Continuing Medical Education Enduring Materials Policy

Definition of Enduring Materials
An enduring material is an on-demand activity that does not have a specific time or location designated for participation; rather, the participant determines whether and when to complete the activity. The content can be accessed at any point during the lifespan of the activity and there is no specific time designated for participation. Examples include online interactive educational modules, recorded presentations, printed materials, and podcasts.

1. Stanford Enduring Materials must be consistent with the Stanford School of Medicine CME Mission and must adhere to all Joint Accreditation Council for Continuing Medical Education (JA) Criteria and Policies requirements and Stanford Center for Continuing Medical Education (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 activity description;
   - Learning objectives;
   - Activity faculty and their credentials;
   - Accreditation and Credit Designation statements;
   - Commercial support disclosure statement;
   - Disclosure of relevant financial relationships with an ACCME defined ineligible company for every person in control of activity content and their role in the activity;
   - Clear instructions to the learner on how to successfully complete the activity;
   - Hardware, and software requirements (if applicable);
   - Estimated time to complete the educational activity (consistent with the credit designation statement);
   - Dates of the original release and most recent review or update (if applicable);
   - 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 (if applicable);
   - A contact mechanism(s) for the learner to request technical assistance and to ask questions regarding the Enduring Material.

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
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Enduring Materials including, but not limited to banner ads, subliminal ads, and pop-up window ads within Internet CME.

4. Ineligible company (formerly known as a commercial interest) may not distribute Stanford CME Enduring Materials to learners.

5. The SCCME certifies Enduring Materials for no 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. A 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. The re-released date and new termination date must be listed. When the Enduring Material is expired or at the end of the three years new CME Activity Planning Document, release date, and termination date are included on the Enduring Material.

7. 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. (Depending on credit types selected, these criteria may be optional)

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 with appropriate bibliographic sources and/or references 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 Enduring Material should 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, SCCME considers these to be two separate activities – one live and one enduring – requiring two separate applications. Both must comply additionally with all JA Criteria, AMA requirements and SCCME Policies and Procedures that relate specifically to Enduring Materials.

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 six years.