Live Activity Planning Guide

A.) In order to receive CME providership from The University of Arizona College of Medicine - Tucson, what must happen?

You must submit:

1.) A **new CME activity application**, which includes information provided by your Activity Director defining the medical practice gap, learning needs, and outcome objectives for the activity. The application does not need to include a full list of the faculty/presenters for your activity, as you may not know all faculty at the time of submitting your application. However, it is preferable for you to list as many of your faculty members as possible at the time you do submit your application. *If you know some or all of your faculty/presenters at the time you apply, you should submit their credentials and Conflict of Interest Disclosure Forms as well.*

2.) **Conflict of Interest (COI) Disclosure Forms** and credentials (titles/affiliations) for your Activity Director and all CME Planning Committee Members. CME Planning Members are the people who control content by determining topics and speakers. *Again, if you know some or all of your faculty/presenters at the time you apply, you should submit their credentials and Conflict of Interest Disclosure Forms as well.*

3.) **An Outline/Agenda of Topics/Times/Speakers.** We realize you might not have a finalized agenda at the time you apply for CME credit. However, the amount of credit you request should match the amount of “teaching time” you specify on the agenda you submit. As a guideline, 1 hour of teaching time = 1 CME credit.

B.) After you receive your approval letter, but before your activity’s start date, what must happen?

1. **We must approve any marketing documents in advance of printing/distributing.** This is to ensure you use ACCME and AMA trademarks correctly and include all required CME verbiage.

2. Your Activity Director must assure that there is no possibility for commercial bias in your program. This means communicating the “Balance in Content” requirements to your speakers 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 the content mentions trade names, you should use multiple examples from several companies (where available).

3. You must communicate the program’s outcome objectives to your audience via written materials, which is usually done via the agenda/syllabus at the event. We must receive a copy of these documents before they are printed/distributed.
4. If requested, you must provide us with copies of your speakers’ presentations, handouts, and/or other activity materials. Usually, we only request speaker slides to mitigate a relevant financial relationship (i.e., a conflict of interest).

5. If you are receiving an educational grant OR “in-kind” support from an ACCME-defined “ineligible company” (formerly “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), a representative of the University of Arizona Health Sciences (UAHS) Contracting Office must sign the grant/in-kind support LOA, as well as the commercial supporter. (University of Arizona policy stipulates that University employees may NOT sign written, verbal, or implied contracts on behalf of the University.)
   b. If you are a joint provider (i.e., you are NOT part of the University of Arizona College of Medicine - Tucson), you must sign the grant/in-kind support LOA, the UAHS Contracting Office must sign it, and the commercial supporter must sign it as well.
   c. Fillable LOAs for grants and in-kind support for both direct and joint provider activities are available at www.cme.arizona.edu.

6. If you are receiving revenue from advertising or exhibiting from an ACCME-defined “ineligible company” (formerly “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 UAHS Contracting Office must sign the LOA, as well as the commercial supporter.
   b. If you are a joint provider, only your organization and the commercial interest need to sign the LOA. (i.e., the UAHS Contracting Office does NOT need to sign advertising/exhibiting LOAs for joint providers.)
   c. Fillable LOAs for advertising/exhibiting support for both direct and joint provider activities are available at 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, relevant financial relationships (i.e., conflicts of interest). We must receive documentation of this communication BEFORE the activity 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 activity occurs. (You cannot use corporate logos on your activity materials for any commercial supporters who have provided educational grants.)

10. You will create a Post-Activity Evaluation/Survey Form using a Word template we provide in order for your participants to evaluate your activity. We must receive your customized evaluation form prior to your activity’s start date. After completion of the activity, you must also send the results of the evaluation to us in tallied/compiled fashion.

11. You will create a CME Credit Request Form using a Word template we provide that is customized with your activity’s topics/times/credits. 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) using a Word template we provide. All certificates must include the appropriate elements and language required by ACCME. We must receive a copy of your customized certificate(s) prior to the activity to confirm the required elements are included.
C.) After your activity has concluded, what must happen?

Our office must receive:

1.) A participant list, including a.) the names of all attendees, b.) their email address, c.) whether they are a physician or not, d.) how much credit they received, and e.) the date on which they received the participated in the event. 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/compilation of that data and your participants’ comments).
3.) In the case of commercially-supported activities, a reconciled/final financial statement (budget) of actual revenues and expenses.

Announcement, Flyers, Brochures, and Handouts

You can announce your program as carrying CME credit AFTER we have approved it. You can issue “Save the Date” announcements before the activity is approved, but they cannot include the phrase AMA PRA Category 1 CME Credit™. Before any announcements are issued, the Office of CME must approve any promotional copy about the activity in order to ensure proper verbiage is used. You cannot say, “credit pending” or “credit applied for” or anything similar prior to receiving CME credit approval.

