

Continuing Medical Education

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THE UNIVERSITY OF ARIZONA
COLLEGE OF MEDICINE TUCSON

Continuing Medical
Education

Enduring Materials Planning Guide

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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 (DVD or television) programs,
- Computer-based programs (CD-ROMs),
- 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 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.

However, not all CME that endures is “enduring material.” The American Medical Association (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.
- Test Item Writing – Developing questions for specified high stakes exams or self-assessments.
- Manuscript Review – Preparing a review of an original manuscript that is accepted by a peer-reviewed medical journal.
- Internet Point-of-Care Learning – Self-directed review of online information used in clinical practice.

If you are not sure if your activity is an enduring material or which CME category best describes your activity, please consult contact us.

What Information Must Be Provided to Learners?

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

1. Accreditation and CME designation statements.

You must present the required ACCME and AMA accreditation and designation statements to learners before they begin the activity.

For Directly Sponsored Enduring Materials (UA College of Medicine Department or Center):

The University of Arizona College of Medicine – Tucson is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The University of Arizona College of Medicine – Tucson designates this enduring material for a maximum of *(# of credits) AMA PRA Category 1 Credit(s)[™]*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

For Jointly Provided Enduring Materials (External to the UA College of Medicine):

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of The University of Arizona College of Medicine – Tucson and *(name of your organization)*. The University of Arizona College of Medicine at the Arizona Health Sciences Center is accredited by the ACCME to provide continuing medical education for physicians.

The University of Arizona College of Medicine – Tucson designates this enduring material for a maximum of *(# of credits) 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 and/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 and ask them to develop specific objectives for their participation.
- Include your overall learning objectives in your announcements and promotions when possible. *Send copies of these to us.*

- Present your objectives to your learners before the start of your activity. *We must confirm that this has been done by reviewing the activity.*

3. Conflict of interest disclosure statements.

You must disclose to your learners whether or not there are conflicts of interest with your planning committee, faculty members, and our CME reviewers. In CME, unlike other areas such as medical publishing, we are concerned about real versus potential conflicts of interest. However, also unlike many other areas, disclosure alone is not adequate. You must also resolve all conflicts of interest prior to offering CME credit to participants. (To read more about identifying and managing conflicts, and to view examples of disclosure statements, please see our [Conflict of Interest Policy](#) and our [Commercial Support Policy](#).)

4. Sources of commercial support, if any.

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, we recommend that you note this as well.

5. Proper use of the term *AMA PRA Category 1 Credit™*.

The University of Arizona College of Medicine is an ACCME accredited provider of *AMA PRA Category 1 CME Credit™*. The brand, *AMA PRA Category 1 CME Credit™* is owned by the AMA and the AMA has requirements about its use. The phrase should always be trademarked, italicized, and used in its entirety. The phrase “Category 1 Credit” must never be used when referring to *AMA PRA Category 1 Credit™*.

6. CME Approval and Content Review Dates

You must display the Dates for the “Current CME Approval Period” (including starting and ending dates), as well as the “Date of Most Recent Review.” This means the date the content was last reviewed for currency by the faculty/authors, as well as for renewal of CME by the CME provider.

7. Access to appropriate bibliographic sources that allow for further study.

Providing a reference list/bibliography is sufficient. You do not need to provide actual access to the full reference and/or citation, but you could choose to link to PubMed abstracts or similar.

8. Information about your assessment of the learner to measure achievement of the education purpose and/or objective of the activity.

You are not required to include a formal test, but you could choose to do so. If you do include a formal test, you should advise participants in advance about the passing score and whether multiple attempts to pass the test will be allowed. However, you could also choose to include a post-activity evaluation that asks the learner to submit information about self-perceived changes in knowledge, competence, performance, or patient outcomes that are, or will be, the result of having completed the CME activity.

Additional Requirements for Enduring Materials

Additionally, you must also adhere to the following in order for your activity 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 a commercial interest.

Links to Product Websites: With clear notification that the learner is leaving the educational website, links from the website of a provider to pharmaceutical and device manufacturers' product websites are permitted before or after the educational content of a CME activity, but shall NOT be embedded in the educational content of a CME activity.

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 not interleaved between computer windows or screens of the CME content.

