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Keeping You Updated in CME

We've been talking about Jefferson's transition to the ACCME's Updated Criteria. The time has come to unveil our Updated Intake process to be used for all activities applying for Jefferson-sponsored *AMA PRA Category 1 credit*[™]. The Updated Intake process has been in use for the past month, and thus far we are pleased with the results.

The ACCME's Updated Criteria emphasize the physician-learner: what does the physician need to know or do differently in the context and scope of their practice to provide the best patient care? The ACCME also looks for linkages between the actions/behaviors that should be occurring in practice, the evidence for those actions; the educational activity, how an activity addresses those actions, and how the educational activity will be evaluated for effectiveness in helping participants reach the desired actions.

Jefferson's Updated Intake is designed to do just that. This online process will guide you through the requirements of the Updated Criteria; it will help you think through your activity in terms of these changed requirements, and will help Jefferson maintain its status as an exemplary provider of CME. A summary of the Updated Intake process can be viewed by clicking here, [A Guide to the Updated CME Process](#).

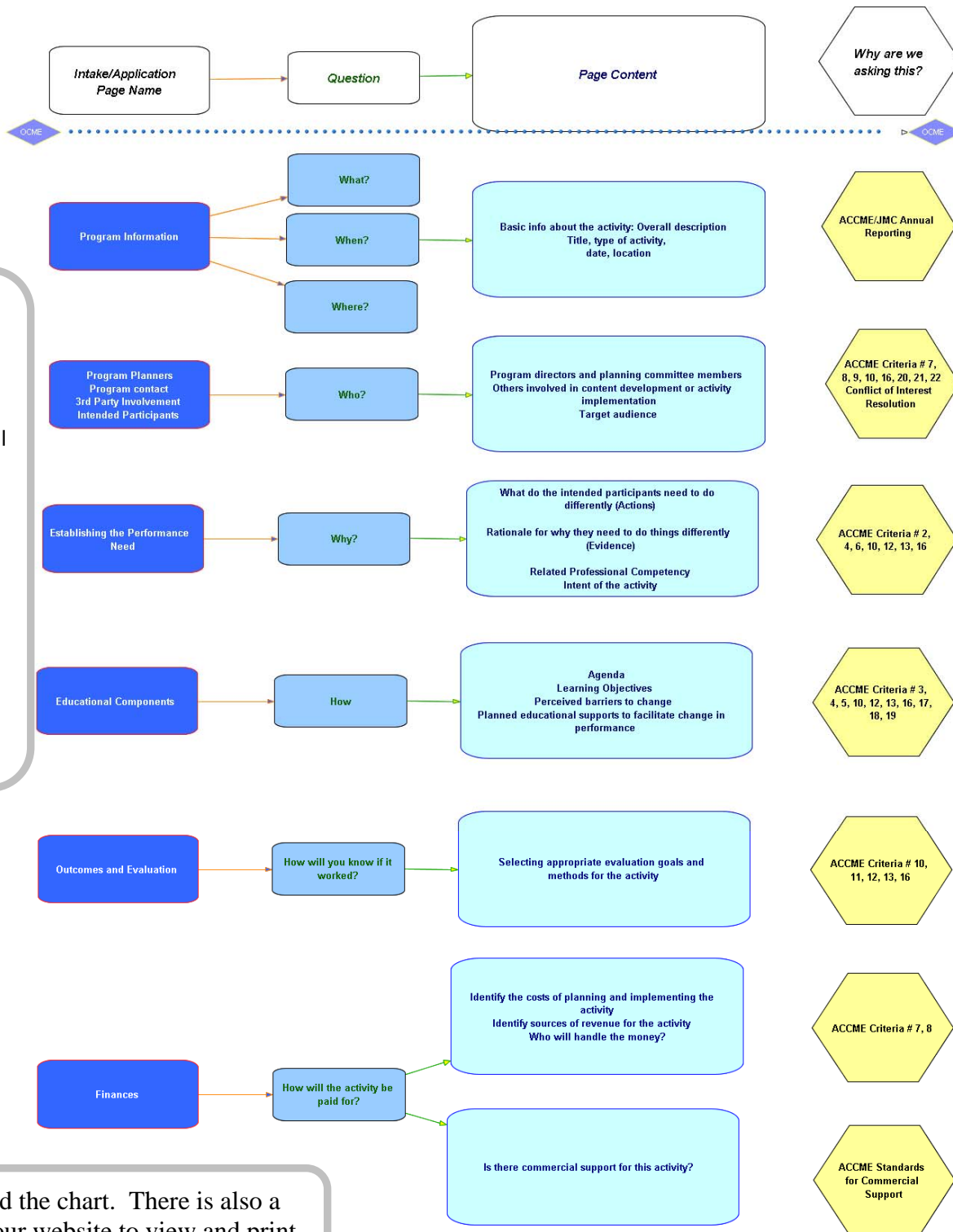
One of the features of Jefferson's Updated Intake is that it provides CME planners with more information than ever before about what the ACCME expects of every CME-certified activity. There are links to lots of sample wording for action /evidence statements, ACCME activity review pages, journal articles about CME design and evaluation... all conveniently accessible from one place.

