A commercial bias criterion is described by the Accreditation Council for continuing medical education (ACCME) in Standard 5:

**Standard 5: Content and Format without Commercial Bias**

**Standard 5.1**

The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

**Standard 5.2**

Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.

**Top 10 Actions Perceived by Health Care Professionals as Commercial Bias¹**

1. Focusing on 1 agent, device, or procedure when others exist
2. Not providing a balanced presentation of the benefits and adverse effects for all agents, methods, or procedures in an activity
3. Most of the faculty have relationships with the grantor sponsoring the activity
4. References to inappropriate studies (promotional, bad design, etc.)
5. Inconsistent use of brand names
6. Misleading title
7. Lack of appropriate scientific references
8. Misleading learning objectives
9. Misleading overview statement
10. Endorsement of a particular product or practice by a respected and well-known expert in the field