



Process for Initiating a CME Credit-Bearing Educational Activity

Thank you for collaborating with the Office of Continuing Medical Education in planning your educational activity. Our office is pleased to assist you all phases of course development. You may reach us at 315-464-4606.

Please take a moment to review the following tips for initiating a course before completing the Activity Planning Guide:

- Definitions:
1. accredited provider and sponsor of the activity = the CME Office
 2. certified activity = course approved for AMA PRA Category 1 credit

CME ACTIVITY CERTIFICATION CRITERIA:

A CME activity can be certified for AMA PRA Category 1 credit if it is sponsored by an institution or organization accredited by the ACCME to provide CME activities for physicians. The activity must meet or exceed the following criteria:

- It is based on a demonstrated educational need and is designed to meet the identified need
 - The educational objectives for the activity are stated
 - The content is appropriate for the specified objectives
 - The teaching/learning methodologies and format are suitable for the objectives
 - Evaluation mechanisms are defined to assess the quality of the activity and how well the stated objectives are met
 - There is documentation of the physicians' participation (Participant Data Sheet/Sign-in Roster)
 - The CME activity is free of commercial bias
1. Provide information and requested documentation for each item in the Activity Planning Guide. If your packet is complete, we can respond to you within 48 hours. We need to be involved in the development of the activity from the beginning. We will contact you as soon as we have reviewed your material, feel free to contact us first if you have questions.
 2. As the accredited provider, we must remain informed about and be in control of all commercial support provided for a certified educational activity. Therefore, you must inform us about all potential and confirmed sources of commercial support. Commercial support includes money and in-kind donations received from any organization except governmental sources. The CME Office must have a Letter of Agreement on file for each commercial supporter before credit can be granted to the participants. * Please note - faculty cannot receive an honorarium directly from a commercial entity. Please contact us to arrange for processing through our office. (*Items 13 & 14, Activity Planning Guide*)

3. Attach material, which documents the assessment process that determined the need for offering your course. Documentation could consist of a recent article, a research study, or the minutes from a meeting with potential learners or experts in the field. (*Item 16, Activity Planning Guide*)
4. Attach to the Activity Planning Guide a course outline that includes
 - the titles of all components of the planned activity
 - the length of time spent in each component
 - the faculty presenting in each component

This will be used to assign the number of credits approved. (*Item 17, Activity Planning Guide*)

5. The Office of CME must approve a draft copy of the written material you will use to advertise the educational activity. This includes Save-the-Date postcards, brochures, flyers, letters, emails, etc. The advertising you use must include

- title of Activity
 - type of Activity
 - date
 - location
 - target Audience and, if applicable, prerequisite knowledge or skill
 - the Office of Continuing Medical Education listed as the sponsor
 - the accreditation/designation statement
 - clearly stated learning objectives or a description of the educational activity
 - target audience
 - acknowledgment of commercial support
 - faculty disclosures & off-label and investigational uses of pharmaceutical products are disclosed
- (*Item 26, Activity Planning Guide*)

If a department within the College of Medicine at SUNY Upstate is sponsoring the activity, the following accreditation/designation statement must be used:

SUNY Upstate Medical University is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

SUNY Upstate Medical University designates this educational activity for a maximum of **[number of credits]** AMA PRA Category1 Credit(s)TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

If the sponsoring department or organization is not part of the SUNY Upstate's College of Medicine, the following accreditation statement must be used:

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of SUNY Upstate Medical University and **[enter your facility name]**. SUNY Upstate Medical University is accredited by the ACCME to provide continuing medical education for physicians.

SUNY Upstate Medical University designates this educational activity for a maximum of **[number of credits]** AMA PRA Category1 Credit(s)TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

The front cover of all announcement(s)/brochure(s) promoting continuing medical education for physicians **must** include the following sponsorship statement:

Sponsored by the Office of Continuing Medical Education at SUNY Upstate Medical University

If a logo from the non-accredited sponsor or other accredited sponsor is used then the SUNY Upstate Medical University logo must also be used.

Under no circumstances should any promotional material and/or activities be distributed indicating that the CME activity has been approved for Category 1 credit prior to official written notification from the SUNY CME Office. **For example, promotional materials may not contain phrases such as “Category 1 credit applied for” or “credit pending” or any other statements relative to CME credit or the awarding thereof.**

(Item 26, Activity Planning Guide)

