

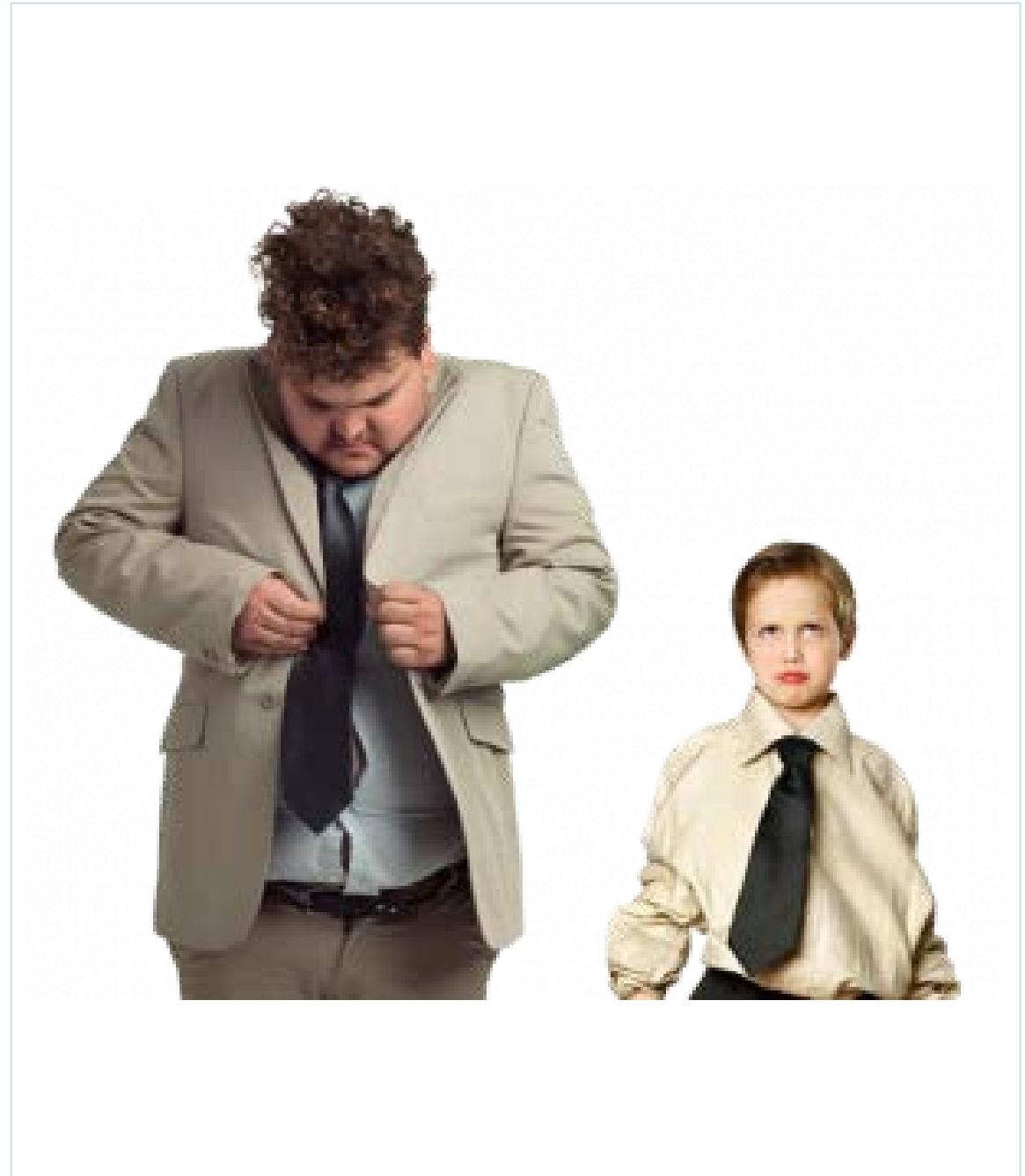
GOING VIRTUAL

Moving Live CME
Online and
Maintaining Compliance

October, 2020

There is no
“one-size-fits-all”
model for going
virtual

everyone’s needs
are different



However, creating virtual live CME can be as easy as



▶ Create a Process to:



Disclose



Track Attendance



Compile Evaluations/Credit Claims

▸ CME Considerations: Disclosure - Prior to Activity -

ACCREDITATION STATEMENT & FINANCIAL DISCLOSURES

- Put in invites
- Put on event landing page / website
- Show within slides prior to start of content
- Read prepared script

▶ CME Considerations: Attendance

REGISTRATION

- Full name & credentials (MD/DO/PA/NP)
 - Need even if they don't claim credit
 - Post-activity reporting
- Email
 - Activity URL link and dial-in information
 - Post-activity evaluation and credit claim

▶ CME Considerations: Attendance

TRACKING

- Instead of sign-in sheets:
 - Use your virtual platforms' ability to capture attendance
 - Will vary from platform to platform
 - Capture attendance times if signing on individually (start time/end time/duration)

▸ CME Considerations: Attendance

TRACKING

- If more than one attendee per computer:
 - Designate “off-site coordinator” and ask them to forward attendee list with credentials and email addresses
 - Ask them to share evaluation and how to claim credit
 - Announce process verbally at beginning and/or end of CME activity

ATTENDANCE TRACKING:
Other Ideas?



