

Program Guidelines for Continuing Professional Development for Pharmacy Professionals

For Corporations and Health Organizations

The Program Guidelines of the Canadian Council on Continuing Education in Pharmacy (CCCEP) has been adopted by Continuing Professional Development for Pharmacy Professionals (CPDPP). The following guidelines cover corporation involvement and multi-disciplinary/interdisciplinary involvement by health organizations in continuing professional development programs for pharmacy professionals.

Corporations and health organizations shall work with established pharmacy organizations (nationally – CCCEP or provincially – CPDPP) in the organization and presentation of continuing professional development programs for pharmacy professionals.

The involvement of all parties shall be clearly acknowledged on promotional literature. Continuing professional development programs for pharmacy professionals shall not be used for promotion of products or companies. Corporate promotional literature or product samples shall not be distributed at continuing professional development programs. Banners displaying the company name or logo shall not be used; however, a sign, indicating the sponsoring company, is permissible.

Generic names should be used in the presentations and discussions.

Companies must not offer lavish rewards to pharmacy professionals to attend programs which they sponsor. Rewards include but are not limited to: personal expenses, honoraria for participants, and personal gifts. Modest meals or receptions provided in conjunction with the educational event are acceptable.

Registration list of participating pharmacy professionals shall not be given to any sponsoring company. If a company does obtain a registration list, it shall not be used as a mailing list or for marketing purposes.

The speaker or chairperson is encouraged to thank the sponsoring company for financial support but may not refer to the company in any other context nor promote the

company or their products in any way.

The presenter at the continuing professional development program for pharmacy professionals should not be an employee of the sponsoring company or any of its subsidiaries or associates. Employees of the company may introduce speakers. CCCEP and CPDPP do recognize that some company employees possess unique knowledge on particular subjects. In these cases, the employee may speak at a continuing pharmacy education program.

If the program provider (corporation or health organization) would like to have CCCEP or CPDPP accreditation for multi-disciplines and interdisciplinary programs, then the following points must be met.

- A pharmacist must sit on the planning committee.
- The name and contact information for pharmacy committee member must be provided.
- The pharmacist on the planning committee must work with the presenters and submit the learning objectives for each presentation and show the relevance to the practice of pharmacy. Generic presentations may not be accredited.