

RUSH UNIVERSITY MEDICAL CENTER

# Office of Interprofessional Continuing Education

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Administration of Continuing Education  
Activities: Policies and Procedures

This document details the policies and procedures regarding administration and accreditation of continuing education activities at Rush University Medical Center. Adopted by Interprofessional Continuing Education Advisory Committee, August, 2016.

## **Rush University Office of Interprofessional Continuing Education (IPCE) Must Manage All CME and CE Activities**

Because the office of IPCE bears the responsibility for ensuring compliance with the Accreditation Council for Continuing Medical Education (ACCME) Criteria, the American Nurses Credentialing Center's (ANCC) Commission on Accreditation, the Accreditation Council for Pharmacy Education (ACPE), and the Illinois Department of Professional Regulation, it must oversee all continuing education activities. The IPCE will provide training for any Course Director unfamiliar with these policies who seeks credit for a continuing education activity.

## **Use of the Rush Campus by Other Continuing Education Providers**

All continuing education activities held on the Rush campus must use the IPCE office as their certified provider unless specific credit is offered that cannot be qualified by Rush. The IPCE office will review proposals and determine approval.

## **Joint Sponsorship**

Rush occasionally engages in jointly sponsored CE activities with non-accredited entities. Collaboration with academic institutions and not-for-profit organizations that are accredited CME providers will be considered on a case-by-case basis. Proposals should be discussed with the Director of IPCE. Potential collaborations must be based on a willingness to fully comply with Rush commercial support policies for the activity.

## **Use of the Rush Name for Continuing Education**

Only continuing education activities fully compliant with Rush University commercial support policies and administered through the Rush office of IPCE may use the Rush name.

## **Commercial Support**

Rush University is responsible for all financial decisions related to any qualified continuing education activity through the office of IPCE. The IPCE office must review and approve all decisions in concert with course leadership regarding the disposition and disbursement of commercial support in accordance with ANCC, ACPE and/or ACCME criteria.

A commercial interest is defined by ACCME, ACPE and ANCC as any entity either producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients or an entity that is owned or controlled by an entity that produces, markets, re-sells or distributes health care goods or services consumed by, or used on, patients. Exceptions are made for non-profit or government organizations and non-health care related companies.

All commercial support for qualified continuing education should be provided in the form of unrestricted/independent educational grants. Receipt of commercial support is dependent upon the execution of a Letter of Agreement (LOA) between Rush and the commercial entity providing funding. Drafting and execution of the LOA must be done in consultation with the Director of IPCE.

Commercial Interest organizations providing financial or in-kind support for continuing education may **not** participate in any component of the planning process of an educational activity, including:

- Assessment of learning needs;
- Determination of objectives;
- Selection or development of content;
- Selection of planners, presenters, authors and/or content reviewers;
- Selection of teaching/learning strategies;
- Evaluation methods.

The IPCE office will provide guidance in disclosing commercial support to the participants of the educational activity, but that support must be disclosed to participants. Commercial interest organizations may **not** exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place, or at the conclusion of an educational activity, regardless of the format of the educational activity.

### **Sponsorship**

Sponsorship is financial, or in-kind, contributions given by an entity that is *not* a commercial interest, which is used to pay all or part of the costs of a continuing education activity. Donations from individuals, foundations, and charitable organizations that are *not* commercial interests are common forms of sponsorship given to a CE activity. These should be provided in the form of unrestricted/independent educational grants, and must be managed through the office of IPCE. The IPCE office must review and approve all decisions in concert with course leadership regarding the disposition and disbursement of sponsorship in accordance with ANCC, ACPE and/or ACCME criteria.

Rush University is responsible for all decisions related to the educational activity through the office of IPCE. The organization providing sponsorship may **not** participate in any component of the planning process of an educational activity. Sponsorship will be disclosed to the participants of the activity. The organization providing sponsorship may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place or at the conclusion of an educational activity, regardless of the activity's format.

### **Exhibit Space, Advertising and Product Promotion**

The office of IPCE bears the responsibility for ensuring compliance with the Accreditation Council for Continuing Medical Education (ACCME) criteria, the American Nurses Credentialing Center's (ANCC) Commission on Accreditation criteria, the Accreditation Council for Pharmacy Education (ACPE) standards, and the Illinois Department of Professional Regulation standards. IPCE must oversee all relationships with commercial entities involving exhibit space, advertising and/or product promotion.

