

## Continuing Medical Education

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COLLEGE  
OF MEDICINE

## Live Activity Planning Guide

### A.) In order to apply for and receive CME sponsorship from The University of Arizona College of Medicine - Tucson, what must happen?

You must complete and submit:

- 1.) A New Activity Proposal Form, which may or may not include a full list of the faculty/presenters for your activity, as those may not be fully known at time of application.
- 2.) Conflict of Interest Disclosure Forms for your Activity Director and all Planning Committee Members. *If you happen to know who some or all of your faculty/presenters will be at the time you apply, then you should submit the Conflict of Interest Disclosure Forms for these individuals as well.)*
- 3.) An Outline/Agenda of Topics, including speakers and time allotments, realizing that you may not have fully finalized your agenda at the time of application.

### B.) After you receive your approval letter, but before your event occurs, what must happen?

1. We must approve *in advance of printing/distributing* any marketing documents where you discuss CME credit or the University of Arizona.
2. As the Activity Director, you must assure that there is no possibility for commercial bias in your program. This means communicating the "Balance in Content" requirements to your speaker's before they prepare their presentations:
  - a. CME presentations must provide a balanced view of available therapeutic options (where applicable).
  - b. Generic names of therapeutic agents contribute to impartiality. If trade names are used, those of several companies should be used (where available).
3. You must communicate the program's learning objectives and overall goals to your speakers and your audience via written materials. We must receive a copy of these materials.
4. If requested, you must provide us with copies of your speakers' presentations, handouts, and/or other activity materials.
5. **If you are receiving an educational grant OR "in-kind" support** from an ACCME-defined commercial interest, we must receive signed grant/in-kind support letters of agreement (LOAs) that contain language we have approved BEFORE your activity commences (preferably 2 weeks or more):
  - a. **If you are a direct provider** (i.e., your department or center is at the University of Arizona College of Medicine - Tucson), then The University of Arizona Contract & Research Support Program must sign the grant/in-kind support LOA, as well as the commercial supporter. *(University of Arizona policy stipulates that University employees may NOT enter into written, verbal, or implied contracts on behalf of the University.)*
  - b. **If you are a joint provider** (i.e., you are NOT within University of Arizona College of Medicine - Tucson), you must sign the LOA, The University of Arizona Contract & Research Support Program must sign it, and the commercial supporter must sign it as well.

- c. Approved LOAs for grants and in-kind support for both direct and joint provider activities are available at [www.cme.arizona.edu](http://www.cme.arizona.edu).
6. **If you are receiving revenue from advertising or exhibiting** from an ACCME-defined commercial interest, we must receive signed advertising/exhibiting LOAs that contain language we have approved BEFORE your activity commences (preferably 2 weeks or more):
  - a. If you are a direct provider, again, The University of Arizona Contract & Research Support Program must sign the LOA, as well as the commercial supporter.
  - b. If you are a joint provider, only your organization and the commercial interest must sign the LOA. (*The University of Arizona Contract & Research Support Program does NOT need to sign advertising/exhibiting LOAs for joint providers.*)
  - c. Approved LOAs for advertising/exhibiting support for both direct and joint provider activities are available at [www.cme.arizona.edu](http://www.cme.arizona.edu).
7. We must receive any remaining faculty/speaker COI disclosure statements that we did not receive with your initial application materials.
8. You must communicate to your audience the presence of, or lack of, conflicts of interest, as well as how any conflicts of interest that are present were resolved. We must receive documentation of this communication BEFORE the event occurs.
9. You must communicate to your audience acknowledgement of any financial support you receive, whether that is grant support, in-kind support, or advertising/exhibiting revenue. We must receive documentation of this communication BEFORE the event occurs.
10. You will create a Post-Activity Survey Form (using our Word template) with which you will survey your participants to evaluate your activity. We must receive your customized Survey Form prior to your activity. You must evaluate the activity's educational effectiveness and share the results of your evaluation with us.
11. You will create a CME Credit Request Form customized for your activity (using our Word template). We must receive this prior to your activity.
12. You will create a CME Certificate of Participation for both physicians and non-physicians (where relevant) customized for your event (using our Word templates). All certificates must include the appropriate elements and language required by ACCME (more below). We must receive this/these certificates prior to your activity.

### **C.) After your event has concluded, what must happen?**

Our office must receive:

- 1.) A participant list, including the names of all attendees, how much credit they received on their certificates, and the date(s) on which they participated in the activity. We will give you an Excel spreadsheet template to use for this task.
- 2.) Your summary of evaluation data (*NOT the individual surveys your participants submitted to you, but rather a tally of that data*).
- 3.) In the case of commercially-sponsored and/or -supported activities, a final financial statement (budget) of actual revenues and expenses.

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***Click the links below for more information.***

[What can/must I say in my announcements, flyers, and handouts?](#)  
[How should I detect and manage commercial bias?](#)  
[What must I tell my speakers and my audience?](#)  
[What do I need to send to you before the event happens?](#)  
[How do I document CME credit and what records do you need?](#)  
[How do I issue CME credit?](#)  
[What kind of evaluation do you require?](#)

### **Announcement, Flyers, Brochures, and Handouts**

You can announce and describe your program in any way you wish, as long as you do not mention *AMA PRA Category 1 CME Credit™* or the University of Arizona®. However, if you wish to mention CME credit, *you must have received approval*. You cannot say “credit pending,” “credit applied for,” or anything similar.

In the case of general “Save the Date” announcements, which describe only the activity title, a brief description of the activity, the date, and location, you should say that a certain amount of “CME credit” is available.

