



## EXPECTATIONS FOR PRESENTATIONS IN EDUCATIONAL ACTIVITIES SPONSORED BY ASCO

The American Society of Clinical Oncology (ASCO) holds certain expectations for presentations and materials produced for educational activities. The expectations for presentations listed below are provided to guide contributors of educational activities as they develop educational content. Educational content must adhere to the following guidelines and by agreeing to participate in an educational activity, contributors represent that they have full responsibility and control over the content developed and/or presented.

### Expectations

- ❖ Educational presentations, reference materials, and other related content must be objective and free of commercial bias, whether actual or perceived, promoting or refuting any product, device, service, or commercial entity.
- ❖ All clinical recommendations must be based on evidence that is accepted within the profession as adequate justification for their indications and contraindications in the care of patients.
- ❖ Educational presentations, reference materials, and all other content must not promote a specific company or non-profit, or any products or services offered.
- ❖ All scientific research discussed must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
- ❖ Educational content must offer a balanced view of current medical practice that includes discussion of all available therapeutic options, including benefits and risks associated with each.
- ❖ Contributors must not include any remarks of personal disparagement, *ad hominem* statements, or defamatory, discriminatory, derogatory, demeaning, or prejudicial speech.
- ❖ Educational content must not include any company or product logos, branding, marketing message, or URLs. Non-promotional logos and URLs from non-profit or government institutions are permitted.
- ❖ Educational content must not include trade names of drugs or products if a generic name is available. Trade names can only be used for identification purposes, and if there is no generic identifier.
- ❖ Educational content must be HIPAA compliant and comport with applicable patient privacy standards (e.g. will only use de-identified patient information and/or will obtain written consent from the patient).
- ❖ Contributors are subject to any management strategies outlined in [ASCO's Implementation Plan to Manage Relationships with Companies for Continuing Education Activities](#).
- ❖ Contributors who do not comply with these expectations may be subject to action including being prohibited from further participation in ASCO sponsored educational activities.