

Enduring Materials: A Planning Guide for Maintaining Compliance

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What is an Enduring Material Activity?

Enduring material is a non-live CME activity that “endures” over time.

Examples of enduring materials include:

- Computer-based programs (CD-ROMs)
- Internet-based programs (excluding live Webcasts)
- Audio-based programs
- Video-based programs (DVD or television)
- Smartphone-based programs (excluding live Webcasts)
- Written monographs

The learning experience by the physician can take place at any time in any place, rather than only at one time, and one place, like a live CME activity.

What is an Enduring Material Activity? (Cont.)

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 transmission of a live lecture, 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 is an Enduring Material Activity? (Cont.)

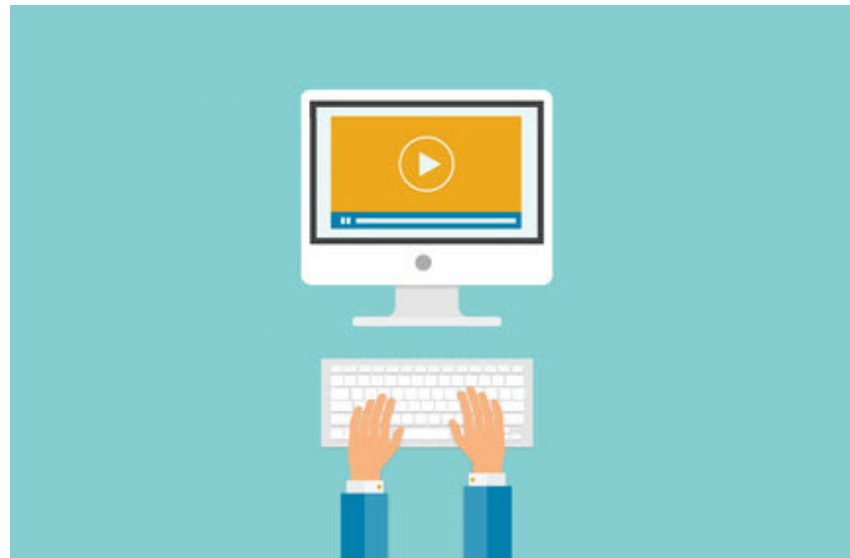
However, not all CME that endures is “enduring material” either. The AMA has given special status to certain types of enduring or ongoing CME activities that are not considered “enduring materials.”

The following CME activities have their own categories and must be considered distinct from “enduring materials:”

- **Journal-based CME** – Reading a peer reviewed published article and completing an assessment
- **Manuscript Review** – Preparing a review of an original manuscript that is accepted by a peer-reviewed medical journal.
- **Test Item Writing** – Developing questions for specified high stakes exams or self-assessments.

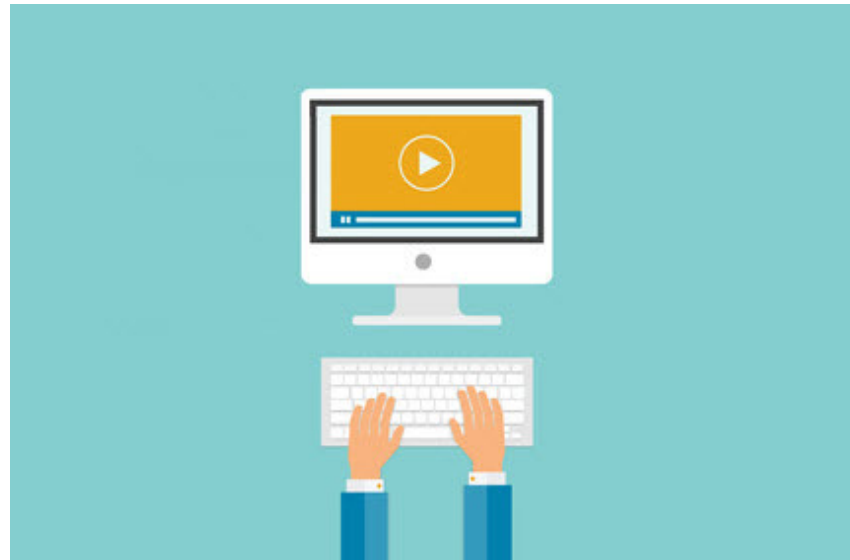
POLL

Do you currently provide enduring or on-demand activities for your learners?



