



Highlights of the new ACHA Policy entitled “Guidelines for Interactions with Industry for Non-Accredited Activity”

What this means for you and your volunteer network

Why was this policy created?

The previous policy was written prior to the Zoom era and combined Industry interactions for Accredited and Non-Accredited ACHA Activities. With so many changes in the post-pandemic world — such as the ubiquity of virtual meetings – it was determined that the policy insufficiently covered all the possible ways that ACHA interacts with industry partners. This new policy clarifies how ACHA staff and members can involve Industry in ***Non-Accredited Activities***.

What is a Non-Accredited Activity?

For the purposes of this policy, **Non-Accredited Activities are defined as activities that are produced, developed and/or conducted by ACHA or anyone representing ACHA (ACHA staff, Volunteer Leaders, Volunteer Groups/Networks, and/or ACHA members) which do not offer continuing education credit.** This includes advocacy activities/work, products such as guidelines, standards, or tools, or programs such as monthly meetings. While most Volunteer Group/Network efforts are considered Non-Accredited Activities, we encourage groups to apply for CE credits when appropriate (webinars, summits). Educational events and webinars where CE credit is offered are considered ACHA Accredited Activities.*

* For ACHA Accredited Activity guidance and policies, contact the ACHA Education Department at education@acha.org.

What are some highlights of the policy that impact members and volunteer groups?

1. ACHA strives to maintain independence from Industry. To achieve this, the policy provides guidelines for interacting with industry entities that volunteer groups should employ to the best extent they can.

When interacting with industry partners, ACHA volunteer groups should:

- Actively state ACHA non-endorsement of any company, product or service;
- Create balanced panel presentations (i.e., pairing an industry expert with a member who is also a subject matter expert)

- Avoid Industry branding or use of Industry-controlled materials during the delivery of an ACHA Non-Accredited Activity, including in presentation slides, handouts, or other program collateral;
 - Disclose Industry affiliations and Direct Financial Relationships of all involved parties in the ACHA Non-Accredited Activity;
 - When feasible, offer opportunities equitably to Industry (i.e., when issuing invitations or opportunities, invite multiple Industry partners to participate or submit proposals)
 - Use non-Industry research or data to balance Industry research or data being used to support ACHA Non-Accredited Activities.
2. No product demonstrations or direct sales are allowed during ACHA Non-Accredited Activities. There is a different mode for Industry to interact with ACHA, called an Industry Presentation, which is coordinated by the ACHA national office. Industry may apply to sponsor an Industry Presentation to promote a product or service. More info can be found [HERE](#).
 3. Industry may provide research, data or subject matter expertise to Volunteer Groups/Networks, **but they may not be involved in the direct writing of any official ACHA guidelines, statements, toolkits, or other like resources.**
 4. There are occasions when certain non-profit entities will be considered Industry. Non-profits that offer products or services that compete directly or indirectly with ACHA products or services may be subject to this policy on a case-by-case basis at the discretion of the ACHA CEO.