If you are planning to develop a CME activity, the first step to contact the OCME to discuss your ideas. We'll set up a unique access code for you to get started on the required CME documentation, which will give you access to the Updated Intake website. If you need help describing your activity in terms of the new CME requirements, we'll work with you. And we'll help you figure out how your activity can move beyond transmitting knowledge into one that can support change in participants' actions in practice as the turn knowledge into practice.

The Updated Intake process has been live for about one month, and we are listening to our users and making changes as needed. Our multifaceted goals are to develop CME activities that meet the Updated Criteria, showcase Jefferson's expertise and capabilities, and create innovative approaches to continuing medical education and professional development.

We welcome your feedback on the Updated Intake process, and look forward to working with you in the new world of CME.

A Guide to the Updated CME Process



This process is designed to comply with current ACCME Requirements and help you develop a CME activity that will impact participants' competence, performance, and patient care.

Essentially, for each CME activity planned, it answers the questions: WHO, WHAT, WHERE, WHEN, WHY and HOW

Please zoom in to read the chart. There is also a copy of the chart on our website to view and print. [OCME Website](#)

Calendar of Events– Spring Conferences



To register for an upcoming event, or to find additional information, please visit the CME website:

[OCME Website](#)

To reach us by email:

jeffersoncme@jefferson.edu

For a full list of our upcoming events please click here, [Calendar of Events](#)

March:

4th-6th The 36th Annual Course in Electrodiagnostic Medicine
* *The Epilepsy Course will be held in the Fall**

26th-27th The 2nd Annual Jefferson Vaccine Center Symposium

April:

2nd 43rd Annual James L. A. Roth Visiting Professorship

May:

7th The Future of HealthCare in Pennsylvania

19th-22nd [The Leading Edge in Diagnostic Ultrasound](#)

June:

20th The 29th Annual Advances in Gastroenterology

22nd-26th The 32nd Annual Eastern Shore Medical Symposium

The Conference, *Patient Safety Considerations in Nutrition Support*, was a big success. Together, the Medical College (CME Office, Dept. of Health Policy), TJUH (Dept. of Nursing, Nutritional Services) and others collaborated to offer multiple disciplinary continuing education (and credits!) to over 130 attendees throughout the Delaware Valley.

The presenters included Dr. Juan Ocha, MD; Marion Winkler, PhD; Norma Metheny, PhD; Jay Mirtallo, MS; and Peggi Guenter, PhD. They helped Jefferson bring Patient Safety to a new level. Thank you for all who've attended.

**If you would like to leave additional feedback please contact the CME Office.

Special Thanks!

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Jefferson Recognized by the Alliance for Continuing Medical Education

Each year the Alliance for Continuing Medical Education (ACME) recognizes outstanding work in the field. At the January ACME conference in San Francisco, Jefferson received the **ACME Medical School Section Great Ideas Award** for the program *Accelerating Best Care in Pennsylvania*. Organized by the Department of Health Policy (now the Jefferson School of Population Health) and accredited by the Office of CME, ABC in Pennsylvania represents innovative collaboration focused on performance improvement processes. Details about this award-winning CME activity can be found on our website. For detail and to listen to a podcast of an interview of Jeanne Cole and Alexis Skoufalos about the project, please [Click Here](#).

Commercial Support

The ACCME Standards for Commercial Support

The last issue of the Newsletter introduced the *ACCME Standards for Commercial Support (SCS)* which sets guidelines on interactions between CME and Industry. We have already discussed the first of six standards, **Independence**.

STANDARD 2: Resolution of Personal Conflicts of Interest

2.1 The provider must be able to show that everyone who is in a position to control the content of an education activity has disclosed all relevant financial relationships with any commercial interest to the provider. The ACCME defines “relevant financial relationships” as financial relationships in any amount occurring within the past 12 months that create a conflict of interest.