- BREAKOUT TIME -

▸ CME Considerations: Evaluations

- Online evaluation simplifies the process
- Can include direct link in Q&A/Chat section of platform
- Send out after activity (need emails)

CREDIT CLAIM

- Can include within evaluation (for multiple hours)

▸ CME Considerations: Evaluations

VARIETY OF SURVEY PLATFORMS AVAILABLE:

- Survey Monkey (www.surveymonkey.com)
- SoGoSurvey (www.sogosurvey.com)
- Google Forms (www.google.com/forms/about)
- Typeform (www.typeform.com/surveys)
- SurveyGizmo (www.surveygizmo.com)
- Survey Planet (www.surveyplanet.com)



POLL

Do you currently require completion of evaluations in order for participants to receive credit?

- ▶ You may or may not know.....
Completion of evaluations is not MANDATORY

However, in alignment with C11:

Providers must evaluate learners' change in terms of competence, performance or patient outcomes using the mechanism they have determined is appropriate for activities.

- Therefore many providers require completion in order to obtain minimal outcomes from learners and gain valuable feedback



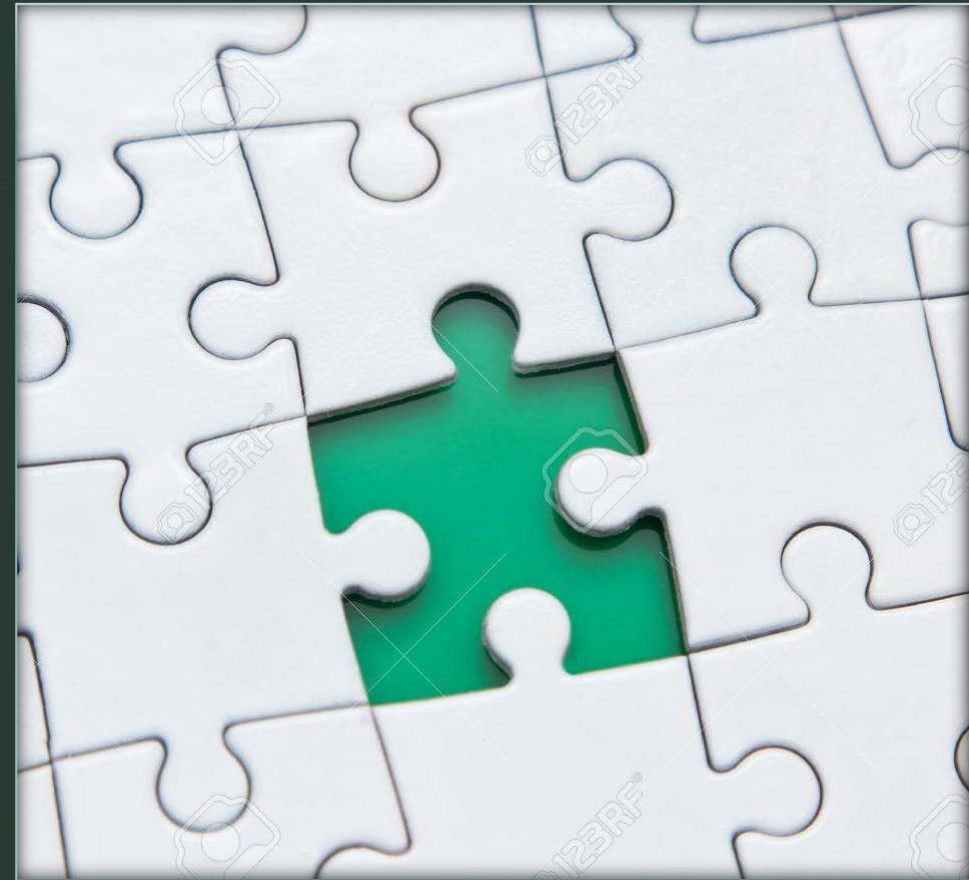
▶ EVALUATIONS / COLLECTING OUTCOMES:
Other Ideas?



