

CME Speed Dating Breakout Discussion: Standards for Integrity and Independence in Accredited Continuing Education



May 20, 2022

Warning! Interactive Session!

- Breakout rooms
- Use your voice
- Bottom line: Participate!



Participation Guidelines

Camera?

Use it if you have it!

Participate!

Your participation will
make this activity
successful!

Run down the clock!

Let the timer run out
before returning to
the main room.

No peeking!

What are the 5 Standards?

- Standard 1: Ensure Content is Valid
- Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education
- Standard 3: Identify, Mitigate, and Disclose Relevant Financial Relationships
- Standard 4: Manage Commercial Support Appropriately
- Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education
- Bonus: Eligibility

How Will the Exercise Work?

Breakout Rooms
3-4 people per room

Handout
Use worksheet to discuss the Standards

Assign a Scribe
This person will report out for group

Discussion
20 minutes – use the entire time!

Instructions
Have fun!

Report out
Key takeaways and answers



Breakout Time

Share Your Pearls!

Did you get:

- Big ideas?
- New information?
- Surprises?



Standard 1: Case Example

Company X submitted a CME application to accredit an enduring material about medical marijuana. The module referenced 2 studies in which mice dosed with medical marijuana showed improved liver function. The end of the module recommended the use of medical marijuana for patients.

Compliant or noncompliant? If noncompliant, how could you change it so it is compliant?

Standard 1: Discussion Questions

How does your organization determine whether the content of a given CME activity is valid?

How do you manage CME activities about new or evolving topics?

Standard 2: Case Example 1

A speaker at a CME activity uses the book she wrote as a reference during her presentation. The book is being sold by the accredited provider in the lobby. In information distributed prior to the activity, learners were informed they could buy the book and attend a book signing event after the education.

Compliant or noncompliant? If noncompliant, how could you change the situation so it is compliant?

Standard 2: Case Example 2

An accredited provider supplies the Gold Level exhibitors with an attendee list for the conference. The provider includes a housekeeping slide informing learners that their names have been shared with the vendors. The slide is shown during breaks in the educational content.

Compliant or noncompliant? If noncompliant, how could you change the situation so it is compliant?

Standard 2: Discussion Question

Have you made any changes to your policies or practice to comply with Standard 2?

What updates have you made?

Standard 3: Case Example

A speaker for a CME presentation discloses a relevant financial relationship with an ineligible company. As a method to mitigate the relationship, the accredited provider monitors the presentation and documents that the presentation was free of bias.

Compliant or noncompliant? If noncompliant, what would you do to make this situation compliant?

Standard 3: Discussion Questions

No peeking! What are the 3 circumstances where there is no need to collect disclosure information from individuals in control of content? What kinds of activities would meet these expectations?

Make a list of what you have to do differently in 2022 in order for a live CME activity to comply with all of Standard 3. (i.e., collect disclosure information from the past 24 months rather than 12)

Standard 4: Case Example 1

An accredited CME provider accepted commercial support for a conference. The accredited provider used the funds to eliminate the registration fee for all the learners.

Compliant or noncompliant? If noncompliant, how would you change it to be compliant?

Standard 4: Case Example 2

As part of a sponsorship package, an ineligible company purchases an exhibit booth and purchases lunch for all the attendees, served in the exhibit hall.

A) Is this commercial support?

B) What kind of documentation is required by the accredited provider to show compliance?

Standard 4: Discussion Question

What are the biggest challenges you face in complying with CME expectations about commercial support?

How do you ensure your CME program is compliant?

Standard 5: Case Example 1

Company B, an ineligible company, hosts a presentation about their product during a break in the auditorium where the CME presentations occurred. The schedule is:

9:00 - 10:00 - CME

10:00 – 11:00 – Company B presentation

11:00 – 12:00 Lunch

12:00 – 1:00 CME

Compliant or noncompliant?

If noncompliant, how could you change it to be compliant?

Standard 5: Case Example 2

At a CME conference, the accredited provider signs a letter of agreement for commercial support with Company A. Company A also purchased a promotion package which includes the option to distribute branded items in the exhibit hall.

How would you handle acknowledgement of this company? What do you need to be compliant with Standards 4 and 5?

Standard 5: Discussion Question

What are the biggest challenges you face in complying with CME expectations about commercial promotion?

How do you ensure your CME program is compliant?

Bonus Question: Eligibility

A pharmacy approaches an accredited CME provider about engaging in a jointly provided CME activity.

What does an accredited provider need to know about the pharmacy before moving forward with this joint providership relationship?

Group Questions?



Lunch time!

12:30 – 1:00 Break

Use the same
link to re-join





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