- The ACCME definition of a **commercial interest** is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.

2.2 An individual who refuses to disclose relevant financial relationships will be disqualified from being a planning committee member, a teacher, or an author of CME, and cannot have control of, or responsibility for, the development, management, presentation or evaluation of the CME activity.

2.3 The provider must have implemented a mechanism to identify and resolve all conflicts of interest prior to the education activity being delivered to learners.

- According to the ACCME, circumstances create a **conflict of interest (COI)** when an individual has an opportunity to affect CME content about products or services of a commercial interest with which he/she has a financial relationship.

Standard 2 of the SCS deals with one of the most important aspects of CME, **Resolution of Personal Conflicts of Interest (COI)**. This comprises both “disclosure” and “resolution.”

An important item to note, this Standard applies to **ANYONE** who is in a position to control or influence the content of an educational activity. This includes planning committee members, program directors, faculty presenters/authors, and other individuals consulted about content. These individuals must be clearly identified; they must then provide their COI information early in the planning process in order for the activity to be considered for CME credit.

Disclosure:

The process for disclosing financial relationships is a simple one. Anyone who has been identified as having the opportunity to influence the content of a Jefferson-sponsored CME activity is required to:

- Submit disclosure information through our designated website <http://jeffline.jefferson.edu/jeffcme/coi/>.
- Answer a series of questions designed to collect the necessary information.
- If a conflict of interest is identified, through a stratification process, individuals will be required to answer a few additional questions to further assess the relationship between the conflict and the CME content.

All the steps and required resolution/interventions discussed here will be conducted before credit is awarded. It is expected that :

- Planning committee COI statements are submitted as soon as the committee members are identified
- Presenter/author COI statements are submitted as soon as these individuals are identified

But disclosure (telling the provider) is only part of Standard 2. Jefferson’s online process will automatically alert the OCME of disclosed conflicts requiring additional *resolution*.

Commercial Support (continued)

Resolution:

In 2004, the ACCME began to require the resolution of disclosed conflicts. In response, Jefferson's Committee on CME developed a [CME COI Resolution Policy](#) in compliance with ACCME requirements. CME Committee actions to resolve a disclosed conflict may range from gathering additional information about the individual and their disclosed conflict, discussion with the activity program director/planners to review the planning processes used to develop an activity, collection of presentation materials so they can be assessed for presence of balance/lack of commercial bias, one to one discussion by a Committee member with a potential presenter about the disclosed conflict (using a guided interview process), alteration of content and/or activity design to assure balance in the activity, up to removal of individuals or credits from an activity when conflicts cannot be resolved appropriately.

Why is COI/Disclosure and Resolution important?

In the current environment, relationships between medical education and industry are being closely scrutinized at many levels. In fact, the US Senate recently investigated an issue of disclosure involving a department chair at a southeastern US medical school. The investigation revealed incomplete disclosure made by this department chair to his University. The lack of disclosure has called into question the University's policies on conflict of interest resolution and their handling of grant funds received through public sources like the National Institutes of Health (NIH), and the Dept Chair stepped down. (click here for more details)

http://www.policymed.com/files/senate_finance_committee_letter_to_emory_10208.pdf.

Conflict of Interest has become a "hot" topic with the AAMC as well, outside of CME activities. Expect to see significant changes over the next 12 months in how academic medical centers as well as CME providers approach planner and presenter relationships with industry (link to AAMC report from June 08)

In conclusion, the *ACCME Standards for Commercial Support* are designed to ensure that CME-certified activities are developed and implemented in a way that is free from commercial bias, so that patient care decisions are based on evidence, not commercial interests. This is in keeping with the primary goal of CME: improving patient outcomes. The OCME's role in this process is to assist you in designing an educational activity that will help your participants move towards this goal and stay compliant with the *Standards for Commercial Support*.

In our next issue, we will discuss **Standard #3 "Appropriate Uses of Commercial Support**.

Regularly Scheduled Conferences – Online Evaluations!

RSC Annual Evaluations will be available online as of April 1, 2009!

We are pleased to announce the launch of a new online system for the Annual Evaluation of Regularly Scheduled Conferences [RSC] (such as grand rounds, case conferences, etc). We anticipate this online system will result in the more efficient collection, processing, analysis, and dissemination of the required evaluations for these CME sessions. Utilizing electronic media should be cost effective, reduce paper waste, and save time for participants, administrative contacts, program directors, and Office of CME [OCME] staff. Look for more information on how to access the online evaluation system in your inbox!