

inside *medical education*

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CME STAKEHOLDERS SPEAK OUT: ACCME RECEIVES COMMENTS APLENTY

The Accreditation Council for Continuing Medical Education (ACCME) has posted the responses to its June 2008 Call for Comments on proposed policy changes. Among the items under consideration were proposals for defining appropriate interactions between accredited providers and commercial supporters, as well as a discussion regarding elimination of commercial support for CME activities. As a result of its November 2008 Board of Directors meeting, ACCME is deferring action on its proposals until late 2009.

The complexity of the issues under consideration is reflected in the often disparate comments received

from a widely varied audience of CME stakeholders. Readers can see the comments (verbatim) at [Responses to ACCME Calls-for-Comments](#).

Data below reflect analysis by the Education Committee of the Coalition for Healthcare Communications, a trade association of medical communication and advertising companies. The Coalition notes that the data presented should not be considered a scientific survey and instead reflect an attempt to categorize and summarize the contents of the comments received by ACCME.

Issue for Comment	Agreed	Disagreed	Neutral
Proposal to prohibit communications, such as RFPs, on preferred content areas from commercial interests to accredited providers	21%	79%	0%
Proposal to prohibit communications of "internal criteria" from commercial interests to accredited providers	33%	67%	0%
Statement that due consideration should be given to the elimination of commercial support	5%	93%	1%
Statement that persons paid to create, or present, promotional materials on behalf of commercial interests cannot control the content of accredited continuing medical education on that same subject	12%	76%	11%

INDICIA IN THE NEWS

Indicia is proud to announce that the December 2008 issue of *Medical Meetings* features a cover story (available at [Medical Meetings](#)) on the National Commission for Certification of CME Professionals (NC-CME). Development of the certification program and the exam has taken 3 years, during which time the initiative has been supported by organizations such as the Alliance for CME and NAAMECC, as well as volunteers and contributors from across the spectrum

of medical education stakeholders. Indicia President Karen Overstreet has had a leading role in development of the certification program, which was announced in the June 2008 issue of *Inside Medical Education* (see [NC-CME Raises the Bar for CME Professionals](#)). To learn more about NC-CME and how you can become a Certified CME Professional, visit nc-cme.org.



EDUCATING THE EDUCATORS: NFEI OFFERS FACULTY COMPLIANCE TRAINING

What's a provider to do to ensure that physician educators have the full confidence of those supporting professional education activities, as well as that of their learners? Many CME professionals are disappointed that media and legislators don't seem to understand the differences between independent and promotional education, and it is even more troublesome that some faculty are unaware of these nuances. Recent media criticism of practices in both certified and promotional educational programs has been hard to swallow, but CME advocacy organizations are developing mechanisms to address these concerns and ensure the integrity of CME.

The National Faculty Education Initiative (NFEI) was launched in October 2008 by the ACME and the Society for Academic Continuing Medical Education (SACME), in collaboration with the Association of American Medical Colleges (AAMC) and endorsed by the Association for Hospital Medical Education (AHME). NFEI provides case-based content to

educate physician faculty on regulatory issues, as well as accreditation and professional standards. A searchable database for verification of faculty participation further affirms the faculty participants' commitment to teaching excellence and providing compliant education.

There is no charge to faculty for the training. The database will be available without charge through the end of December; thereafter, only ACME, SACME, AAMC, and AHME members will have free access. To learn more about NFEI or to invite faculty and other CME professionals to the training program, visit <http://www.nfeinitiative.org/>.

"Indicia will encourage all of our faculty to participate in this important training program. Many of our provider partners are starting to require it for their planners, speakers, and authors."
— Karen Overstreet, EdD, RPh, FACME, CCMPE

ACME'S CMExchange MAKES DATA SHARING EASY

ACME in October announced the launch of [CMExchange](#), an open-access, online data sharing site that will allow providers to share data and data collection instruments for assessment of learning needs and educational outcomes.

A guideline for submission of content is available on the site. Submissions should include a project description, target audience, methodology of the assessment, results/outcomes, and implications for future education, as well as optional information on the actual data assessment tools used.

INDICIA SERVICES

Concerned about your compliance? Are your stakeholders secure? Indicia can help.

Indicia Medical Education, LLC, offers consultation and training on CME best practices to ensure compliance, mitigate risk to stakeholders, and improve the effectiveness of CME programs. For a consultation, please contact Karen Overstreet at karen.overstreet@indiciaed.com or call 215-855-9090, ext. 108.



Please visit our Web site at www.indiciaed.com to learn more about these and other important CME topics.

EVENT OF INTEREST

January 28–31, 2009
Alliance for CME 34th Annual Conference
San Francisco Marriott
San Francisco, CA

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