### **Exhibit Space**

Exhibitors cannot influence the planning of an activity, interfere with presentations, or require that the exhibit be a condition for support.

In the event that a live activity has associated commercial exhibit space (i.e. vendor booths), that exhibit space must be distinctly separate from the educational space. Commercial interest organizations may not exhibit, promote or sell products or services during the introduction of an educational activity, while the educational activity takes place, or at the conclusion of an educational activity, regardless of the format of the educational activity.

Employees or representatives of exhibiting commercial interest organizations are permitted in the educational space at the discretion of the activity planners and IPCE. Employees or representatives of exhibiting commercial interest organizations are admitted to the educational space as observers only, and must agree not to wear any identification or clothing that exhibits, promotes or sells products or services, and must not engage learners in promotion or discussion of their associated products or services.

Fees for exhibit space are determined by the activity planners based on fair market value, and are standard for all commercial interest organizations. All monies must be paid with the full knowledge and approval of IPCE. No other funds from the company will be paid to the activity administrator, speaker or others involved with the activity. Exhibitor income requires an exhibitor agreement with IPCE to document the terms, conditions and purposes of the contribution.

### **Advertising and Product Promotion**

Advertisements and promotional materials must not be interleaved within the pages of educational materials distributed as part of a live activity, such as slides, abstracts and handouts. Advertisements and promotional materials cannot be displayed or distributed in the educational space *immediately* before, during, or after a live educational activity. Print or electronic information distributed about the non-educational elements of an activity, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Information required to be communicated before an activity (e.g., disclosure information, objectives), educational content (e.g., handouts, slide copies), content-specific post-tests, and education evaluation forms are all elements of an activity, and must not contain advertising, trade names, or product group messages.

In print or computer-based educational activities (enduring materials), advertisements and promotional materials cannot be interleaved within the pages of the educational content. Advertisements and promotional materials may face the first or last pages of printed educational content as long as these materials are not related to the educational content they face, and are not paid for by the commercial supporters of the activity.

Advertising or promotional materials associated with computer-based activities (online enduring materials) must not be visible on the screen at the same time as the educational content and not interleaved between computer “windows” or screens of the educational content.

### **Conflict of Interest (COI)**

It is the policy of Rush University Medical Center and the Office of Interprofessional Continuing Education to ensure that its CE activities are independent, free of commercial bias and beyond the

control of persons or organizations with an economic interest in influencing the content of CE. Everyone who is in a position to control the content of an educational activity must disclose all relevant financial relationships with any commercial interest (including but not limited to pharmaceutical companies, biomedical device manufacturers, or other corporations whose products or services are related to the subject matter of the presentation topic) within the preceding 12 months. If there are relationships that create a conflict of interest, these must be resolved by the CE Course Director in consultation with the Office of IPCE prior to the participation of the presenter/planner/course director in the development or presentation of course content.

The IPCE identifies the presence or absence of relevant financial relationships for all planning committee members, course directors, invited presenters/authors, and staff through the use of a standardized disclosure form. Persons who indicate the existence of such relationships or “potential” or actual conflicts of interest will be asked to agree in writing that said conflicts or relationships will not bias or otherwise influence their involvement in the activity. If a COI is identified, one of these mechanisms might be used to resolve it:

- Alter financial relationships – Individuals may choose to discontinue or alter their relationship with a commercial entity and eliminate any bias associated with the proposed educational content;
- Alter control over content – The individual and/or the IPCE can elect to alter the educational design, format or content, or the individual’s responsibilities to maintain the scientific rigor, integrity and balance of the activity;
- Peer-Review of Content – Independent review and validation of content can verify the scientific bases and integrity of the content, as well as the consistency with the overall educational design.

If a conflict of interest cannot be resolved, the course director/planner/speaker must be disqualified from participation or CE credit will not be awarded for this presentation.

### **Management of Budget**

The IPCE office must review and approve all decisions in concert with course leadership regarding the disposition and disbursement of commercial support or sponsorship of continuing education in accordance with ANCC, ACPE and/or ACCME criteria.