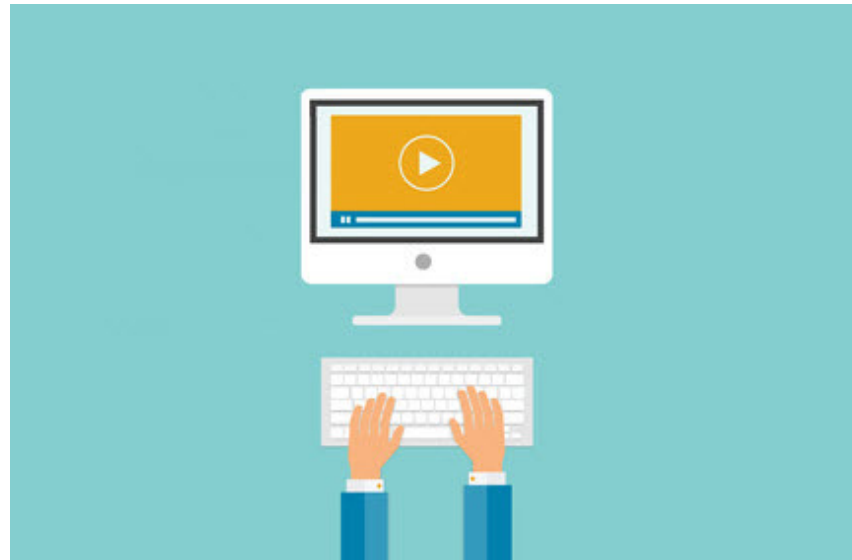
POLL

If yes, what type of enduring activities are you providing?



POLL

If no, what are the barriers preventing you from doing so?



Original Enduring Materials (OEMs)

In recent years, including the pandemic, many CME providers have turned to original enduring materials (OEMs), and web-based OEMs in particular, as an alternative to more traditional activities, such as live events.

Reasons include:

- **Convenience:** Learners can access OEMs and earn CME credits on their own time.
- **Cost:** Producing and delivering web-based OEM often costs less than planning and coordinating a live event.
- **Technology:** Web-based learning management systems for CME make it easy to deliver content to learners.
- **Flexibility:** OEMs offer an opportunity to re-purpose content from past live events or add recorded CME webinars as on-demand activities.

Consider Re-purposing Live Events and Webinars

- Think about converting a recorded live event into enduring content.
- Even if you're not sitting on a treasure trove of recordings of past live events, you might be able to re-purpose upcoming live events into original enduring materials (OEMs) or deliver would-be events as OEMs instead.

Consider Re-purposing Live Events and Webinars

- Not all live presentations will convert to OEMs. For instance, you wouldn't re-purpose a presentation about a highly contemporary topic that won't hold much relevance in a few months.
- On the other hand, many topics are timeless or will provide value to learners for many months or years to come. These are the presentations you might consider re-purposing as OEMs.

Consider Re-purposing Live Events and Webinars

- Webinars present a great opportunity to create OEMs. If your organization holds on to recorded webinars, re-purposing them as OEMs might be as simple as selecting the right delivery software and adding test questions.
- When you're repurposing existing content or creating new OEMs from scratch, be sure that every activity:
 - **Utilizes common learning file formats:** Learners are viewing OEMs on their own time from their own devices, so be sure you're offering content in formats they can access (PDF, MP4, etc.).
 - **Includes a synopsis:** Before deciding whether an activity is relevant to their practice, learners need to view some kind of summary of content.

Enduring Materials Must Comply with all ACCME Essential Areas and Elements

This includes ACCME Criteria, the Standards for Integrity and Independence in Accredited Continuing Education, and Accreditation Policies.

In addition, there are specific communication requirements for enduring materials because of the nature of the activities.

Of note, providers should also have a mechanism in place for the learner to contact the CME department if there are any questions about the enduring CME activity.

What Information Must be Provided to Learners?

Because there is no direct interaction between the provider and/or faculty and the learner, the provider must communicate the following information to participants so that they are aware of this information **before commencing the educational activity**:

- Principal faculty and their credentials
- Accreditation, Designation and Disclosure statements
- Commercial Support (if applicable)
- Purpose of activity (learning objectives)
- # of designated credit hours (estimated time to complete the educational activity)
- Dates of original release and most recent review or update
- Termination date (date after which enduring material is no longer certified for credit)
- Bibliographic resources (as applicable)
- Clear instructions on how to successfully complete the activity (including any required passing scores during activity assessment)

You'll want to set up an
Event Landing Page
to communicate all of this
information, similar to
what you would include
on a program flyer.



