

Continuing Medical Education Enduring Materials Policy

Definition of Enduring Materials

An Enduring Material is a non-live continuing medical education (CME) activity that endures, or lasts, over time. These include print, audio, video and Internet materials, such as monographs, podcasts, CD-ROMs, DVDs, archived webinars, as well as other web-based activities. When using an Enduring Material, the learning experience for the participant does not have a specific time or location, in contrast with the learning at a live CME activity that takes place at one time and in one place. The participant determines where and when to complete the activity.

1. Stanford CME Enduring Materials must be consistent with the Stanford School of Medicine CME Mission and must adhere to all ACCME Criteria and Policies, AMA CME requirements and Stanford Center for CME (SCCME) policies and procedures.
2. All required CME information must be communicated to the learner prior to the learner beginning the Enduring Material activity. The specific information required to be communicated to learners for Enduring Materials needs to be clearly marked, accessible and useful for learners and include the following:
 - Target audience and statement of need;
 - Learning objectives;
 - Activity faculty and their credentials;
 - Accreditation and Credit Designation statements;
 - Commercial support disclosure statement;
 - Disclosure of financial relationships for every person in control of activity content and their role in the activity;
 - Medium or combination of media used in the Enduring Material;
 - Clear instructions to the learner on how to successfully complete the activity;
 - Hardware, software requirements (if applicable);
 - Estimated time to complete the educational activity (consistent with the credit designation statement);
 - Dates of original release and most recent review or update;
 - Termination or expiration date (date after which Enduring Material is no longer certified for credit);
 - Post-test or other measurement of learner achievement of the educational purpose or learning objectives including communication to learners of the minimum performance level to successfully complete the activity for *AMA PRA Category 1 Credit™*;
 - A contact mechanism(s) for the learner to request technical assistance and to ask questions regarding the Enduring Material.

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In addition, Internet CME activities must adhere to the following requirements:

- Stanford-sponsored Internet CME activities shall only appear on websites approved by the SCCME. Stanford-sponsored Internet CME activities may not be posted on or linked to a pharmaceutical or medical device manufacturer's website.
 - Stanford-sponsored Internet CME activities must have, adhere to, and inform the learner about SCCME's Privacy policy.
3. The SCCME prohibits advertising of any type within the educational content of Stanford CME Enduring Materials including, but not limited to banner ads, subliminal ads, and pop-up window ads within Internet CME.
 4. Commercial interests may not distribute Stanford CME Enduring Materials to learners.
 5. The SCCME certifies Enduring Materials for not more than three years. The certification period is based on the course content and the likelihood that it may become outdated due to new developments. Review of Enduring Materials will be required based on new scientific developments.
 6. Enduring Materials may be renewed prior to or upon credit expiration after a review to determine if the content is up to date and accurate. If updates are required, they must be made before the activity can be re-released. When the Enduring Material is re-released, the review date along with the original release date and the new termination date are included on the Enduring Material.
 7. Each Enduring Material activity must provide an assessment that measures the learner's achievement of the activity's educational purpose and/or objectives with an established minimum performance level to receive credit. Examples include patient management case studies, a post-test and/or application of new concepts in response to simulated problems. (AMA requirement in order to award *AMA PRA Category 1 Credit™*)
 8. Evaluation tools must be utilized to measure changes in competence, performance in practice, and/or patient outcomes, and to assess if commercial bias is present.
 9. The SCCME will track learner participation with an attestation mechanism.
 10. Learners must be provided appropriate bibliographic sources to allow for further study.
 11. The SCCME must review and approve all Enduring Materials prior to release. The official release and expiration dates are established by the SCCME and inserted into the final Enduring Material.
 12. The SCCME must be able to document that it owns the copyright for, or has received permission for use of, or is otherwise permitted to use copyrighted materials within an Enduring Material.
 13. An Enduring Material may be developed from a live CME activity. When this is done, the ACCME considers these to be two separate activities – one live and one enduring – requiring two separate applications. Both must comply with all ACCME requirements, and the Enduring Material activity must comply additionally with all ACCME Criteria, AMA CME requirements and SCCME Policies and Procedures that relate specifically to Enduring Materials.

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14. At least one copy of the original Enduring Material, and if applicable one copy of each subsequent renewal, must be provided to the SCCME for compliance purposes. If the Enduring Material is Internet-based, an electronic copy of the activity must be made available for a period of six years.