For longer announcements, Website registration pages, or any other information associated with the activity that describes the content, agenda, goals, etc., you *MUST* include the following statements, italicized as shown below:

*Directly Provided Live Activities (University of Arizona College of Medicine – Tucson 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 live activity for a maximum of \_\_\_ *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

*Jointly Provided Live Activities (External to The University of Arizona College of Medicine - Tucson)*

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 – Tucson is accredited by the ACCME to provide continuing medical education for physicians.

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

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 do 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 authorization.

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™*.

Before your activity takes place, you must communicate the purpose or objectives of the activity to your faculty and your learners. We need evidence that this has occurred. The best way to do this is:

1. Send written information about the overall needs and learning objectives to your faculty and ask them to develop specific objectives for their participation. *Send one copy of your correspondence to us.*
2. Include your overall learning objectives in your meeting announcements and promotions. *Send copies of these to us.*
3. Present your needs assessment, practice gap, and learning objectives to your learners in the meeting brochure or syllabus. *Send us a copy of this.*

You also must comply with the Americans with Disabilities Act (ADA) if you are using a "place of public accommodation." We suggest the following wording in your information materials:

Persons with a disability may request a reasonable accommodation, such as sign language interpreter, by contacting (*name, number, and Email - if possible*). Requests should be made as early as possible to allow time to arrange the accommodation.

### **Detecting and Managing Commercial Bias**

Before your proposal was approved, you should have sent us conflict of interest disclosures on all Planning Committee members. If there were any conflicts, these should have been addressed before approval. After approval, we look to you to detect and manage conflicts. There are two principal ways that commercial bias can influence an educational activity:

1. Persons in a position to influence the educational program can manipulate the program for the benefit of a commercial interest.
2. Commercial interests can directly or indirectly market their products to learners as part of an educational activity.

We expect you to avoid both of these possibilities and, when appropriate, document the steps you have taken to do so. For detailed guidance on detecting and managing commercial bias, please see our policies on Conflict of Interest and Commercial Support.

At a minimum, we require that you send us signed (or digital equivalent) conflict of interest (COI) disclosure for all faculty members and letters of agreement or grants between the University of Arizona and all commercial supporters. If faculty members refuse to complete a COI disclosure, then they can not speak/present/author at your activity.

We must be a party to all grants for commercial support. We also require copies of all agreements with commercial exhibitors or advertisers, although we do not need to sign these agreements if they are associated with jointly provided activities.

### Required Information for Speakers and Audiences

As noted previously, you must communicate the purpose or objectives of the activity to your faculty and your learners. We need evidence that this has occurred. The best way to do this is:

1. Send written information about the overall needs and learning objectives to your faculty and ask them to develop specific objectives for their participation. *Send one copy of your correspondence to us.*
2. Include your overall learning objectives in your meeting announcements and promotions. *Send copies of these to us.*
3. Present your learning objectives to your learners in the meeting brochure or syllabus. *Send us a copy of this.*

During the educational activity you must also present all disclosure information for the Planning Committee, the faculty, and the University of Arizona College of Medicine - Tucson CME Office). You must also disclose to the learners how you resolved any conflicts (e.g., persons with conflicts of interest were removed from the program, or Dr. X disclosed a conflict of interest and her presentation was reviewed by Dr. Y to confirm that all recommendations were based on published studies). You can do this via a slide as part of an oral presentation, but we need evidence that this occurred. You must either send us a copy of the relevant disclosure slides, a signed attestation that specific disclosures were presented to your audience, or (better) a copy of a meeting agenda, brochure, or syllabus listing the relevant disclosures. (To read more about identifying and managing conflicts, and to view examples of disclosure statements, please see our **Conflict of Interest Policy**.)

### Documenting CME Credit

You must have a mechanism for participating physicians to claim credit, and you must award the actual number of *AMA PRA Category 1 Credits™* claimed by each physician; non-physicians cannot “earn” *AMA PRA Category 1 Credits™*, but they can participate and be given a Certificate of Participation, but these certificates must state slightly different verbiage. Faculty/Speakers/Presenters cannot claim CME credit for their own presentations. If you have any question about this requirement, consult the American Medical Association’s [Physician’s Recognition Award booklet](#).

Many organizations use a handwritten sign-in sheet, often part of the program evaluation survey, for physicians to document and claim CME credit. Increasingly, however, CME developers are using electronic mechanisms. We can accept any mechanism that:

- Uniquely identifies the physician claiming credit (please do not use Social Security Numbers for this purpose).
- Documents the specific number of credits claimed for the activity(ies).
- Can be transmitted to us and stored for 6 years.

When the event is over, we need documentation showing what amounts of CME credit were awarded to whom and for what. We also need the numbers of physicians and non-physicians who participated in your live activity.

### 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)

Non-physician health professionals and other participants may not be awarded *AMA PRA Category 1 Credit™*. However, organizers may choose to issue documentation of participation to non-physicians 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 non-physician participant is: The University of Arizona College of Medicine certifies that (*name of non-physician 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™*.

### Evaluating Your Activity

We expect you to measure the outcomes of your activity. We also expect you to share this information with us and to use it in planning future activities. You may want to know if learners were happy with the overall program and the facilities, but we will also expect you to determine:

- Whether there were perceptions of bias or commercial influence in the educational program.
- Your participants' opinions regarding how well the learning objectives were met.
- Your participants' feedback regarding whether they believe their knowledge/skills improved as a result of participating in your activity compared to what they knew or could do before participating in it.
- Examples of what your participants state that they will do differently to close your identified practice gaps as a result of participating in your activity.

Please see our **CME Evaluation Guide** and **Sample CME Activity Evaluation Form** for more discussion.

After the activity is over, please send us:

- A summary of your educational evaluation.
- A reconciliation of commercial support.

- Any other required documents that have not been sent previously, such as Letters of Agreement from supporters.