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:

1. Disclose
2. Track Attendance
3. 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”
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