Individuals who have non-employee relationships with commercial interest organizations are permitted to serve as planners, speakers, presenters, authors and/or content reviewers as long as the Provider (SGNA) has implemented a mechanism to identify, resolve and disclose the relationship as outlined in these standards.
Example	Example	Example
Jane Doe is the President of a company which manufactures and sells manometry equipment. She requested to submit an abstract on manometry. UNACCEPTABLE under ANCC criteria	Jillian Doe is a Clinical Specialist for an endoscope manufacturer. She is a frequent presenter on operational management processes. ACCEPTABLE under ANCC criteria	John Doe is Nurse Manager for GI/Endoscopy at a large teaching hospital. He is on the Speaker's bureau for a company which manufactures AERs. He will present a session on endoscope reprocessing. His conflict will be disclosed to the audience at the start of the session. He was notified that her session content would be monitored for any promotion. ACCEPTABLE under ANCC criteria

Reference: American Nurses Credentialing Center's Content Integrity Standards for Industry Support in Continuing Nursing Educational Activities