



Office of Continuing Medical Education

T 1.888.JEFF.CME F 215.923.3212
(533.3263)

<http://jeffline.jefferson.edu/jeffcme>

*Jefferson Medical College
Office of Continuing Medical Education*

*Regularly Scheduled Series
Handbook*

2012-2013

*Jefferson Alumni Hall
1020 Locust Street, Suite M5
Philadelphia, PA 19107
Telephone 215-955-6992 Fax 215-923-3212
<http://jeffline.jefferson.edu/jeffcme>*

The Office of CME at Jefferson Medical College administers the Medical College's accredited program in continuing medical education. The Office of CME offers a number of services to the University community in the area of continuing medical education, including activity certification, education design, evaluation services, CME research, meeting planning and logistical support, and On-line registration services.

TABLE OF CONTENTS

A RENEWED FOCUS ON PROFESSIONAL PRACTICE GAPS.....	4
CHECKLIST	4
RSS TIMELINE.....	5
SECTION A: GENERAL INFORMATION.....	6
<i>Policy for Regularly Scheduled Series (RSS).....</i>	<i>6</i>
<i>Responsibilities.....</i>	<i>6</i>
<i>The Department/Division/ or Outside Organization Seeking Certification</i>	<i>6</i>
<i>The Office of CME</i>	<i>7</i>
<i>Additional Information</i>	<i>7</i>
<i>Audits</i>	<i>7</i>
<i>Extended Sessions</i>	<i>7</i>
<i>Other CME Seminars</i>	<i>7</i>
<i>Trademark Policy.....</i>	<i>7</i>
SECTION B: A GUIDE TO THE UPDATED APPLICATION.....	9
<i>Application Process.....</i>	<i>9</i>
<i>Annual Administrative Fees – UNCHANGED!</i>	<i>9</i>
<i>The Seven Parts of the new RSS Application.....</i>	<i>9</i>
<i>Part 1: General Information</i>	<i>10</i>
<i>Part 2: About the activity (information on planning).....</i>	<i>10</i>
Planning Decisions (C7)	10
Identify the Role of Learner Information (NEW)	10
Indicate the Type of RSSs:.....	10
<i>Part 3: Establishing the Need and Learning Objectives</i>	<i>11</i>
Identifying professional performance gaps and linking them to your series	11
Patient Safety/Quality Improvement	11
Identifying Professional Practice Gaps (C2)	11
Evidence for Professional Performance Gaps (C2, C4)	13
RSS Learning Objectives and Planned Impact of Activity	13
Professional practice gaps are measured in terms of:	14
<i>Part 4: Facilitating Change in Performance</i>	<i>14</i>
<i>Part 5: Measuring Activity Success (Evaluation and using evaluation data)</i>	<i>14</i>
Examining Prior Year Evaluation Data and Identifying Improvements Needed.....	15
<i>Part 6: Implementation Information</i>	<i>15</i>
Activity Promotion	15
Accreditation Statement	16
Designation Statement	16
Financial Information	17
Financial Responsibility Form	17
Commercial Support.....	17
Letters of Agreement (LOA)	18
Grant Request Letters.....	18
Presenter Conflict of Interest	18
Completing COI On-Line	18
COI Resolution	19

