

Enduring Material Activity Planning Guide

What is an Enduring Material?

Enduring material means certain types of CME that exist over time. Examples of enduring materials include:

- Written monographs,
- Audio-based program,
- Video-based programs,
- Computer-based programs,
- Internet-based programs (excluding live Webcasts), and
- Smartphone-based programs (excluding live Webcasts).

The technology that is used to distribute a CME activity does not determine whether the activity is “enduring material” for CME purposes. For example, a simultaneous Webcast or video/live stream transmission of a live lecture in real time, which is not recorded for later re-distribution, is a technology for distributing or presenting a live activity; it is not an enduring material.

What Information Must Be Provided to Learners?

All approved CME activities must provide the following information to learners **before** beginning the activity.

- 1. Accreditation designation statement.** You must present the required AMA accreditation and designation statements to learners before they begin the activity exactly as written below:

For Directly Provided Enduring Materials:

The University of Washington School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The next paragraphs shall follow for each credit your program is approved for:

AMA:

The University of Washington School of Medicine designates this enduring material for a maximum of [number of hours] AMA PRA Category 1 Credit(s)[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

2. Purpose of the activity.

You must communicate the purpose or objectives of the enduring material to your faculty and your learners. The best way to do this is to:

- Send written information about the overall needs and learning objectives to your faculty. Ask that objectives are measurable and relevant to the topic and content being created.
- Include your overall learning objectives in your announcements and marketing.
- Present your objectives to your learners before the start of your activity.

3. Disclosure of Conflicts (or lack of).

You must disclose to your learners whether or not there are conflicts of interest with your planning committee and faculty members. You must also mitigate all conflicts prior to the program release date and you must inform learners how this was done before the begin participating in the education.

NOTE: Disclosure information for faculty and planners *must* be available to learners before they begin the activity. They can be accessed via a link, tab, pop-up or other electronic mechanisms to transmit the information.

4. Sources of commercial support.

We require you to visibly disclose all sources of commercial support for your CME activity. If you have received commercial support, please do not include logos, tag lines, or other forms of marketing messages in your acknowledgement. If you have not received commercial support, you are welcome to list that as well, however not required.

NOTE: Commercial support disclosures *must* be available to learners before they begin the activity. They can be accessed via a link, tab, pop-up or other electronic mechanisms to transmit the information.

5. Additional Requirements for Enduring Materials

The AMA has additional disclosure requirements for enduring materials. The provider must communicate the following additional information to participants prior to starting the enduring material educational activity. This information can be supplied via indirect access, where feasible, such as a link, tab, or pop-up:

1. Principal faculty and their credentials;
2. Faculty and planner disclosure statement;
3. Mitigation statement (if disclosures present);
4. Medium or combination of media used;
5. Method of learner participation in the learning process;
6. Estimated time to complete the educational activity (same as number of designated credit hours);
7. Dates of original release and most recent review or update; and
8. Termination date (date after which the enduring material is no longer certified for credit).

For Internet CME, the following is required:

9. Have a mechanism in place for the learner to contact the provider if there are questions about the Internet CME activity.
10. Document that it owns the copyright for, or has received permissions for use of, or is otherwise permitted to use copyrighted materials within a CME activity on the Internet.

6. Participation Threshold:

- 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; examples include, but are not limited to, patient-management case studies, a post-test, and/or application of new concepts in response to information gained within the activity (3-6 month survey) and/or self-proclamation of competency.
- Communicate to the participants the minimum performance level that must be demonstrated in the assessment in order to successfully complete the activity for credit (AMA).
- Provide access to appropriate bibliographic sources to allow for further study and reference.

Calculating CME Credit for an Enduring Material

We expect that educators who develop enduring material CME activities will provide a description of the process they used to determine the amount of CME credit requested. It is important to reiterate that credit for participation in an enduring material CME activity can only be granted to learners who have successfully completed an assessment. A general rule is **how long would it take the average learner to complete the educational offering in its entirety**. *Credit is awarded based on successful completion, not on the amount of actual time it takes to complete the learning.*

Duration of CME Approval Period

Enduring materials can last forever, but CME approval does not. ACCME policies require that enduring materials be renewed no less often than every 3 years. However, **we require that CME approval for enduring materials be renewed every 2 years.**

- Following initial review and approval, CME approval will be provided for an enduring material for 2 years from the date of release.
- The enduring material author/owner is expected to maintain the currency and scientific integrity of the activity. If the activity becomes outdated and cannot be revised, then the activity must be withdrawn. Review dates, along with dates of initial approval and termination, must be available to the learner.
- Renewal of an enduring material is based on our review of program updates, current conflict of interest disclosures, and evidence that all requirements have been met. Should any changes to content need to be made, please notify CME ASAP.

Dealing with Commercial Bias

An ineligible entity is “...any entity producing, marketing, re-selling, or distributing health care goods consumed by, or used on, patients.” You must assure that ineligible entities cannot influence the content or delivery of your enduring material.

Before your application can be approved, you must send disclosure statements on all Planning Committee members and faculty in control of content for the offering. If there are any conflicts, *these must be mitigated* before approval can be granted and the education begins.

Letters of agreement (LOAs) for all commercial support you receive must be sent and signed by UW CME prior to the release date.

Things you cannot offer/allow from an ineligible entity:

- Provide or distribute enduring materials to learners.
- Place your CME activities on a Website owned or controlled by an ineligible entity.
- Link to products and/or ineligible company websites shall not be embedded in the CME Activity.
 - If linking to other sites, you must give clear notification that the learner is leaving the educational space.
- Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer-based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and may not be interleaved between computer windows or screens of the CME content.

Required Review of Enduring Materials

We must be able to demonstrate that we (and you) have complied with all ACCME/AMA requirements. These requirements not only deal with required disclosures, they also address the quality of the educational content and the benefits of the activity for learners. Thus, before your enduring material can be distributed, we must review:

- Any marketing or advertising messages.
- The packaging (this can also be the Website) of the materials.
- The planned evaluation process.
- The specific educational content.
 - A complete version of the content needs to be provided to UW CME for accreditation.

Required Information That Must Be Sent During the Approval Period

Once you have begun distributing your enduring material and collecting learner evaluations, please send us:

- Data on all completions. Please send this data monthly. Data must contain, at minimum:
 - Learner's name and degree
 - Date that learner completed the activity
 - Number of *Credits*(claimed)
 - Email address of the learner
 - Passing score/threshold
- A count of physician, nurse, pharmacist (all learners separated by MD/DO vs All Other) and other participants every year.
- Mitigation and disclosure information.
- Summary of content changes whenever relevant.
- A summary of learner evaluations every year.

**ACCME Requirements for
Enduring Materials and Online Activities Checklist**

The following must be included in each enduring material:

- Target audience
- Statement of Need/Measurable Gap
- Educational Objectives
- Principal faculty and their credentials Accreditation and Credit Designation Statement
- MOC Statement (if applicable)
- Disclosure for all Faculty and planning committee members*
- Mitigation Statement
- Method of evaluation
- Medium or combination of media
- Method of Learner participation in learning process
- Estimated time to complete the activity
- Release date and expiration date
- Copyright information