An activity budget should be submitted to the office of IPCE with an application, and should include:

- Program schedule with details about speakers, topics and times;
- Proposed course directors/planners/presenters list and their honoraria;
- Management budget for the activity (meeting facility, food and beverage, etc.);
- Detailed list of commercial supporters or donors;
- Name, title and address of the representative of the commercial support or sponsor who will be the signatory to the Rush Letter of Agreement.

### **Commercial Employees as Planners/Instructors/Presenters**

Under narrowly defined circumstances a commercial employee may be permitted to serve as presenter in Rush continuing education activities. In those instances the commercial employee may instruct only on the early phases of translations of new information and/or technology into

first use and regular use of products. Commercial employees cannot teach about their products or offer patient care recommendations. These instances must have prior approval by the Director of IPCE and must be closely monitored by course leadership. Rush does not permit commercial employees to serve as planners of CE activities.

### **Commercial Employees as Technical Assistants**

As a general rule, commercial employees are not permitted to assist in continuing education. When a commercial employee is essential to operating a piece of equipment critical to the educational mission, upon prior approval by the Director of IPCE, this may be permitted with the proviso that no indications for use and/or the comparisons between competing products are discussed. Marketing and or promotional activities must not take place. Commercial employees who provide technical assistance are required to sign Rush's disclosure (BIO-COI) form. It is the responsibility of course leadership to appropriately monitor the CE activity.

### **Course Directors**

For reasons of financial accountability and adherence to Rush policies, Course Directors should be full-time faculty members employed by Rush University. Non full-time faculty may be considered for leadership positions based on compelling need; this requires prior approval by the Director of IPCE. Community practitioners with voluntary clinical appointments and community health partners may participate as a course co-director in concert with a Rush faculty member. It is expected that Course Directors familiarize themselves with Rush CE policies. The IPCE staff and Director are available to answer any questions regarding these policies.

### **Specific Course Director Responsibilities:**

#### Planning a CE Activity

- Selection of a planning committee to coordinate the activity planning process. Planning committees vary greatly in size, but in most cases there should be more than one planner. For a course offering nursing credit, at least one member of the planning committee should be a nurse with a BSN degree or higher. If the Course Director has a conflict of interest relevant to the subject matter of the activity, at least one planning committee member must be non-conflicted and a content expert. Directors' and Planners' conflicts of interest must be disclosed and resolved prior to planning the activity.
- The activity is designed to address identified learning needs of practitioners derived from professional practice gaps in knowledge, competence or performance in practice.
- These gaps are substantiated by the target audience, expert opinion, scientific literature, national guidelines, maintenance of certification (MOC) requirements and/or quality improvement data.
- Activity planning is documented in the IPCE Application-Planning form.
- The activity is fiscally sound and honoraria payments comply with Rush CE policies.

#### Content of CE Activity

- The content developed must be objective, balanced, based on valid and sound scientific studies, and free of commercial bias.
- Clinical care recommendations, treatments, or manners of practicing presented in the CE activity are based on evidence that is accepted within the professions of medicine, nursing, pharmacy, physical therapy, occupational therapy, respiratory therapy, social work, nutrition, speech-audiology, and/or psychology. Recommendations presented are

not known to have risks or dangers that outweigh the benefits, and are not known to be ineffective in the treatment of patients.

#### Disclosures of Relevant Financial Relationships

- Disclosures of relevant financial relationships with any commercial interest must be collected for anyone involved with development and implementation of activity content (planners, speakers, reviewers, moderators, etc.) and sent to the Rush office of IPCE prior to the activity.
- All relevant conflicts of interest must be resolved and documented by the Course Director, designated content expert, or appropriate IPCE staff. If a conflict of interest cannot be resolved, the planner/speaker must be disqualified from participation or CE credit may not be awarded for this presentation.
- Disclosures of relevant financial relationships (or no financial relationships) with commercial interests must be presented to the learners *prior to the activity* by inclusion in the announcement or flyer, syllabus, by slide display or by posting next to the sign-in sheets.
- If during a CE activity course directors/leaders detect commercial influence, it is their responsibility to discuss this with the learners in order to ensure that a fair and balanced program is in place.

