

Validation of Education Activity Content

I. PURPOSE

To establish criteria, policy and process for the validation of the clinical content of Continuing Education activities in accordance with Accreditation Council for Continuing Medical Education, American Nurses Credentialing Center, American Medical Association, Accreditation Council for Pharmacy Education and other accrediting body guidelines. The purpose of the content validation process is to ensure 1) learning objectives are addressed, 2) content has fair balance and is free of commercial bias, 3) that the scientific objectivity of studies mentioned in the materials or used as the basis for content is maintained 4) content contains recommendations for patient care that are appropriate and 5) content adheres to standard copyright guidelines.

II. POLICY

Certified Educational Activities provided by LVHN are for the purpose of increasing physician, clinician and other healthcare provider's knowledge, skills, performance and/or patient outcomes and to assist with state relicensure, maintenance of specialty board recertification and approval of hospital privileges. Therefore, the review and validation of the content of continuing education activities is critical and must adhere to the definition of what content is acceptable for activities that are certified for credit.

III. SCOPE

All departments developing and presenting continuing education programs certified for credit by LVHN.

IV. DEFINITIONS.

Continuing Medical Education (CME) – Continuing Medical Education consists of educational activities that 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.

Continuing Nursing Education (CNE) – Systematic professional learning experiences designed to augment the knowledge, skills, and attitudes of nurses and therefore enrich the nurses' contributions to quality health care and their pursuit of professional career goals.

Continuing Pharmacy Education (ACPE) - is a structured educational activity designed or intended to support the continuing development of pharmacists and/or pharmacy technicians to maintain and enhance their competence. Continuing pharmacy education (CPE) should promote problem-solving and critical thinking and be applicable to the safe practice of pharmacy.

Social Work Continuing Education – Continuing Education programs must be directed toward the enhancement of social workers', clinical social workers', marriage & family therapists' and professional counselors' knowledge and practice skills related to helping people achieve adequate and productive personal, interpersonal, and social adjustments in their individual lives, families and community.

Validation of Education Activity Content

Commercial Interest – A ‘commercial interest’ is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients with the exemption of the following:

- 501-C Non-profit organizations
- Government organizations
- Non-health care related companies
- Liability insurance providers
- Health insurance providers
- Group medical practices
- For-profit hospitals
- For-profit rehabilitation centers
- For-profit nursing homes

Relevant Financial Relationship – A relevant financial relationship is any financial relationship with a commercial interest in any amount occurring within the past 12 months.

Conflict of Interest – When an individual has both a financial relationship with a commercial interest and the opportunity to affect continuing education content about the products or services of that commercial interest.

V. PROCEDURE

A. Content Validation

1. Planning teams, presenters and content developers will adhere to the ACCME’s content validation value statements. Specifically, all the recommendations involving clinical medicine in a CE activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients. All scientific research referred to, reported, or used in CE in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.
2. Activities are not eligible for accreditation if they:
 - Promote recommendations, treatment, or manners of practicing medicine that are not within the definition of CE
 - Are known to have risks or dangers that outweigh the benefits
 - Are known to be ineffective in the treatment of patients
3. Control of Content – Activities must be planned in compliance with the ACCME, ANCC, ACPE and other accrediting bodies policies and Standards for Commercial Support. All activity planners, presenters/content experts and others that will be in a position to control the content of the continuing education activity must disclose any relevant financial relationship(s) with commercial interests. Disclosures must include:
 - The name of the individual
 - The name of the commercial interest(s)
 - The nature of the relationship the person has with the commercial interest

