CLINICAL PRACTICE GUIDELINE DERIVATIVES SUPPORTED BY INDUSTRY

The American Academy of Dermatology (AAD) continues to evolve the development of evidence-based clinical practice guidelines and other tools to define, disseminate and promote best practices in the medical community. Clinical guideline derivatives promote awareness of Academy clinical guidelines, facilitate easier implementation of guideline recommendations by dermatologists and their medical staff, and encourage compliance with the guidelines to improve patient safety and quality of care.

Guideline derivative products (GDP) are defined as tools used to aid dermatologists in the adoption and implementation of evidence-based guideline recommendations into clinical practice. These tools may be produced in various formats including, but not limited to, print, electronic, web-based or multi-media. GDP may also include translation of the published clinical guideline into another language and guideline reprints. Financial support from industry may enable the Academy to further develop and distribute GDP, and expand the impact of clinical practice guidelines on dermatologic practice and care.

In so far as the development and distribution of these GDP may be financially supported by medical and/or pharmaceutical industry, activities related to GDP are governed by the AAD’s Administrative Regulation/Code for Interactions with Companies, and the Governance Policy on AAD Principles of Corporate Relationships. The AAD Principles stipulate that the Academy also follows the Standards for Commercial Support of Continuing Medical Education of the Accreditation Council for Continuing Medical Education (ACCME).

This summary provides an overview of requirements in these policies that are specific to seeking industry support for the development and dissemination of GDP.

1. Choice of GDP Activities and Industry Supporters
   1.1. The Academy determines its GDP activities and has the sole discretion in choosing its corporate supporters.

   1.2. GDP activities may have one supporter or multiple supporters. The number of supporters is determined by the Academy. In cases in which support is received from a single company, the Academy will exercise special care to avoid the perception of bias or favoritism.

2. Accepting Support
   2.1. The AAD will control the use of support for GDP in a manner aligned with the AAD’s strategic framework, and will decline support where the company supporter expects to influence its programs or advocacy positions.
2.2. The AAD’s acceptance of support is not intended to convey Academy approval, endorsement, certification, acceptance or referral of any particular company or any product or service manufactured or distributed by a corporate supporter.

2.3. The Academy will not accept funds from industry for the development of GDP until the primary clinical practice guideline has been developed, Board-approved, and accepted for publication. However, through acceptable channels outlined in the above Administrative Regulations and Governance Policies the Academy Development Department may engage in discussions with industry to develop a plan for future support of GDP activity concurrent with the development of the guideline. Industry communication with AAD Guideline staff and Work Group members and/or any exchange of unapproved guideline content are expressly prohibited. The preferred form of funding for GDP is an educational grant, except for CME activities in which an educational grant is required. (Annotation: The intent of this policy is to disallow any appearance of or real influence over GDP content but also be able to present derivatives at the time that the guideline is published to expedite its dissemination and adoption.)

2.4. The AAD will retain complete editorial control over GDP content, and such content must be free of commercial bias and company influence.

2.5. The AAD requires a written statement to be conspicuously placed on GDP acknowledging that the content of the GDP was developed solely by the Academy, independent of industry influence.

3. Written Agreements and Disclosure
3.1. The AAD will use written agreements with companies to support the development and/or distribution of GDP. Funds accepted from companies will be associated with written agreements that specify what the funds are for, the amount given, and the separate roles of the company and the AAD. The means of recognition of company support for GDP must be clearly defined in the agreement. Such an agreement will establish clear parameters for the use of funds, and affirm the independence of the AAD.

3.2. The AAD will disclose company support for GDP, making this information available to its members and the public.

3.3. The corporate supporter may publicize its support of the Academy’s GDP. However, it shall be made clear in such promotional materials or activities that references to the Academy shall not constitute an endorsement by the Academy of the company’s products. In any such publicity efforts, the parties shall agree in advance on language used to describe the relationship.
3.4. The written agreement and public disclosure shall include an affirmative statement that the corporate supporter had no involvement with the content and development of the supporting clinical practice guideline.

4. Recognition of Company Support
   4.1. All Academy GDP are solely owned by the AAD. The Academy may trademark/copyright these programs as appropriate.

   4.2. Companies can be recognized in GDP but should not be provided in a manner that implies company influence over their content, or the supporting clinical practice guideline.

   4.3. The Academy will acknowledge corporate supporters of Academy GDP with acknowledgment language to be mutually agreed upon by the Academy and the corporate supporter such as: “(Supported/Sponsored/Funded) by (a grant/support) from CORPORATE SUPPORTER” or “Printing and Distribution supported by…”. Along with the corporate supporter’s logo.

   4.4. The location of the acknowledgement along with the supporter’s logo should plainly illustrate the support relationship so that it is clear that the GDP is an Academy product supported by a corporate supporter.

   4.5. Reference to product brands by corporate supporters is prohibited.

5. Special Requirements for CME–Certified Programs and Activities
   5.1. GDP that are distributed as part of a CME activity cannot contain any advertising, trade name, or product group message.

   5.2. Commercial support disclosure will be required for GDP used for CME-certified programs and activities.

   5.3. Industry support for GDP developed and distributed for CME-certified programs and activities must be in the form of an educational grant.