For all accredited CME activities, conflicts of interest must be: identified, managed, shared with participants, and documented.

**What is a Conflict of Interest (COI)?**

A Conflict of Interest arises when an individual has a relevant financial relationship with a commercial interest (i.e., a pharmaceutical company or medical device manufacturer) whose products or services are used on (or consumed by) patients and will be discussed at a CME activity.

Note: Relationships with non-profit organizations, government entities, or companies with business unrelated to healthcare do not create conflicts of interest.

**Steps: Identify, Manage, Share & Document**

**Identify: Do Individuals Have Conflicts of Interest?**
All individuals able to influence the educational content of an activity must identify their relevant financial relationships (i.e., conflicts of interest) and those of their partner or spouse. Employees or owners of commercial companies cannot plan or present at CME activities.

**Manage All Conflicts of Interest**
A Conflict of Interest Manager (a designated individual without conflicts) must review the content to ensure presentations by individuals with identified conflicts are free from commercial bias and balanced in content.

**Share Information with Participants**
Inform participants of the presence (or absence) of conflicts of interest for all individuals associated with the activity.

**Document: Submit All Documentation to OCME&LL**
Provide supporting documentation for the steps above to OCME&LL.

**Office of Continuing Medical Education & Lifelong Learning**
http://ocpd.med.umich.edu