Validation of Education Activity Content

B. Independence in the Review of Content

1. Content review is a mechanism to resolve conflict of interest for faculty, managers, presenters, content experts, planners or reviewers, therefore the person performing a review can not be the same person reporting a COI.
2. Independent sources of review include the following:
 - A physician, clinician, nurse or other scientist with knowledge of the specialty area being reviewed.
 - A contracted review services that has demonstrated the use of reviewers with acceptable academic credentials and ability to conduct the review in accordance with policy
 - A member of the Continuing Education Advisory Board that does not have conflicts of interest.
 - Individually contracted reviewers with the above qualifications
3. Five areas of review should occur for all educational content:
 - Review for Fair Balance – the content is balanced among various available treatment options and not biased toward a particular product or manufacturer. Pros and cons should be analyzed and reflected in the content, and the content should be based on a need based on physician competency, practice performance or patient outcome.
 - Patient Treatment Recommendations –the patient treatment recommendations contained in the content must be evidence-based and appropriate for the target audience. The treatment recommendations should contribute to overall improvement in patient care.
 - Scientific Validity - Scientific studies cited in the activity should conform to standards accepted by the scientific community.
 - Learning Objectives –The educational content must support the learning objectives of the activity. The objectives must be stated in terms of performance in practice and are measurable.
 - Omission and Commission – Appropriate copyright permissions been must be obtained to utilize information. Slides or course materials violating copyright need to be deleted. Recommendations for any studies, data, or best evidence that is missing should be made.
4. Implementation of Peer Review:
 - **Level One**
 - CE staff will review all presentations and give recommendations regarding editorial design, appropriate referencing and use of copyright.
 - CE staff will communicate in writing to the Activity Director and/or presenter any required changes to the content/presentations.
 - **Level Two**
 - The Activity/Course Director is responsible for ensuring that a review for medical accuracy and content validation occur on all content/presentations via mechanisms noted above.

C. Presentation Requirements

Validation of Education Activity Content

1. The CE staff is responsible for providing clear directives to faculty and course directors on content validation policies and procedures.
2. All Activity/Course Directors and Faculty will receive confirmation letters and speaker attestation forms to complete which outlines the requirements of CME, faculty and educational activity.
3. All presentations are REQUIRED to be submitted to the Activity/Course Director and CE staff no later than 2 weeks prior to the activity in order to be reviewed.
4. All presentations by LVHN Faculty must be on the approved hospital templates as per marketing guidelines.
5. Presentations must be appropriately referenced and adhere to copyright standards.
6. Media Services must be notified 30 days in advance of any presentations which will utilize the Audience Response System.
7. No presentation changes will be permitted once the content has been reviewed and approved without approval from the activity director and the CE team. No changes will be permitted to presentations the day of the activity.
8. Presentations not submitted by the deadlines may cause the presenter to be removed from the activity or the presentation not to receive credit.

VI. ATTACHMENTS

Disclosure of Financial Relationships
Conflict of Interest Resolution Form

VII. DISTRIBUTION

Continuing Education Policy and Procedure Manual

VIII. APPROVAL

_____	Associate Director, Continuing Education	_____
Signature	Title	Date

_____	Chair, Continuing Education Advisory Board	_____
Signature	Title	Date

IX. POLICY RESPONSIBILITY

Associate Director, Continuing Education

X. REFERENCES

Pennsylvania Medical Society, Commission for Continuing Medical Education. *Manual for providers*

Validation of Education Activity Content

Seeking Accreditation to Award Credit for CME in Category 1 of the AMA's Physician Recognition Award, Harrisburg, PA.

Accreditation Council for Continuing Medical Education.. *Standards for Commercial Support: Standards to Ensure the Independence of CME Activities (revised July 2006).*

ACCME Accreditation Policies, Including Information for Provider Implementation.

Pennsylvania State Nurses Association, (R-2006 Edition Effective January 1, 2007) *Continuing Education Approval Program Manual, Harrisburg, PA.*

ACPE Continuing Pharmacy Education Provider Accreditation Program Policies and Procedures Manual: A Guide for ACPE-accredited Providers. *CPE Policies and Procedures Manual/Version 2.0 – Approved June 2008; Updated Feb 2009, June 2010*

XI. DISCLAIMER STATEMENT

This policy and the implementation procedures are intended to provide a description of recommended courses of action to comply with statutory or regulatory requirements and/or operational standards. It is recognized that there may be specific circumstances, not contemplated by laws or regulatory requirements that make compliance inappropriate. For advice in these circumstances, consult with the department of Risk Management and /or Legal Services.

XI. DATES

Origination:	September 1999
Reviewed/Revised:	December 2003
	December 2004
	June 2005
	November 2006
	September 2007
	April 2011