



WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

The Medical College of Wisconsin (MCW) is committed to presenting CME activities that promote quality improvements in healthcare and are independent of the control of commercial interests. As part of this commitment, MCW has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest¹ which are used to pay all or part of the costs of a CME activity.

Title of CME Activity: 35 th Annual Macula Society Meeting
Activity Location: David Citadel Hotel, Jerusalem, Israel Activity Date: June 11-15, 2012
Name of Commercial Interest:
Amount of Educational Grant: (direct or in-kind)
Name of Educational Partner: The Macula Society

Terms, Conditions, and Purposes

Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. MCW is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.
3. The commercial supporter is expressly prohibited from specifying the manner in which the MCW will fulfill the requirements of the ACCME's Elements, Policies, and Standards.

Appropriate Use of Commercial Support

4. MCW will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest. MCW reserves the right to delegate this responsibility to its designated Educational Partner when it deems appropriate.
5. The Commercial Interest will not require MCW nor its Educational Partner(s) to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
6. All commercial support associated with this activity will be given with the full knowledge and approval of the MCW. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
7. MCW will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

8. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the same room as the CME activity.
9. The Commercial Interest may not be the agent providing the CME activity to the learners.

Disclosure

- 10. MCW will ensure that the source of support from the Commercial Interest, either direct or “in-kind,” is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.
- 11. MCW will ensure disclosure to the audience of any relevant financial relationship between itself and the Commercial Interest or between individual speakers or moderators and the Commercial Interest.

The Commercial Interest and MCW agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) *Standards for Commercial Support*TM and the prevailing standards of the *AMA PRA Category 1 Credit*TM program.

The Medical College of Wisconsin:

Tax ID Number 39-0806261	
Contact Person: Linda Caples, MBA	Email Address: lcaples@mcw.edu
Phone Number (414) 955-4900	Fax Number (414) 955-6623

Educational Partner (if applicable):

Tax ID Number: 34- 1319823	
Contact Person: Stacy Singerman, Coordinator	Email Address: maculasociety@aol.com
Phone Number: 216-839-4949	Fax Number: 216-831-8221

Name of Commercial Interest:

Address	
City, State, Zip	
Contact Person	Email Address
Phone Number	Fax Number

Agreed by Authorized Representatives

Commercial Interest

Signature and Date

Print Name

Title

Accredited Provider

Signature and Date

Print Name

Title

Educational Partner/Joint Sponsor (if applicable)

Signature and Date

Print Name

Title

¹ The Medical College of Wisconsin (MCW) defines a Commercial Interest as any proprietary entity producing, marketing, re-selling or distributing health care goods or services consumed by, or used on, patients. MCW does not consider providers of clinical service directly to patients to be commercial interests. Units of the federal, state or local government are not considered to be commercial interests for CME purposes.