

Enduring Materials Policy

Case Western Reserve University (CWRU) CME Program will sponsor enduring materials for physicians locally, nationally or internationally in order to benefit all physicians through diverse educational opportunities, develop institutional relationships, and increase recognition of our teaching hospitals and clinical capabilities locally and worldwide.

The ACCME defines enduring materials as CME activities that are printed, recorded, or accessible online and do not have a specific time or location designated for participation. Rather, the participant determines where and when to complete the activity. Examples: online interactive educational module, recorded presentation, podcast.

For CME activities in which the learner participates electronically (e.g. via the Internet), all required information specified in the ACCME's Enduring Materials: Definitions and Requirements Policy must be made accessible to the learner prior to the learner beginning the CME activity. Providers may use tabs, links, "click here" buttons, rollover text, or other electronic means to make this information accessible.

Please note that the required information specified in the ACCME Standards for Commercial Support must be transmitted, not only made accessible, to the learner prior to the learner engaging in the CME activity. The learner should be made to pass through this information prior to engaging in the CME activity. The use of tabs, links, or other electronic means that allow learners to go directly to the CME content and bypass the information are *not* acceptable methods for compliance.

To ensure that each enduring material is planned and implemented in accordance with the Accreditation Criteria and Standards for Commercial Support of the ACCME, and the policies of the CWRU CME Program, the following terms and conditions must be understood by the provider of the education and its Activity Director and agreed upon:

1. **Activity Director:** The Activity Director must be a faculty member of the CWRU School of Medicine or a member of the Medical Staff of a teaching affiliate.
2. **Mission:** The content, design and use of the educational activity must fit the Mission of the CME Program.
3. **Compliance:** The Activity Director agrees to comply with the ACCME's Accreditation Criteria and Standards for Commercial Support in accordance with the policies and procedures established by the CME Program.
4. **Sponsorship Fees:** The provider of the enduring material agrees to pay a sponsorship fee as designated by the CME Program.
5. **Appropriate Media:** The medium, or combination of media, chosen by the provider must be consistent in content and educational design with the stated learning objectives and be approved by the CME Program. The overall length of recorded materials and estimated study time must be specified.

6. **Approval Process:** Each unit of the enduring material (content, media and packaging) must be reviewed and approved by the CME Program.
7. **Requirements:** 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 activity:
 - Principal faculty and their credentials
 - Medium or combination of media used
 - Method of physician participation in the learning process
 - Estimated time to complete the educational activity
 - Dates of original release and most recent review or update
 - Termination date (date after which the enduring material is no longer certified for credit)

Providers must review each enduring material at least once every three years or more frequently if indicated by new scientific developments. Enduring materials cannot be offered as an accredited activity for more than three years without some review by the provider 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.

8. **Compliance with Commercial Support Policy:** The required information specified in the ACCME's Standards for Commercial Support must be transmitted to the learner prior to the learner engaging in the activity. In addition:
 - There must be no product specific advertising in enduring materials
 - Acknowledgment may state the name, mission and areas of clinical involvement of the commercial interests.
 - No logos, brand names or product-group messages may be used in the acknowledgment, even if they are not related to the topic of the enduring material.
 - Providers may not enlist the assistance of commercial interests to distribute enduring materials to learners.
9. **Marketing and Publicity:** CWRU School of Medicine and its teaching affiliates must be properly identified on all marketing and publicity materials and each unit of the enduring material. All such materials must be reviewed and approved by the CME Program prior to publication.
10. **Verification of Learner Participation and Achievement of Minimum Performance Level:** The activity must include an assessment of the learner that measures achievement of the educational purpose and/or objective(s) of the activity with an established minimum performance level that is communicated to the learner prior to participation in the activity. Providers often choose to include a post-test in their enduring material activities as a way to meet this requirement. Whatever assessment is used, it must be graded to determine that the physician achieved at least the minimum level that was established by the provider.
11. **Evaluation by Learners:** An evaluation methodology approved by the CME Program must be used for each unit of the enduring material.

12. Enduring Materials Re-purposed from Live Activities: The CME Program considers the provider to have created two separate activities – one live activity and one enduring material activity. Both activities must comply with all ACCME requirements, and the enduring material activity must comply additionally with all ACCME policies that relate specifically to enduring materials.