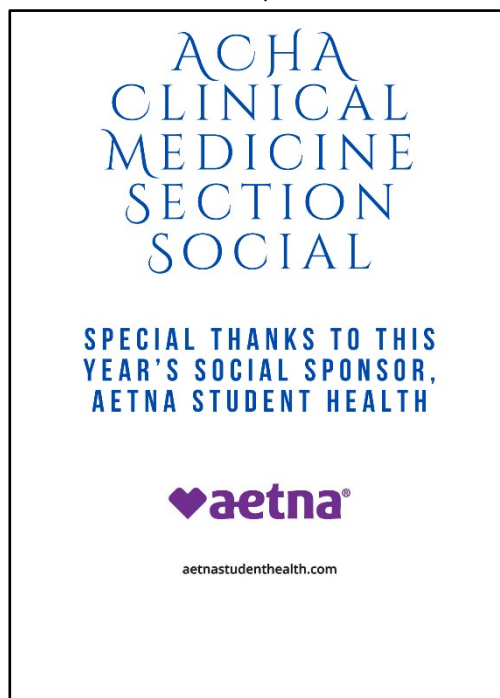
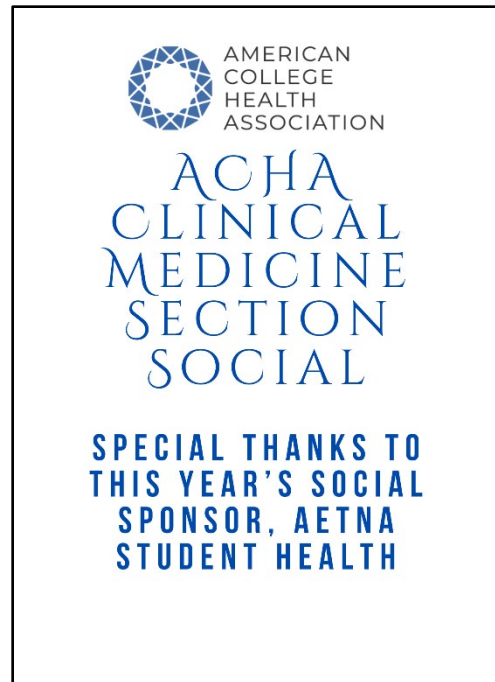
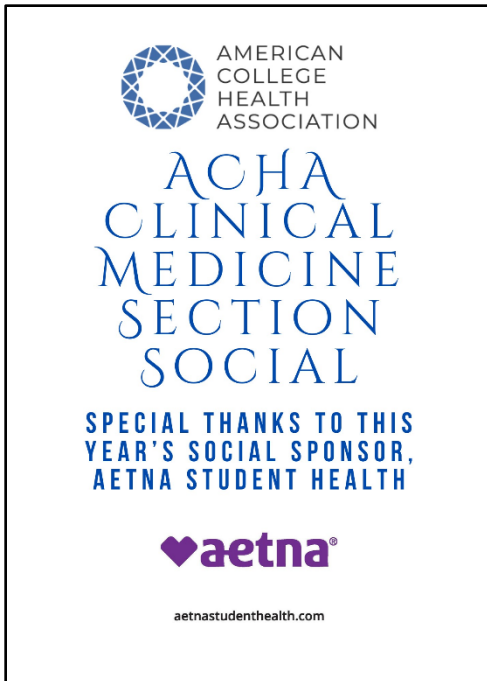
Can you provide some examples of how the new policy should be applied?

Example A: The Mental Health Section decides to write guidelines for evaluating telecounseling vendors. TimelyCare conducted a survey and has some data points that may be useful as background for the guidelines. In this scenario, a representative from TimelyCare may be interviewed or consulted about the data and/or survey, the data point is allowable for use in the report, but no TimelyCare representative could sit on the writing team of those guidelines. Additionally, other non-Industry data should be included in the background section.

Example B: The Clinical Medicine Section would like to find a sponsor to host an after-hours social event at the ACHA annual meeting. This would qualify as an ACHA Non-Accredited Activity. Therefore, there should be no product demos or direct



sales pitches. Additionally, the Section organizers should state that while they are appreciative of the sponsorship, that in no way means the Section endorses the sponsor. There should also be no use of the ACHA logo at the event if the Industry logo is being used. See signage examples below.



Example C: The Student Health Insurance and Benefits (SHIBPs) Coalition would like to bring in a speaker to their monthly meeting to discuss how to negotiate with insurance brokers. The speaker is an insurance consultant. Monthly Coalition meetings (as well as non-CE granting webinars) are considered an ACHA Non-Accredited Activity. Therefore, if possible, the Coalition should offer the opportunity to present to other insurance consultants, try to find at least one other non-Industry speaker to present, and state that the Coalition is not endorsing use of the Consultant's services. They should also not allow any product demonstrations or sales pitches to Coalition meeting attendees and a list of names of the meeting's attendees should not be shared with the Industry speaker.

These examples make sense, but I still have specific questions about how to apply this policy to our work. Who can I ask for assistance?

First, reach out to your group's ACHA staff liaison. If you still need assistance, contact ACHA's Director of Strategic Partnerships, Robyn Buchsbaum, at rbuchsbaum@acha.org.