

MEDICAL SOCIETY OF THE STATE OF NEW YORK

Policy 2000.7

Guidelines for Interpreting the Essentials as Applied to Continuing Medical Education Enduring Materials

PREAMBLE:

The following GUIDELINES are intended to assist CME Providers to comply with MSSNY's Essentials for Accreditation of Sponsors of Continuing Medical Education as they pertain to enduring CME materials. MSSNY defines continuing medical education (CME) as follows: Continuing Medical Education consists of educational activities which serve to maintain, develop, or increase the knowledge, skills, and professional performance and relationships that a physician uses to provide services for patients, the public, or the profession. The content of CME is that body of knowledge and skills generally recognized and accepted by the profession as within the basic medical sciences, the discipline of clinical medicine, and the provision of health care to the public.

DEFINITION:

CME ENDURING MATERIALS are printed, recorded, or computer-assisted instructional materials which may be used over time at various locations and which, IN THEMSELVES, constitute a planned activity of continuing medical education. Examples of such materials for independent learning by physician include: programmed texts, audiotapes, videotapes, and computer-assisted instructional materials, which are used alone or in combination with written materials. Not included are "reference materials" such as books, journals or manuals.

GUIDELINES:

1. Design and use of enduring materials must be consistent with the CME Providers' overall CME Mission Statement.
2. Enduring materials must be based upon identified CME needs of a given target group of physicians.
3. The CME Provider must develop explicit objectives for each item of enduring material and must communicate these objectives to prospective participants.
4. The medium, or combination of media, chosen by the sponsor must be consistent in content and method with the stated objectives. The overall length of the recorded materials and estimated study time for completing the activity should be specified.

A statement should be displayed that the CME activity was planned and produced in accordance with MSSNY's "Essential Areas and their Elements."

5. Every CME Provider must evaluate each unit of enduring material at least once every four years or more frequently if indicated by new scientific developments. The sponsor must demonstrate that findings from the evaluation process are used to revise, update, or plan future versions of the enduring materials.

The date of original release must be prominently displayed after the title, along with the most recent date of review and revision or approval, if applicable.

6. CME Providers of enduring materials must have a mechanism to record and, when authorized by the participating physician, to verify participation.
7. In instances of Joint Sponsorship, an accredited CME Provider must assume ongoing responsibility for the planning, proper use, and evaluation of the CME activity. Planning includes identification of the target physicians, the educational needs to be addressed, the appropriate objectives, educational content, selection of media and faculty, and production quality. Proper use includes marketing, distribution, and establishing the conditions for effective participation.

CME Providers of enduring materials should communicate the following information to prospective participants:

- target audience of physicians
- needs addressed and specific learning objectives
- topics and educational content
- 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 (same as number of designated credit hours)
- date of original release and most recent review and update or approval and termination date (date after which enduring material is no longer certified for credit).
- evaluation methods.

Original 6/12/87, Revised 1/2001 revised 2004