

Guidelines for Enduring Materials

NOTE: On February 25, 2014, the ACCME announced the 2014 Simplified Policies that affect the requirements of Enduring Materials. Contact the CME program to clarify the simplified policies. Enduring materials are printed, audio, video or electronic activities, including internet, computer-assisted instruction, and broadcast activities. To be designated for credit, enduring materials must:

- comply with the guidelines for category I activities.
- Present disclosure and any potential conflicts for the principal speakers and their credentials*.
- disclose contributor support at the beginning of the activity information (see below)

Guidelines for Contributors of Enduring Material

- *Product specific advertising of any type is prohibited in enduring materials*
- *Contributors must be acknowledged, however, acknowledgement must be placed **only** at the beginning of the enduring material*
- *Institutional acknowledgment may state*
 - *name of the institution*
 - *mission*
 - *areas of clinical involvement of the institution*
 - *institutional logos and slogans, if they are not product promotional in nature*

The Standards for Commercial Support and the Standards for Enduring Materials do prohibit distribution of certified enduring materials by commercial representatives directly to physicians. Standard 4.5.

- disclose medium or combination of media used*.
- Present learning objectives.
- contain clear instructions to the learner on how to successfully complete the activity to earn credit.
- communicate to the learner the minimum performance level that must be demonstrated in the assessment in order to successfully complete the activity*.
- have estimate of time to complete the educational activity*.
- provide access to supplemental materials to reinforce and clarify specific information.
- provide access to appropriate bibliographic sources to allow further study*.
- medium or combination of media used*.
- record and verify participation.
- provide an assessment of the learner that measures achievement of the educational purpose and/or objective(s) of the activity with an established minimum performance level; this may include, but is not limited to, patient-management case studies, a post-test and/or application of new concepts in response to simulated problems.

- be evaluated at least once **every three years**, or more frequently if indicated by new scientific developments. (Findings from the evaluation process must be used by the planning committee and departmental administration to revise, update, or plan future versions of the enduring material.)
- date of original release*
- most recent review or update*
- termination date*

* Providers of enduring materials must communicate the above information to participants so that they are aware of this information prior to starting the educational activity.

Internet activities must comply with the following:

*Activity (or link to activity) may not be located on a pharmaceutical or device manufacturer website.

*Advertising of any type is prohibited within the educational content of the activity.

*No links from the provider website to a pharmaceutical company or device manufacturer may appear either before or after the educational content.

Designating and awarding credit for participation in an enduring material

- Credit designation for each enduring material must be determined by a mechanism developed by the accredited CME provider to establish a good faith estimate of the amount of time a physician will take to complete the activity to achieve its purpose and/or learning objectives (e.g. the average time it takes a small sample group of the target audience to complete the material); credit is designated in 15 minute or 0.25 credit increments; accredited CME providers must round to the nearest quarter hour.
 - Credit should be awarded only to physicians who meet at least the **minimum performance level** (70% or higher pass rate) on the assessment as established by the accredited CME provider.

CME activity Core requirements:

1-Conform to the AMA’s definition of CME

2-Address demonstrated educational needs.

3-Communicate to prospective participants a clearly identified educational purpose and/or objectives in advance of participation in the activity.

4-Be designed using AMA approved learning formats (live, enduring materials, journal-based CME, manuscript review (for journals), performance improvement CME, Internet point of care learning) and learning methodologies appropriate to the activity’s educational purpose and/or objectives; credit must be based on AMA guidelines for the type of learning format used.

5-Present content appropriate in depth and scope for the intended physician audience.

6-Be planned in accordance with the relevant CEJA opinions and the ACCME Standards for Commercial Support, and be non-promotional in nature.

<http://musom.marshall.edu/cme/pdf/Standards%20for%20CommSpt.pdf>

7-Evaluate the effectiveness in achieving its educational purpose and/or objectives.

8-Document credits claimed by physicians for a minimum of six years.

9-Be certified for AMA PRA Category 1 Credit in advance of the activity; i.e., an activity may not be retroactively approved for credit.

10-Include the AMA Credit Designation Statement in any activity materials that reference CME credit the with exception of “save the date” or similar notices.