COI DISCLOSURE – UPDATED!!!	19
Key Points about Conflict of Interest	19
Part 7: Signatures and Acknowledgements (Jefferson Divisional/Departmental Approvals)	19
SECTION C: ADMINISTRATIVE RESPONSIBILITIES AND TASKS	20
What You Need To Do For Each Session	20
<i>At least 30 days before the session</i>	20
<i>Before the session</i>	20
<i>Day of the session</i>	20
<i>Within 30 days after each session</i>	20
<i>Logging into the Session Registration Database (SRD)</i>	21
<i>What You Will See:</i>	21
<i>Registering a Session in the SRD</i>	22
<i>Creating COI Disclosure and Session Documentation Forms for a Session Using the SRD</i>	22
COI Disclosure Form	22
Session Documentation Form (SDF) UPDATED!!	22
Session Reporting Using the SRD - UPDATED	23
NEW!! Timeframe for completion of Session Documentation Reporting	24
What Constitutes a Completed Session?	24
Attendance Reports	25
<i>Summary of Attendance</i>	25
Report Due Dates for the Summary of Attendance 2012	25
Report Due Dates for the Summary of Attendance 2013	25
<i>Instructions for Completing the Attendance Summary</i>	26
<i>Information about Patient Safety/Risk Management Credits</i>	26
JEFF-ETC	27
Annual Evaluation Process	27
APPENDIX	29
Sample Promotional Material and Reporting Forms	29
<i>Sample Flyer for Internal (JMC) RSSs</i>	29
<i>Sample Flyer for External (non-JMC) RSSs</i>	30
<i>Session Documentation Forms</i>	31
<i>Attendance Summary Sample</i>	33
Commercial Support Information	34
<i>Information about Letters of Agreement (LOA)</i>	35
<i>Sample Letter of Agreement</i>	36
Conflict of Interest Information and Forms	38
<i>COI Information Sheet for Planners</i>	38
<i>Guidance for Preparing CME Content</i>	39
<i>Faculty COI Information Sheet</i>	40
<i>Speaker COI Evaluation Form</i>	41
CME Policy on Honoraria – UPDATED!	42
Philadelphia Business Privilege License Information	43
Trademark Policy	44

A Renewed Focus on Professional Practice Gaps
Changes in Regularly Scheduled Series (RSS)

As a CME provider, Jefferson Medical College is expected to generate RSSs that are designed to change competence, performance, or patient outcomes. The ACCME Updated Criteria focus on the concept of professional practice gaps that underlie educational needs. We have revised the RSS applications online to be congruent with the ACCME Updated Criteria so that we will be in compliance with the ACCME.

This application process focuses on identifying and addressing professional practice gaps. A professional practice gap is the difference between actual and ideal performance. Professional practice gaps can be found in any role the physician practices in: clinician, educator, researcher, or administrator. Professional practice gaps are the answer to the question: **What are these participants doing now that they could/should be doing differently or better?** There is a comparison made between what the ideal practice looks like and what the potential participants actually are doing. You will see this approach reflected in the changes to the application process.

CHECKLIST

Please be sure you have completed all seven sections of the application, and include the following items either by electronically or by fax.

	What	How
√	Administrative Fee Payment	IDC code in application of submit payment via check or credit card
√	Promotional Materials Sample	Upload to application
√	Program Director and Planners CME Conflict of Interest	Online submission at http://jeffline.jefferson.edu/jeffcme/coi/
√	Executed Signature Page	Download and fax

* Additional Requirements for External (Joint) Applicants Only

	What	How
√	Copy of your mission statement	Email to Daphney.Wright@jefferson.edu
√	Signed Financial Responsibilities Form	Download from application and fax or mail in
√	W-9	Fax or mail in

RSS Timeline

Item Due	RSS	Due Date	How to Submit
Application	Application to include <ul style="list-style-type: none"> • Annual Administrative Fee • Financial Responsibility Form (if applicable) • Program Director/Planning Committee Conflict of Interest • Sample Promotional Materials 	June 15, 2011 For RSS starting July 1, 2011	Online
		July 15, 2011 For RSS starting September 1, 2011	Online
Report 1 <i>(7/1/2011-12/31/2012)</i>	Summary of Attendance	January 20, 2012	Email Attachment
Report 2 <i>(1/1//2011-6/30/2012)</i>	Summary of Attendance Report 2 credits ONLY <i>(reports are no longer cumulative)</i>	July 20, 2012	Email Attachment
Annual Evaluation Report	Completed online; notice of availability of evaluation will be provided	April 2, 2012	Online only

Please submit items to the CME Office by the dates listed above.