Use of University of Arizona Logo

You may use the University's logo on CME certificates that we approve, but you may not otherwise use our logo unless your CME program is a directly sponsored activity. If you use the logo, you must comply with [University of Arizona trademark requirements](#). Please do not use the University's logo or other branded material in any way without our prior authorization.

How Do I Issue CME Credit?

CME organizers 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 a minimum, the following:

1. Physician's name
2. Name of accredited CME provider
3. Title of activity
4. Learning format
5. Location of activity (if applicable)
6. Date(s) of live activity or date that physician completed the activity
7. Number of *AMA PRA Category 1 Credits™* awarded (claimed)

Nonphysician health professionals and other participants may not be awarded *AMA PRA Category 1 Credit™*. However, organizers may choose to issue documentation of participation to nonphysicians that states that the activity was certified for *AMA PRA Category 1 Credit™*. An example of wording that might be used on documentation for a nonphysician participant follows: The University of Arizona College of Medicine certifies that (*name of nonphysician participant*) has participated in the (*learning format*) titled

(title of activity) (at location, when applicable) on (date). This activity was designated for (number of credits) AMA PRA Category 1 Credits™.

Assigning CME Credit for an Enduring Material

Although the official term is *AMA PRA Category 1 Credit™*, the term “credit” remains closely related to hours of live activity seat time. As defined in the AMA’s Physician Recognition Award handbook:

“60 minutes of physician participation in a certified live activity equals one (1) *AMA PRA Category 1 Credit™*; credit is designated in 15 minute or 0.25 credit increments; accredited CME providers must round to the nearest quarter hour.”

“Credit designation for ... enduring material must be determined by a mechanism developed by the accredited CME provider to establish a good faith estimate of the amount of time a physician will take to complete the activity to achieve its purpose and/or learning objectives.”

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 physicians who have successfully completed an assessment, as defined further above.

Duration of CME Providership

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

- Following initial review and approval, CME sponsorship 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 (e.g., a written monograph), then the activity must be withdrawn. Current Approval Dates and Date of Most Recent Review 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 ACCME and AMA requirements have been met.

Dealing with Commercial Interests

A commercial interest is “...any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.” If you have questions about dealing with commercial interests, please see our [Commercial Support Policy](#). You must assure that commercial interests cannot influence the content or delivery of your enduring material.

Before your proposal can be approved, you must send us conflict of interest disclosure statements on all Planning Committee members and faculty if the activity will discuss “...health care goods or services

consumed by or used on patients.” If there are any conflicts, *these must be resolved* before approval can be granted. Please see our [Conflict of Interest Policy](#).

We also require that you send us letters of agreement (LOAs) for all commercial support you receive. In particular, for unrestricted educational grants that you receive from commercial interests, the University of Arizona must actually be a party to these grants and sign all associated LOAs, as explained in our **Commercial Support Policy**. Additionally, we also need to receive LOAs for any advertisers or exhibitors that support your activity, although the University of Arizona does not need to sign these agreements.

If you request renewal of your enduring material for an additional 2-year period, we require updated conflict of interest disclosures, if applicable, and letters of agreement for commercial support.

Required Review of Enduring Materials

We must be able to demonstrate that we (and you) have complied with all ACCME and 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 assessment/evaluation process for the activity.
- The specific educational content. If a University of Arizona College of Medicine faculty member has played a key role in developing the educational content, this requirement can be waived. If no University of Arizona College of Medicine faculty member has played such a role, we might require internal review at an additional charge before CME sponsorship will be granted.

Required Information That Must Be Sent to Us During the Providership Period

Once you have begun distributing your enduring material, you will be distributing CME certificates and collecting learner evaluations. It is also possible that you may modify your activity if this is possible (e.g., for a web program). We need documentation of all of this and more. Please send us:

- Data on all CME certificates supplied by you. Please send these data at least quarterly. These data must contain, at minimum:
 - Physician’s name
 - Date that physician completed the activity
 - Number of *AMA PRA Category 1 Credits™* awarded per physician
- A statement of revenues and expenses, including commercial support, every year.
- A count of physician and non-physician participants every year.
- Conflict of interest disclosures and a summary of content changes whenever relevant, but no less often than every 2 years.
- A summary of learner evaluations every 2 years.