Substance Use Disorder Treatment During Pregnancy

Join

Credits: 1 AMA PRA Category 1 Credits™

Tags: Opioid Series

Overview

Substance Use Disorder Treatment During Pregnancy

Accredited for 1.0 AMA PRA Category 1 Credits™

Credit Offering Period: April 2021 - April 2023

Recorded on April 8, 2021

Program description:

The rates of substance use during pregnancy and substance use disorder (SUD) in pregnant and postpartum women have increased significantly in the past decade, and screening for substance use is recommended for all pregnant women during the first prenatal visit. Follow-up evaluation is necessary for those found to be at high risk for SUD, and maintaining a nonjudgmental approach during these discussions is critical. This webinar covers the importance of screening and the steps involved in ongoing treatment during and after pregnancy.

Objectives:

At the end of this webinar, attendees should be able to:

- Utilize screening for substance use during pregnancy as an opportunity to educate and change the lives of women and families.
- Understand that SUD is a chronic disease that requires lifelong treatment and management.
- Explain the universal verbal screening for SUD during pregnancy, reflex urine testing, and referral of pregnant women with SUD for treatment.
- Counsel pregnant women with SUD that maintenance therapy is recommended during pregnancy - not detoxification.

Speaker:



Mary Pell Abernathy, MD, MBA

Associate Professor of Clinical Obstetrics and Gynecology,

IU School of Medicine;

Chair, Indiana Maternal Mortality Review Committee

About the Speaker:

Mary Pell Abernathy, MD, MBA, chairs the Indiana Maternal Mortality Review Committee and has worked with policymakers and legislators to prevent maternal and infant mortality in Indiana. She also leads the Indiana Perinatal Quality Collaborative (IPQIC) Reproductive Health Planning Task Force, which works to improve women's care throughout their lives.

Dr. Abernathy completed her OB-GYN residency and maternal-fetal medicine fellowship at IU School of Medicine and her MBA at the IU Kelley School of Business. Her interests include using innovation to decrease maternal and infant mortality; medical education; prevention and treatment of preeclampsia; and preventing preterm births. She has received grants from the Indiana Department of Health and March of Dimes to study Centering Pregnancy and pregnancies complicated by obesity and gestational diabetes. She has also received grants from the Indiana Clinical and Translational Sciences Institute for research on preeclampsia.

CME Information

Designation Statement: The Indiana State Medical Association (ISMA) designates this enduring internet activity for a maximum of 1.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation Statement: The Indiana State Medical Association (ISMA) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Disclosure: In accordance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, educational programs sponsored by the ISMA must demonstrate balance, independence, objectivity and scientific rigor. Prior to the activity, all faculty, authors, editors and planning committee members participating in an ISMA-sponsored activity are required to disclose to attendees any relevant financial relationships with an "ineligible company" whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Note: While offering the CME credit hours listed in these pages, these activities are not intended to provide extensive training in a field.

Supported by an Educational Grant from:

Accreditation & Designation Statements

You must present the required ACCME and AMA accreditation and designation statements to learners.

CME Information

Designation Statement: The Indiana State Medical Association (ISMA) designates this **enduring internet activity** for a maximum of 1.0 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Accreditation Statement: The Indiana State Medical Association (ISMA) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Be sure that the learning format reflects it is an enduring material

Credit Designation

- Credit is designated based on the average time it would take a small sample group of the target audience to complete the material.
- Credit is designated in 15 minute (or 1.25 credit) increments as rounded to the nearest quarter hour.
- Physicians who successfully complete the activity are awarded the # of credits for which the activity is designated.

Conflict of Interest Disclosure Statements

- You must still disclose to your learners whether or not there are conflicts of interest for planners, speakers and reviewers.
- Disclosure alone is not adequate. You must still mitigate all potential conflicts.
- Remember, under the new Standards you must also include a statement that “all relevant financial relationships have been mitigated.”

Purpose of the Activity

- You must communicate the purpose and/or objectives of the enduring material to your faculty and learners.
- Ensure you include this on your announcements and promotional materials when possible, but most definitely on the event landing page.

CME Approval & Content Review Dates

You must display the dates for the “Current CME Approval Period” (including start and end dates), as well as the “Date of Most Recent Review.”

This means the date the content was last reviewed for currency by faculty/authors, as well as for renewal of CME by the CME provider.