Jefferson Alumni Hall, Suite M5, Philadelphia, PA 19107

Phone: 215-955-6993 Email: daphney.wright@jefferson.edu Fax: 215-923-3212

Section A: General Information

Policy for Regularly Scheduled Series (RSS)

Jefferson Medical College (JMC) recognizes that Regularly Scheduled Series (RSCs), which the ACCME now refers to a Regularly Scheduled Series (RSSs), such as Grand Rounds, are a valuable part of continuing medical education for an academic institution. JMC will certify RSSs that comply with ACCME requirements and fall within the CME Mission of Jefferson Medical College.

As part of an academic institution, JMC faculty are in a unique position to direct these types of activities on an ongoing basis for their professional colleagues, peers, students and other interested parties.

JMC's Office of Continuing Medical Education provides certification for RSSs that meet the specified requirements as approved by the Committee on CME. These include:

1. The Program Director must be a faculty member of JMC, or approved by the relevant Division Chief/Department Chair.
2. JMC's Academic Division Chief and Department Chair must approve the activity.
3. Reporting and documentation requirements as outlined by the Office of Continuing Medical Education must be met in a timely fashion.
4. The Program Director or designated administrative staff will participate in an information session to learn the specific requirements for Standards for Commercial Support.
5. The Program Director will assure compliance with ACCME Standards for Commercial Support.
6. Comply with ACCME Standards for Commercial Support and University Policy on Industry Relations.
7. An annual administrative fee must be submitted to defray costs relating to record processing and storage during the fiscal year to which the activity is certified.
8. The Sr. Associate Dean for Continuing Medical Education, with approval from the Committee for CME, may withdraw certification from programs that do not comply with the policy and procedures as set forth by the Committee for CME.

Responsibilities

The Department/Division/ or Outside Organization Seeking Certification

Regularly Scheduled Series (RSS) must meet the following for CME certification.

- Complete the application process in a timely fashion.
- Comply with ACCME Standards for Commercial Support and University Policy on Industry Relations.
- Prepare and submit documentation and reporting requirements according to published deadlines.

The Office of CME

- Review annual RSS information.
- Conduct information sessions with administrative representatives to review current requirements for CME credit and the Standards for Commercial Support.
- Assist the program director in implementing and analyzing appropriate evaluation methods. A CME staff member may lead an evaluation session during one of your regularly scheduled sessions, at your invitation.
- Monitor your program to assess compliance with certification requirements.
- Provide a CME transcript to program attendees electronically.
- Provide timely reminders regarding documentation deadlines.

Additional Information

Audits

A representative from the Office of CME may visit your RSS unannounced to monitor it for compliance with JMC policies and procedures, the ACCME's Standards for Commercial Support and compliance with disclosure requirement. We may also audit your files as part of our compliance with the ACCME's requirements.

Extended Sessions

If you are planning a slightly different RSS session and would like to receive additional credits, please contact us at least 8 weeks in advance of the date so we can assist you in meeting any additional requirements. We will need a brief description of the activity differs from the normal session, the target audience, how the session is funded, and how you plan to advertise.

For example, if you normally hold a 1 hour session but once a year want a 2 hour session you must contact us for pre-approval. Extended Sessions that can be certified under this process are limited to no more than two (2) additional hours only.

Other CME Seminars

For "Special Sessions" that are greater than 2 hours in length, a separate CME Activity application and fee are required, and must be initiated at least 90 days prior to the activity date. No mention of the availability of CME credit may be made until the CME Office has approved the activity and/or the marketing materials.

Trademark Policy

All uses of the Jefferson logo are governed by The Jefferson **TRADEMARK POLICY (#104.04)**. In November 2007, Jefferson adopted a new logotype. There are strict requirements about how the logo is used, and special permissions are needed before the Jefferson logo can be used with any other logos. A copy of the Trademark Policy is included in this Handbook (*See Appendix*).

