

# Commercial Bias Policy of the ASCLS P.A.C.E. Program

P.A.C.E. programming should be presented without commercial bias. Commercial bias is defined as an unbalanced presentation of educational materials with the goal of swaying opinions in favor of a particular commercial product or business. In accordance with this, the following policies apply:

1. Presentations that directly promote a provider's products or services shall generally not be eligible to provide P.A.C.E. credit.
2. Presentations shall not be eligible to provide P.A.C.E. credit when the presenter has a direct financial stake in the topic being presented. Typically, a direct financial stake would be represented by royalties, intellectual property rights, or investment or ownership stakes. In cases where speakers are employees or company sponsored (including when receiving salaries or honoraria) the presentations are eligible for P.A.C.E. credit, though presenters should ensure to clearly disclose the relationship and potential conflict of interest.
3. Presentations about a device, procedure, or testing methodology must be balanced when multiple devices, procedures or testing methodologies exist. The presentation should make mention of what is available, even when not the focus of the presentation.
4. Presentations designed to provide instrument training are generally eligible to provide P.A.C.E., including when the presenter has a direct financial stake. The presenter is obligated to disclose the nature of that financial stake (e.g. employment, paid spokesperson, etc.) even under any such circumstances.
5. The Director of P.A.C.E. at the direction of the P.A.C.E. committee has the authority to waive this policy when they believe it is necessary to provide high quality presentations. Such waivers should include a review of the proposed presentation that finds the presentation covers important educational content, the presenter has appropriate (and where applicable, unique) qualifications and expertise, and that all conflicts of interest are thoroughly disclosed.
6. Branding of slides is explicitly acceptable, however presentations are expected to prioritize the content of the program over inclusion of branding.