

Purpose

The Policy on Enduring Materials exists to provide guidance for staff and faculty on the requirements when producing enduring materials.

The ACCME defines CME enduring materials as printed, recorded, or computer-assisted instructional materials that may be used over time at various locations and which constitute a planned activity of continuing medical education. Examples of such materials for independent learning by physicians include: programmed texts, audio tapes, CD ROM's, videotapes, Internet CME, and other 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. Enduring materials are similarly defined by the AMA and the American Academy of Family Physicians (AAFP).

Policy

- Enduring materials are planned just like any other CME activity, except that certain additional special requirements must be included.
- Enduring materials shall not include any advertising whatsoever.
- Enduring materials shall not reference trade-named products specifically, although discussions of generic use of products in treatments may be made as long as they are fair, balanced, and reference studies that are scientifically objective.
- **Commercial Support.** Acknowledgement of the receipt of commercial support for the enduring materials must be made, and that acknowledgement must be made at the beginning of the enduring material before learning occurs. Commercial support representatives may not assist in the distribution of enduring materials provided by NYU SOM.
- **General CME information.** Including the accreditation statement, credit designation statement, target audience, all special enduring material statements, and disclosure of both financial relationships and discussion of unlabeled or unapproved uses must also be made at the beginning of the enduring material before learning occurs. The following regular and special information must be included in the General CME Information section of enduring materials provided by NYU SOM at the beginning of the activity:
 - **Providership or Joint Providership Statement.** For a **directly provided** enduring material, the following language must be used in both the promotional material and course materials: "Provided by NYU School of Medicine" For a **jointly provided** enduring material, the following statement must appear: "This activity is jointly provided by NYU School of Medicine and <insert name of joint provider>."
 - **Accreditation Statement.** The following statement must be used in both promotional materials and in the enduring material itself for a **directly-provided** enduring material: "NYU School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians." In a **jointly provided** enduring material, the following statement must be utilized: "This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of NYU School of Medicine and <insert name of joint provider>. NYU School of Medicine is accredited by the ACCME to provide continuing medical education for physicians."

- **Credit Designation Statement.** The following statement must appear in both promotional materials and in the enduring material itself:
 “NYU School of Medicine designates this enduring material activity for a maximum of <number of credits> *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- **Statement of Need.** The need determined in the application process should be indicated in both the promotional materials and the course materials.
- **Target Audience and Prerequisites (if any).** Both the promotional materials and course materials should clearly indicate the audience for which the enduring material has been developed. If there are special requirements for participants in the enduring material (prerequisites), those prerequisites should be stated in this section.
- **Topics and Faculty Credentials.** Information about the topic(s) of the enduring material, the faculty and their credentials must be included in both the materials announcing the educational activity and in the enduring material itself.
- **Learning Objectives or Educational Purpose.** The educational objectives of the activity must be included at the start of the activity, before the learner proceeds to the material.
- **Acknowledgment of Commercial Support.** The following statement should appear in both promotional materials and the actual enduring material: “This educational activity is supported by an educational grant(s) from <list individual company names>.”

NOTE: No other company messages, product advertisements, or product inserts are to appear or be included in or distributed with these materials - in no case should product advertisement be located within the boundaries of the educational activity.

- **Provider and Faculty Financial Relationships Disclosure.** The following language must appear in printed and electronic materials, and/or on video/audio tapes:
 - Disclosure Statement:
 The NYU School of Medicine adheres to ACCME accreditation requirements and polices, including the Standards for Commercial Support, regarding industry support of continuing medical education. In order to resolve any identified conflicts of interest, disclosure information is provided during the planning process to ensure resolution of any identified conflicts. Disclosure of faculty and commercial relationships as well as the potential for discussion of unlabeled or unapproved uses of drugs, devices or procedures by the faculty is listed below.
 - List Presenters’ Disclosures — Include all faculty and planner disclosure statements including those who have no relevant relationships to report. Each presenter or planner is required to complete and sign a “Full Disclosure Form”. Disclosure forms will be reviewed for conflicts of interest and those conflicts will be resolved by the Administrative Director using the Resolution of Conflict letter and through peer-review.
- **Faculty Discussions of Unlabeled or Unapproved Uses.** Participants will be informed in writing when faculty include in their presentation or article the discussion of the unlabeled or unapproved use of a drug, device or procedure.
- **Release Date, Review Date, Expiration Date, Estimated Time to Complete the Activity.** The following information should be listed in the enduring material:
 - **Original Release Date:** <insert month/day/year>
 - **Review Date:** <insert month/day/year> (if applicable)
 - **Expiration Date:** <insert month/day/year (no longer than 3 years from release or most recent review date)>
 - **Estimated Time to Complete This Educational Activity:** <number of hours and/or credits (same as credit designation statement)>

In addition, the following information should be included:

- **Method of participation:** <insert the type of activity this will be>
- **Media or Medium Used:** Indicate whether the activity is a CD ROM, monograph, etc.

- **Additional requirements for Internet CME.** Activity **may not** be posted on any website owned or controlled by a pharmaceutical company, device manufacturer, or other commercial interest.
 - A mechanism must be in place for the learner to be able to contact the accredited provider if there are questions about the activity.
 - The accredited provider must have, adhere to, and inform the learner about its policy on privacy and confidentiality that relates to the activity.
 - The accredited provider must be able to document that it owns the copyright for, or has obtained permission to include, the materials within the activity.
- **Electronic Enduring Materials.** For CME activities in which the learner participates electronically (e.g., via Internet, CDROM, satellite broadcasts), all required ACCME information must be transmitted to the learner prior to the learner beginning the CME activity. The use of tabs, links, “click here” buttons, rollover text, or other electronic means to make this information accessible is acceptable.
- **Calculation of Credits.** Credit is calculated based upon the time it takes the average target audience to complete the activity. For printed activities, course directors will be asked to select a group of 4-5 colleagues, who are neither directors, reviewers, nor contributors to serve as ‘readers’. Each reader will inform NYU SOM in writing of the time spent in the activity. Responses will be averaged and credit assigned to the activity. For internet enduring pieces, a screen shot of the full run time of the educational content will document credits assigned and will be maintained in the course file.
- **Evaluation and Post-Test.** An assessment of the learner that measures achievement of the educational purpose and/or objective(s) of the activity will be performed via a post-test to be graded by the NYU SOM or designated educational partner. Correct answers to post-test questions will not appear in the enduring material pages. A minimum passing grade of at least 70% must be achieved in order for the participant to receive credit. This will be communicated to the participant at the beginning of the test.
- **Instructions for Participating in the Activity and Securing CME Credit.** Clear instructions describing how participants can participate in the activity and receive CME credit, either online or by paper submission, including completion of test questions and evaluation will be included in the enduring material. Physicians are required to complete an attestation statement of the actual time up to the maximum credits offered that they participated in the activity.