For jointly sponsored RSSs, this means that, if you want to add your logo the standard promotional flyer and therefore have both the Jefferson logo and your organizational logo appear together, you need to be approved by the Jefferson Trademark Use Committee. While there is no cost for this additional review, it does take time and effort to complete the Trademark Use Request Process.

Your options are to:

- Use the Jefferson-template flyer without your logo (you may use your organization's name)
- Use your own flyer design, not displaying the Jefferson logo, but including the standard accreditation language
- Apply to use the Jefferson logo under the Trademark Use Request process

Until there is a written authorization from the Trademark Use Committee, you may not use the Jefferson logo for any purpose related to the accredited status of your RSS. If you wish to utilize the Jefferson logo in conjunction with the marketing of your RSS, please contact Jeanne Cole, Director of CME at Jeanne.cole@jefferson.edu to obtain an information packet.

Section B: A Guide to the Updated Application

Application Process

An application is required to initiate a new RSS or maintain an ongoing one. The application documents all ACCME required program elements. This Handbook will guide you through the online application process, as well as serve as a reference for policies, processes, and forms.

Please visit <http://jeffline.jefferson.edu/jeffcme/rsc/application/> to complete the application online.

For Renewal Application go to <http://jeffline.jefferson.edu/jeffcme/rsc/application/> and enter your code.

****For New Application contact the Office of CME to receive an access code.*

Annual Administrative Fees – UNCHANGED!

The annual fee is due when submitting the application. *Fees will be processed in the fiscal year for which the RSS is certified*, and covers all sessions held between July 1 and June 30. It will not be pro-rated.

Directly Sponsored Programs (Internal)

\$ **1,500.00** Weekly/Bi-Weekly
\$ **900.00** Monthly/Quarterly

Jointly Sponsored Programs (External)

\$ **2,750.00** Weekly/Bi-Weekly
\$ **1,650.00** Monthly/Quarterly

If an approved RSS is inactivated due to compliance issues, there will be no refund of the annual fee.

The Seven Parts of the new RSS Application

The new RSS Application consists of seven (7) parts.

Part 1: General Information (what, where, when, who)

Part 2: About the activity (information on planning)

Part 3: Establishing the Need and Learning Objectives (identifying professional performance gaps and linking them to your series)

Part 4: Facilitating Change in Performance (Identifying ways your series can help participants use new knowledge)

Part 5: Measuring Activity Success (Evaluation and using evaluation data)

Part 6: Implementation Information (Activity promotion, revenue sources, expenses; CME Conflict of Interest)

Part 7: Signatures and Acknowledgements (Jefferson Divisional/Departmental Approvals)

In the following sections, we highlight requirements in **Parts 2, 3, 4 and 5**. Other parts of the application are self-explanatory. It is not our intent to reproduce the full application in this Handbook; please refer to the application pages as you move through the Handbook. A sample application can be viewed at <http://jeffline.jefferson.edu/jeffcme/rsc/application/> and enter the code- **TESTXXTEST**. In many instances, rather than ask you to provide a narrative, we have included checklists of the most common responses we typically receive to help you comply with the Updated Criteria.

Application for RSS

Part 1: General Information

This part is self explanatory, asking for basic contact and general information about the RSS.

Part 2: About the activity (information on planning)

Planning Decisions (C7)

ACCME Conflict of Interest (COI) regulations require anyone involved with planning a CME activity to provide disclosure information. All planners should visit <http://jeffline.jefferson.edu/jeffcme/coi/> to complete COI. See Planner COI Information Sheet. (*See Appendix*).

Identify the Role of Learner Information (NEW)

The academic physicians who are our primary audience serve the university and the public in different capacities. Each role has its own potential practice gaps. By identifying the primary role of the learner (clinician, administrator, teacher, researcher) you will be able to select other required application elements based on the primary practice role of the learners for an RSS.