Changing the Game: How Sports Medicine Can Help with the Opioid Crisis

Accredited for 1.0 AMA PRA Category 1 Credits™

Credit Offering Period: September 2018 - September 2021

Recorded on September 20, 2018


Reviewed on August 11, 2020

Content Validity of Enduring Materials

- Providers that produce enduring materials must **review each enduring material at least once every three years.**
- While providers can re-release an enduring material every three years, **the enduring material cannot be offered as an accredited activity for more than three years without review on the part of the provider to ensure that the content is still up-to-date and accurate.**
- The certification period is based on the course content and the likelihood that it may become outdated due to new developments. Thus, you may use your discretion.

Sample Content Review Form

While you should list content changes on the review form, you are not required to identify the changes on the enduring material landing page.



**CONTENT REVIEW FORM
FOR
ENDURING MATERIAL CREDIT RENEWAL**

INSTRUCTIONS TO CONTENT REVIEWER: *To add data to this form:*

- simply hover your cursor over the check box and click to select either yes or no;
- to type in a comment or directions for changes to the content, click on the words "click here to enter text;" the box will turn grey and you can begin typing.

Your primary delegation is to review the educational content, as author of this CME activity, and affirm that it is still up-to-date and accurate.

If you determine updates are needed due to new scientific developments, please reference slide number(s) where changes are to be incorporated, and in turn provide content updates for inclusion so that we may renew CME accreditation of the activity for a period of time.

Medium of Activity:

Web-Based Course Web-Based Video Web-Based Audio Web-Based Text Print

Name of CME Program/Activity: [Click here to enter text.](#)

Title of presentation: [Click here to enter text.](#)

Presenter(s): [Click here to enter text.](#)

Date of presentation: [Click here to enter text.](#)

Original Enduring Material Release Date/Approval Period: [Click here to enter text.](#)

Original Content Validity Approval Period: 1 Year 2 Years 3 Years

Content Renewal Approval Period: Extend 1 Year Extend 2 Years

Enduring material cannot be offered as an accredited activity for more than 3 years without review.

1. Do any slides or narrative materials need to be revised or deleted? Yes No
If yes, please be specific – indicate slide number or description:

Slide #: [Click here to enter text.](#)
Description: [Click here to enter text.](#)

Slide #: [Click here to enter text.](#)
Description: [Click here to enter text.](#)

Slide #: [Click here to enter text.](#)
Description: [Click here to enter text.](#)

Slide #: [Click here to enter text.](#)
Description: [Click here to enter text.](#)

Reviewer - Full Name: [Click here to enter text.](#)
Title/Affiliation: [Click here to enter text.](#)
Date of this review: [Click here to enter text.](#)

When you have completed this content review, temporarily save the file, attach it to an email and return it to the ISMA CME Coordinator, Cheryl Stearley at cstearley@ismanet.org. Please use one form for each presentation/speaker/author.

Bibliographic Resources



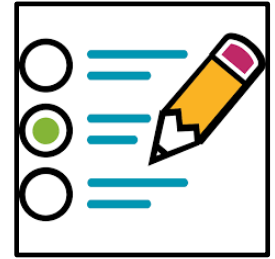
- Provide access to appropriate bibliographic sources to allow for further study.
- Providing a reference list/bibliography is sufficient.
- You do not need to provide actual access to the full reference/citation.

Instructions



Provide clear instructions to the learner on how to successfully complete the activity.

Assessment



NO LONGER REQUIRED:

A graded post-activity test (assessment) of the learner that measures achievement of the educational objectives of the activity **with an established minimum performance level.**

However, CME providers may continue to require a graded post-activity assessment with minimum performance level if they feel it adds value.

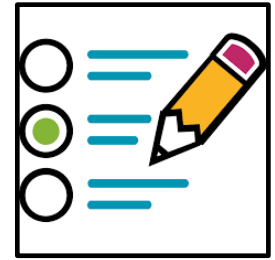
QUESTION:

If the post-activity test for Enduring Materials is being done away with, how do we know if learners really participated?

Accredited CME providers must have a process in place to determine who participated in the activity to appropriately award *AMA PRA Category 1 Credits™*.

Enduring materials are no different - and a provider needs to know whether the physician engages in the activity. It is up to the provider to determine the appropriate way to meet this requirement.

Assessment (Cont.)



REQUIRED:

Providers must include a mechanism **of some sort** to assess the learner. They can do this in multiple ways:

- Questions that are “embedded” in the course content and that contain a single best response that the participant must answer in order to proceed in the course.
- A post-activity evaluation
- As a formal test at the end of the course with a required passing score (optional). **Providers are free to set whatever passing score/percentage they want and can allow as many reattempts of the test as they want if/when participants do not pass on their first attempt.**

Regardless of which assessment mechanism you choose to employ, you must advise participants in advance about the required passing score or # of mandatory questions they must answer to complete the course.