#### **Course Director Responsibilities in Consultation with IPCE**

##### Review of Presentations

- All presentations must be received and reviewed by the office of IPCE. Presentations of conflicted speakers must be also reviewed by the designated reviewer and COI resolved prior to the activity. This requires that all presentations (draft versions are acceptable) must be submitted to the IPCE no later than 1 week prior to the activity. This provides time for review and resolution of any conflicts of interest or HIPAA violations.
- All issues of conflict and potential HIPAA violations must be completely resolved in the final presentation and sent to the IPCE for review prior to the start of the activity. Failure to resolve conflicts or HIPAA violations will result in credit not being granted for that portion of the activity.

##### Separation of Commercial Activities from Curriculum

- Commercial Interests have no role in the planning or implementation of CE activities. Only when basic science/translational research is the topic may a commercial employee present, and the presentation must be devoid of any patient recommendations or promotion (e.g. advertising, company logos, product messages). Promotional material must not be displayed or distributed.

#### **Speaker/Presenter/Author**

These are the professionals responsible for teaching, authoring, or otherwise communicating the activity content to learners. Speakers may not claim CE credit for participating in their own activities. However, credit might be available for authorship of original CE materials, and IPCE will determine eligibility.

#### **Speaker Fees**

At Rush, the official term used for the funds provided to an individual for a presentation to an audience or otherwise directing a learning experience for a group of learners is “honorarium”. The term “speaker fee” is sometimes used. The recommended range of speaker fees for guest

presenter is **\$500 to \$3000**. Honoraria details should be included in the budget submitted to the office of IPCE.

Determining the honorarium or speaker fee for a guest presenter in a certified CE activity is the course director's responsibility. Several issues should be taken into consideration when determining the amount of the fee:

- The course budget (the amount of expected revenue and expenses);
- The speaker's stature in his or her professional field;
- The type of services that the presenter will be providing;
- The number of services;
- The length of services;
- The location of the course.

### **Speaker Fees for Rush Faculty**

Because teaching is a core Rush University mission and most faculty members receive compensation from Rush for academic activities, it is not customary for Rush Faculty to be paid for participating in on-campus, or near-campus accredited continuing education activities. Participating in on-campus or near-campus accredited activities is generally considered part of the faculty member's compensated service to the institution.

Rush faculty is entitled to reimbursement for travel, accommodation, and meals, in compliance with Rush University Medical Center's travel policies.

### **Exceptions for Rush Faculty and Employees**

A Rush faculty member may be paid a speaker's fee or planning fee only with department or division approval. Course leaders should recognize that the combination of significant grants by commercial interests and payment of speaker fees to Rush faculty might create an impression of kick-backs. The appearance of possible impropriety is heightened if the faculty member has another relationship with the sponsor (e.g. consultancy, sponsored research program, etc.). It is recommended that the following criteria be used in determining if a Rush faculty member should be paid a speaker fee:

- The level of commitment of the faculty member is extensive, requiring him or her to be away from his/her professional duties and home for several days;
- The speaker fee must not exceed the fair market value of the faculty member.

All payment of honoraria and reimbursement of travel and accommodation must be auditable. The office of IPCE facilitates commercial support for CE activities. This will be in compliance with Rush University Medical Center travel policies, as well as with the ACCME, ACPE and ANCC criteria.

### **Fees for Continuing Education Providers**

IPCE assures course compliance with American Nurses Credentialing Center's (ANCC) Commission on Accreditation, Accreditation Council for Continuing Medical Education (ACCME) standards, the Accreditation Council for Pharmacy Education's (ACPE) standards, and/or the Illinois Department of Professional Regulation at all phases of development and administration.

As the provider, IPCE office responsibilities include:

Review of initial application and suggest revision as needed; Assure grant-funded programs are in compliance with ACCME, ACPE and ANCC standards for commercial support/sponsorship; Assure program exhibitors are in compliance with ACCME, ACPE and ANCC standards; Review of all activity announcements and edit as needed; Process course evaluations; Assure entry of qualified credits per individual; Review outcomes data and report as needed.

Fees for these services vary depending on the length and extent of the CE activity, the amount of planning and administrative service required, and the types of learner credits requested. When planning documents are submitted, appropriate fees will be assessed.