

POLICIES FOR SEPARATION OF MARKETING FROM CE

LSU Health New Orleans Continuing Dental Education (LSU CDE) adheres to requirements outlined in “**Standard V. Commercial or Promotional Conflict of Interest**” and “**Standard XI. Publicity**” of the ADA CERP Recognition Standards and Procedures.

Additionally, LSU CDE will use the ADA CERP logo and disclosure statements in compliance with the guidelines for the “**Use of the ADA CERP Logo and Authorized Recognition Statements.**” Product-promotional materials and product-specific advertisements are strictly prohibited during continuing dental education activities.

COMPLIANCE GUIDELINES

- Commercial promotional exhibits or advertisements must not influence the planning or delivery of continuing education (CE) activities.
- Instructors and lecturers are encouraged to use generic names for therapies, whenever possible.
- LSU CDE will not accept commercial promotional support for any course or event if such support is contingent upon exhibiting or advertising.
- During live CE activities, advertisements and commercial promotional materials must not be displayed or distributed in the educational space at any time in conjunction with the CE activity.
- During video conferences, advertisements and commercial promotional materials must not appear on the screen at the same time as CE content, nor be interleaved between screens or windows displaying CE content.
- Representatives of commercial interests may not engage in sales or promotional activities within the CE activity space.
- Commercial promotional materials must not be interleaved within CE content.
- Educational materials associated with a CE activity (e.g., slides, abstracts and handouts) must not contain advertising, trade names, or product-group messaging.