Additional Requirements for Enduring Materials

Additionally, providers must also adhere to the following in order for activities to be in full compliance with ACCME internet CME regulations.

- **Activity Location:** Providers may not place their CME activities on a website owned or controlled by an ineligible company (commercial interest).
- **Advertising:** 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 interleaved between computer windows or screens of the CME content. There can be no “commercial breaks.”

Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

How Do I Issue CME Credit?

- CME providers may issue **certificates or transcripts** to physicians to record the amount of credit that has been claimed for participating in a CME event.
- There is no required format for this documentation, but there are required elements. Documentation provided to participating physicians must accurately reflect, at minimum, the following:
 - Learner's name and degree
 - Name of the accredited CME provider
 - Title of activity
 - Learning format
 - Location of activity (if applicable)
 - Date(s) of live activity or date that physician completed the enduring activity
 - Number of *AMA PRA Category 1 Credits*[™] awarded (claimed)

If a live activity is turned into enduring material, the enduring material is considered a separate activity



2019 Legal Update: Understanding Recent Indiana Laws

When: January 17, 2019 – January 31, 2020

Where: ARCHIVED WEBINAR



2019 Legal Update: Understanding Recent Indiana Laws

When: January 17, 2019

Where: Live Webinar

The 2 activities would be reported separately in PARS

Accreditation Council for Continuing Medical Education		Program and Activity Reporting System (PARS)					
HOME	PROFILE	PROCESSES	FORMS	NOTIFICATIONS	DOCUMENTS	HISTORY	CONTACT US
Indiana State Medical Association 3002120			Program and Activity Data				
201255914	Opioid Prescribing & Addiction Webinar Series	Regularly Scheduled Series	Indianapolis, IN	01/18/2018	No	No	view copy
201255919	Opioid Prescribing & Addiction Webinar Series	Internet Activity Enduring Material		01/18/2018	No	No	view copy

Data Reported in PARS

- Enduring materials should be reported in PARS for each year in which they are active, either for the entire year or any part thereof.
- For each year that an activity was provided, please report the number of learners who participated in it during that year, as well as the income related to the activity for that year.
- Do not report cumulative data for an activity spanning multiple years.

Cavet: This will change when ACCME PARS system update occurs.

Retaining Copies of Enduring Material

- At least one copy of the original Enduring Material, and if applicable one copy of each subsequent renewal, must be kept for compliance purposes.
- If the Enduring Material is internet-based, an electronic copy of the activity must be kept for a period of six years. This includes the CME product as it appeared to learners.
 - A snapshot of event landing page containing all required components
 - The video recording and any handouts
 - Program evaluation tool (and summary thereof)
 - If CME product is still active, the URL and access code

All will be required for submission with your evidence of performance-in-practice at reaccreditation time.

Technology: The Precursor to Enduring Material Delivery

The right technologies are crucial to your ability to list, publicize and deliver enduring material. Consider what's involved for a CME provider who wants to add a recorded webinar as an enduring activity.

The provider has the recorded webinar, but there's still more to do.

- Create supplemental materials to support the content
- Create a test(s) or questions to be embedded
- Add the activity to a catalog or course listing
- Create a post-activity evaluation
- Make it easy for learners to pay for access, if needed

Technology (Cont)

Consider seeking out technologies that:

- **Support a variety of continuing education activities** (including registration for live events and webinars)
- **Collect data on learner participants** (reporting tools should ideally offer providers a granular analysis of learner participation data)
- **Make it easy to add enduring materials** (activity building tools that streamline the process of publishing your enduring material)
- **Make it easy for learners to access enduring materials** (it is ideal for learners to be able to log in, remit payment, view content, take the post-test, and receive credit as part of a single, integrated experience)

With the right technologies, you'll reduce administrative duties for your staff and gain new insights from reporting tools and learner evaluations.

Your goal is a flexible, convenient experience for your learners.

Research Available Software Platforms

HighMarks CE

www.highmarksce.com/enduringmaterials

ProLearn CME Edition

www.prolearn.io

CadmiumCD

www.cadmiumcd.com

Ethos CE

www.ethosce.com

Rievent

www.rievent.com

CME Tracker by Coordinator's Choice

<http://www.cmetracker.com/>

GROUP DISCUSSION & QUESTIONS

