

# CME Outfitters, LLC

## Commitment to Disseminating Accurate Information to CME Stakeholders: COI, Fair Balance, and **Get the Facts!**

CME Outfitters (CMEO) has a reputation for the development of best-in-class education as rated by physician participants, faculty, and our external review boards. All content developed is evidence-based and focused on improving clinician knowledge and/or performance. As an engaged member of the CME community, CMEO is also committed to providing faculty, participants, and stakeholders with the facts regarding our policies and processes for managing conflict of interest and commercial bias in our activities. CMEO fully supports The National Task Force on Continuing Medical Education Provider/Industry Collaboration in their efforts to distribute the **Get the Facts! Campaign Toolkit** and has committed to taking actionable steps to incorporate the initiative into our CME processes.

CMEO has created a resource area on [www.neuroscienceCME.com](http://www.neuroscienceCME.com) to encourage visitors to **Get the Facts!** about CME. Available for download are:

- PDF of **Get the Facts!** informational sheets
- PDF of CMEO Process for Content Review and Validation
- Link to the **Get the Facts!** home page at [www.sacme.org](http://www.sacme.org)
- Link to the National Faculty Education Initiative at [www.nfeinitiative.org](http://www.nfeinitiative.org) for educating faculty presenters



CMEO active dissemination of **Get the Facts!** information includes but is not limited to:

- All CMEO staff are required to read **Get the Facts!** and participate in related CME educational training
- *Clinical Compass*™ email newsletter to over 70,000 clinicians in the CMEO proprietary database
- Inclusion of **Get the Facts!** in certificate mailings
- Insertion of **Get the Facts!** into activity materials
- Awareness campaign during countdown billboards before neuroscienceCME TV broadcasts
- Inclusion of **Get the Facts!** in all faculty paperwork
- Resource area at [www.neuroscienceCME.com](http://www.neuroscienceCME.com) highlighted in external communications



In an effort to strengthen the knowledge base of our faculty regarding conflict of interest and commercial bias, CMEO has established a policy implementing the National Faculty Education Initiative. As faculty are confirmed for CMEO activities, they will receive an email with a link to the National Faculty Education Initiative at [www.nfeinitiative.org](http://www.nfeinitiative.org) requesting that they complete the training segment prior to participation in the activity.