If you say on the announcement that the activity has been approved for AMA PRA Category 1 CME Credit™, then you must also include the amount of credit and the appropriate accreditation/credit designation statement (below). In order to avoid that, we recommend you just state that the activity includes “X CME Credits” or similar on the announcement. (Again, after you have received CME approval from our office.)

For more comprehensive 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 Departments or Centers)

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
You may use the University’s logo on CME certificates that we approve and on a webpage or document that describes our providership of the CME, but you may not otherwise use the UA logo unless you are a direct provider (UA College of Medicine – Tucson). If you do use the logo, you must comply with University of Arizona trademark requirements.

The trademarked phrase AMA PRA Category 1 CME Credit™ is owned by the AMA, and the AMA has strict requirements about its use. The phrase should always be trademarked, italicized, and used in its entirety.

As mentioned above, before your activity takes place, you must communicate the outcome objectives of the activity to your faculty and your learners. The outcomes objectives should be phrased as what physicians will be able to do better or what improved patient outcomes will be realized due to completing the educational activity. We need evidence that you have communicated the outcome objectives. The best way to do this is:

1. Send written information about the overall learning 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 outcome 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 a 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

As mentioned above, before we can approve your activity, you must send us conflict of interest disclosures on all CME Planning Committee members. If any relevant financial relationships (i.e., conflicts of interest) are disclosed by CME Planning Committee Members, we need to help you mitigate/resolve those conflicts before we will issue CME approval. After approval, we will assist you in detecting and managing conflicts of interest for your faculty.

There are two principal ways that commercial bias can influence an educational activity:
1. Persons in a position to influence the educational program might try to manipulate the program for the benefit of an ineligible company (formerly “commercial interest”).
2. Ineligible companies might try to directly or indirectly market their products to learners as part of an educational activity.

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

As mentioned above, we require that you send us signed 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 cannot speak/present/author at your activity.

We also require copies of all agreements with commercial exhibitors or advertisers, although UAHS Contracting does 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 outcome 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 outcome 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 COI disclosure information regarding the CME Planning Committee, your faculty, and the reviewers from our Office of Continuing Medical Education. We prefer that you do this on the program brochure/syllabus/meeting agenda that attendees receive at your activity. (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 on a certificate. Non-physicians cannot “earn” **AMA PRA Category 1 Credits™**, but they can participate and receive a Certificate of Participation that contains slightly different verbiage. **Faculty/Speakers/Presenters cannot claim CME credit for their own presentations.** If you have any questions about this requirement, consult the AMA’s Physician’s Recognition Award and Credit System booklet available on the AMA site.
Many organizations use a handwritten sign-in sheet and/or credit request form to document and claim CME credit. Increasingly, however, CME developers are using electronic mechanisms. We can accept any mechanism that:

- Uniquely identifies the person claiming credit. (Please do not use Social Security Numbers for this purpose; email addresses are sufficient.)
- Documents the specific number of credits claimed for the activity or activities and the date the credit was awarded.
- Includes whether the participant was a physician (including residents) or not.
- Can be transmitted to us electronically so that we can store it for 6 years.

When the activity is completed, we need documentation showing the amounts of CME credit you awarded to whom and on which dates. We also need a tally of the numbers of physicians and non-physicians who participated in your live activity. Again, we will provide you with an Excel spreadsheet template to use for these purposes.

**How Do You Issue CME Credit?**

With our guidance, you may issue certificates to your attendees for the amount of credit they have claimed for participating in your CME activity. There are required elements/verbiage that we will provide to you on a template for the certificates you create. Documentation provided to participating physicians must accurately reflect, at minimum, the following:

1. Physician’s name
2. Name of accredited CME provider
3. Title of activity
4. Learning format (in this case, “Live Activity”)
5. Location of activity (if applicable)
6. Date(s) of the live activity or the date that the physician completed the activity
7. Number of *AMA PRA Category 1 Credits™* awarded (i.e., what is claimed by each participant)

Non-physician health professionals and other participants cannot “earn” *AMA PRA Category 1 Credit™*. However, organizers can issue certificates of participation to non-physicians that state the activity was designated for *AMA PRA Category 1 Credit™*. Again, we will provide you with certificate templates so that physicians and non-physicians can receive an appropriate CME certificate.

**Evaluating Your Activity**

We expect you to evaluate 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 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 activity met the learning objectives.
- Your participants’ feedback regarding whether they believe their knowledge/skills improved because of participating in your activity, as compared to what they knew or could do before participating in it.
- Examples of what your participants state they will do differently because of your activity.
After the activity is over, please also send us:

- A summary of your educational evaluation.
- A reconciliation of your budget (if you have received commercial grants or included advertisers/exhibitors).
- The Excel spreadsheet detailing your participant data.