- BREAKOUT TIME -

VIRTUAL PLATFORM SELECTION

THE MOST
CHALLENGING
PIECE OF
THE PUZZLE



▀ VIRTUAL PLATFORMS AVAILABLE (Streaming & Capture Services)

- Zoom
- Media Site
- GoToMeetings
- Adobe Connect
- Microsoft Teams
- Skype
- BlueJeans Meetings
- Google Hangouts
- Blue Sky
- Cisco Web-Ex
- Pando Ring Central
- Zoho Meetings
- Social Live
- Pathable

Virtual Platform Considerations: Versatility

- Does user have to download software / plug-ins or is it web based?
- Can user test their system well in advance?
- Does the platform offer tech support? Will they provide extra support during time of event?

Virtual Platform Considerations: Versatility

- What is your budget? Platforms have different price points – some have FREE options, with limits.
- Does the platform have prospect for a virtual exhibit hall?

COMMERCIAL INTERESTS AND ONLINE CME



- CME Considerations: Commercial Promotion
 - For live streamed events ([Internet Live Course](#)), advertising and promotional content must be kept completely separate in its own virtual space.
 - Promotional content must not be visible on screen at same time as educational content; it must not be mixed between components of accredited activity (between computer windows or screens).

- CME Considerations: Commercial Promotion
 - Advertising of any type is prohibited within educational content on the internet, including banner ads and pop-up windows.
 - Learners must actively choose to engage with promotion and must receive clear notification when choosing to leave accredited education to participate in an activity such as exhibit hall.

Exhibit Hall: Approaches

- Host virtual welcome session the evening before the educational program, where exhibitors/ sponsors are acknowledged through ads/videos/ personal messages to participants.

Exhibit Hall: Approaches

- Allow exhibitors/sponsors to set up their own Zoom meetings to connect with participants before/after the event, or during a scheduled exhibit break.
- Share these Zoom connection dates, times, links with participants so they may choose to attend if desired.

Exhibit Hall: Approaches

- Conclude educational program, hold a non-educational session such as Presidential Address/Business Meeting for at least 15 minutes, then a virtual exhibit hall for participants to see ads/videos/hear personal messages from vendor representatives.

REMINDER: Participants must have time to disconnect and not engage in exhibit hall/promotion if they don't wish to do so.

Exhibit Hall: Approaches

- Utilize an online virtual event platform that combines webinars and networking virtual trade show space with in-booth “exhibit hours”



The image shows the homepage of the CME Live virtual conference. At the top is a red navigation bar with the CME Live logo and links for Home, About CME Live, Agenda, Sponsors & Exhibitors, Networking, CME Live Lounge, CME Live Cup, Help Hub, and Account. Below the navigation bar is a large banner with the text "AUGUST 19 - 21, 2020" and the CME Live logo, which includes the text "Stanford Center for Continuing Medical Education". To the left of the logo is an illustration of palm trees, and to the right is an illustration of a building with a tower. Below the banner is a paragraph of text: "Thank you for joining us on August 19-21, 2020 for our inaugural CME Live virtual conference! We are excited to offer this virtual conference experience, simulating that of a multi-day, in-person meeting with pre-conference workshops, concurrent tracks, educational sessions, networking opportunities, and social activities designed for CME/CE providers by CME/CE providers." At the bottom of the page are four circular icons representing different sections: a magnifying glass for "About CME Live", a calendar for "Agenda", a computer monitor with a podium for "Exhibit Hall", and a red sofa with musical notes for "CME Live Lounge".

Home About CME Live Agenda Sponsors & Exhibitors Networking CME Live Lounge CME Live Cup Help Hub Account

AUGUST 19 - 21, 2020

CME Live
Stanford Center for Continuing Medical Education

Thank you for joining us on August 19-21, 2020 for our inaugural CME Live virtual conference!
We are excited to offer this virtual conference experience, simulating that of a multi-day, in-person meeting with pre-conference workshops, concurrent tracks, educational sessions, networking opportunities, and social activities designed for CME/CE providers by CME/CE providers.

About CME Live Agenda Exhibit Hall CME Live Lounge

Best Practices for Planners

- Learn the platform – test, test, test!
- Consider how content will be presented - slides, video, hands-on demo
- Prepare faculty, moderators and attendees by circulating meeting guidelines
- Have backups: designated co-host, printout of slides

Best Practices for Planners

- Consider option to pre-record select sessions
- Remember to engage attendees periodically:
 - Polls
 - Breakout Session(s)
- Get creative – don't be boring!
It's much easier to walk away from a virtual meeting than an in-person event

Best Practices for Presenters

- Dress the part
- Background / lighting
- Camera angle
- Full run-through / presentation control / transitions
- Secure, reliable internet connection

Best Practices for Presenters

- Sound test with mic, headset
- Eliminate background noise
- Clean desktop (if sharing desktop)
- Permission to record

TO SUM IT UP

Smooth engaging online education is very possible, with a bit of practice