6. Learning objectives must be competency based. We must be able to measure whether the participant in your course achieved what you intended. Complete the sentence contained in the Activity Planning Guide: “Upon completion of this educational activity, participants will be able to...”. Begin your objectives with action words like “discuss”, “list”, “identify”, “analyze”, “perform”, etc. It is difficult to measure “understanding” or “awareness” objectives. It is not acceptable to begin your objectives with those adjectives. Included with the Activity Planning Packet is a file to assist you in formulating objectives for your educational activity. *(Item 18, Activity Planning Guide)*
7. The Accreditation Council for Continuing Medical Education (ACCME) requires that all potential learners in an activity certified for AMA PRA Category 1 credit be informed about the learning objectives PRIOR to engaging in the activity. In addition, the ACCME requires that all printed materials advertising the course contain either a course description or the learning objectives. *(Item 19, Activity Planning Guide)*
8. The teaching method you use should enable your participants to fulfill the course objectives. If you intend for participants in your course to be able to prepare a compliance plan for their clinical office upon completion of your course, it would not be advisable to rely solely on lecture. A small group workshop or skill development lab, which includes practice and feedback, would be a better method. *(Item 22, Activity Planning Guide)*
9. The ACCME requires the accredited sponsor to evaluate how well the activity objectives were met; the quality of the speakers; if the activity was free of commercial bias; and the perceived the impact the activity will have on the physicians’ medical practice. The CME Office has a standard evaluation form, which is recommended. If you elect to use a different evaluation form, prior approval of the CME Office must be obtained. You will be responsible for summarizing the evaluation and submitting the summary to the CME Office. **The SUNY CME evaluation form is mandatory for all sponsored activities.** *(Item 23, Activity Planning Guide)*
10. As the accredited provider, we must review the selection process for faculty. Please describe this process and indicate who was involved. Indicating the professional titles of the selection group instead of naming all participants is acceptable. *(Item 24, Activity Planning Guide)*

11. The ACCME requires that all faculty participating in a sponsored CME activity disclose to the audience PRIOR to the educational activity, any significant financial interest or other relationship with:
 1. the manufacturer(s);
 2. any commercial supporters of the activity; and
 3. any unlabeled/unapproved uses of drugs or devices discussed in the presentation.

Significant financial interest or other relationship may include such things as grants or research support, employment, consultant, major stockholder, member of speaker's bureau, etc.

To meet this requirement, each speaker must complete the Faculty Disclosure Form prior to the CME activity regardless of whether or not there is direct commercial support for the activity. All faculty disclosure declarations must be submitted to the CME Office prior to the activity.

If the speaker does have a significant financial interest or other relationship to disclose to the participants of the CME activity, disclosure must be made PRIOR to the presentation. This disclosure must be made to the audience in writing. Each speaker who has disclosed a relationship with a company should be listed along with the name(s) of each company and the relationship, i.e. "Dr. **[enter physician's name]** is on the Board of Directors of Pfizer". If a presenter has no significant financial relationship to disclose, please state the following in writing: Dr. **[enter physician's name]** has no significant relationship with commercial entities to disclose. If a presenter has refused to disclose potential significant relationships, please state the following in writing: Dr. **[enter physician's name]** has refused to disclose potential significant financial relationships. (*Item 25, Activity Planning Guide*)

This also includes disclosure of experimental products or off-label uses of pharmaceutical products discussed during the presenter's presentation, i.e. "Dr. **[enter physician's name]** will discuss experimental products or off-label uses of pharmaceutical products during his/her presentation". (*Item 25, Activity Planning Guide*)

12. ACCME guidelines require that the accredited sponsor maintain financial oversight for all activities that it certifies for credit. All registration fees, commercial support and other activity funds (i.e. exhibitor fees) must be deposited with the CME Office in a specific Faculty Student Association (FSA) account designated for your activity. The CME Office, at the direction of the activity director or designee, will disburse funds from the account. Original receipts must accompany all requests for payment. **All checks for deposit must be made payable to "SUNY CME-FSA"**.

After a CME activity has been completed, all outstanding accounts will be satisfied and the remaining fund balance transferred as authorized by the activity director.

13. Whenever commercial support is provided for a CME activity, the CME Office must obtain a commercial support letter of agreement between SUNY CME and the commercial supporter. For jointly sponsored activities, the letter of agreement must be between the accredited sponsor (SUNY CME) and the commercial supporter (not the non-accredited sponsor and the commercial supporter).

All checks for commercial support for CME activities must be made payable to "SUNY CME-FSA", tax ID number 16-1469571.

ACCME Standards for Commercial Support require:

- a. No commercial promotional materials be displayed or distributed in the same room immediately before, during or after the educational activity;
- b. Representatives of commercial companies not engage in sales activities while in the room where the CME activity takes place;

- c. Commercial support be acknowledged in printed announcements and brochures and no reference be made to specific products (commercial supporters are not called “sponsors”); and
 - d. Hospitality, travel arrangements, and honoraria must be handled by the CME Office (or their designee), not by representatives of commercial companies.
14. The CME Office at the end of the activity will provide a certificate of completion to the participants. Only the SUNY CME Office certificate may be issued for CME activities sponsored by SUNY.

Documentation to be submitted after the educational activity:

1. Electronic File of Participant’s Demographic Information
2. Tabulated Evaluation Summary
3. Documentation that Faculty Disclosures were provided to the participants (if not included on brochure/advertising)
4. Revenue/Expense Report
5. Syllabus/Handout Materials