

PROFESSIONAL EDUCATION

Commercial or Promotional Conflict of Interest

The Procter & Gamble Company (P&G) provides a range of educational activities for the dental profession. When Continuing Education Credits are offered, the program is strictly educational and by definition, non-promotional. Continuing Education programs are primarily targeted to general dentists, dental hygienists, dental assistants, and office staff. The following are the guidelines under which P&G offers Continuing Education Credit for educational activities:

1. All courses offered will be for scientific and educational purposes and will not promote the products of the company directly.
2. P&G is responsible for the control of content and the selection of authors and presenters. Authors own the content and associated copyright.
3. Activities are independent from the promotional influences of the Marketing Department.
4. To ensure these activities are educational and non-promotional, P&G follows the guidelines of professional organization(s) and also has a Continuing Education Advisory Committee.
5. The Advisory Committee is fully responsible for ensuring activities are educational and scientific and free of promotional influences.
6. Generic names are used whenever possible for any discussion of a product and there is a well-balanced presentation of other therapies and any limitations of the data.
7. Sponsorship by P&G is fully disclosed.
8. The relationship between any instructor and P&G is fully disclosed.
9. The relationship between any instructor and any other company that may represent a conflict of interest for the instructor is also fully disclosed