

Internet Enduring Materials

An enduring material is a non-live CME activity that "endures" over time. It is most typically a videotape, monograph, or CD Rom. Enduring materials can also be delivered via the Internet. The learning experience by the physician can take place at any time in any place, rather than only at one time, and one place, like a live CME activity.

Enduring materials must comply with all ACCME Updated Criteria (including the Standards for Commercial Support) and MedChi's Joint Sponsors and Accreditation Policies. However, there are special communication requirements for enduring materials because of the nature of the activities. Because there is no direct interaction between the provider and/or faculty and the learner, the provider must communicate the following information to participants so that they are aware of this information **prior to starting** the educational activity:

- Principal faculty and their credentials;
- Disclosure information of anyone in a position to control or influence the CME content (this includes faculty and planners).
- Medium or combination of media used;
- Method of physician participation in the learning process;
- Estimated time to complete the educational activity (same as number of designated credits);
- Dates of original release and most recent review or update; and
- Termination date (date after which enduring material is no longer accredited).

Providers that produce enduring materials must review each enduring material at least every year or more frequently if indicated by new scientific developments. So, while Joint Sponsors and Accredited providers can review and re-release an enduring material every year (or more frequently), the enduring material cannot be certified for credit for more than one year without some review on the part of MedChi to ensure that the content is still up-to-date and accurate. That review date must be included on the enduring material, along with the original release date and a termination date.

Joint Sponsors and Accredited providers may not enlist the assistance of commercial interest to provide or distribute enduring materials to learners.

MedChi's policy requires post-tests for enduring materials. In addition, MedChi's records retention policies require participants to verify learner participation and evaluate all CME activities. A well-designed post-test is a means to comply with those two requirements simultaneously.

Sometimes providers will create an enduring material from a live CME activity. When this occurs, ACCME considers the provider to have created two separate activities – one live activity and one enduring material activity. Both activities must comply with all ACCME and MedChi requirements, and the enduring material activity must comply additionally with all ACCME and MedChi policies that relate specifically to enduring materials.

Internet CME must comply with the above Enduring Materials requirements, **as well as** the following:

Activity Location: CME activities may not be placed 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 an ACCME accredited provider or joint sponsor 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.

Transmission of Information: For CME activities in which the learner participates electronically (e.g., via Internet, CD-ROM, satellite broadcasts), all required ACCME information must be

transmitted to the learner prior to the learner beginning the CME activity. All CME activities must conform to this policy.

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.

Hardware/Software Requirements: The hardware and software required must be made known to the learner at the start of each Internet CME activity.

Provider Contact Information: There must be a mechanism in place for the learner to be able to contact the provider if there are questions about the Internet CME activity.

Policy on Privacy and Confidentiality: The accredited provider or joint sponsor must have, adhere to, and inform the learner about its policy on privacy and confidentiality that relates to the CME activities it provides on the Internet.

Copyright: The accredited provider or joint sponsor must be able to document that it owns the copyright for, or has received permissions for use of, or is otherwise permitted to use copyrighted materials within a CME activity on the Internet.