Indicate the Type of RSSs:

Review the following options to select the most appropriate description of your RSS

Lecture-Based Conferences commonly called “Grand Rounds”. Traditionally, internal or external speakers present a didactic session, followed by a question & answer period. Planning should include identification of topics appropriate for the practicing physician, with documentation of why the topic selected is important to the practicing physician.

Case-Based Conferences focus on presentation of actual or educational cases to draw out important educational and practice based learning. Cases are identified against set criteria to insure appropriate teaching points are covered, and must include group discussion of the case (from multiple perspectives/disciplines), analysis of decisions made about the case, and discussion for improving outcomes for the case. Cases can be for the role of clinician, educator, researcher or administrator.

Morbidity and Mortality (M&M) Conferences are typically presentations based on actual patient outcomes, including clinical findings, and group discussion of appropriateness of diagnosis and treatment. Careful analysis of clinical decisions made and actions taken are integral to discussion in M&M conferences. It is assumed that the overall need for an M&M conference is based on reflective practice and desire or need to improve clinical outcomes. M&M conferences can be designated for patient safety/risk management credits toward Pennsylvania licensing requirements.

Appropriate overall objectives for the M&M conference include:

- Review and analyze clinical decisions to identify areas of improvement to practice.
- Discuss and debate options for differential diagnosis, treatment and management, citing appropriate evidence bases for statements made.

Journal Clubs typically are important recent articles selected for discussion and analysis, either for clinicians, researchers, educators, or administrators. Planning information should include an explicit description of the process by which articles will be selected for discussion, including criteria for

selection, who is involved in the selection and potential sources of articles. Faculty supervision of cases led by residents/fellows/ students should be indicated. Appropriate overall objectives for the Journal Club RSC include

- Critique individual and group performance and reflect upon changes in behavior or systems that might lead to improvement in practice.
- Critique new methods, guidelines, or other materials from the peer reviewed literature
- Discuss how the findings from the literature might be applied to practice

Faculty Development activities are unique to academic medical centers and include activities which help physicians understand and improve in their roles as educators, researchers, and/or administrators. Planning information should be based on nationally recognized recommendations/requirements if available, supplemented by local/institutional data. Clear links between the faculty development activity and the physician's role as an educator, researcher or administrator should be identified.

Part 3: Establishing the Need and Learning Objectives

Identifying professional performance gaps and linking them to your series

You will notice many changes from prior years starting with this section.

Patient Safety/Quality Improvement

In keeping with TJU/TJUH/JUP initiatives, if your RSS involves patient care or clinical topics, you are asked to identify patient safety / quality improvement goals that are relevant to the education presented in your RSS.

This section will explicitly link education delivered to RSS session to institutional patient safety and/or performance improvement goals. There are three options from which to select:

Option 1. Patient safety related issues: tied to TJUH patient safety priorities for your Department/Division/Center

Option 2. Performance and/or Quality Improvement Processes: tied to TJUH PI or QI priorities for your Department/Division/Center

Option 3. Other metrics ex: (JCAHO, HEDIS, PQRI, PRP, and CMS): If you are not tied to a TJUH practice, this option allows for identification of relevant measures.

Identifying Professional Practice Gaps (C2)

The identification of Professional Practice Gaps is the key to the ACCME's Updated Criteria. A professional practice gap is the difference between actual and ideal performance. Professional practice gaps can be found in any role the physician practices in: clinician, educator, researcher, or administrator. Professional practice gaps are the answer to the question: **what are these participants doing now that they could/should be doing differently or better?** There is a comparison made between what the ideal practice looks like and what the potential participants actually are doing.

A good needs assessment provides **evidence** that the professional practice gap exists, and that an educational activity can help close the identified gap and facilitate a change in practice. It answers the question: How do you know that these gaps exist for these potential learners, and includes documentation of any statements/conclusions drawn about the professional performance gaps.

The online application will ask you to identify the professional performance gaps of the practicing physicians in your audience that your activity will address (ie, what should practicing physicians in your audience be doing

differently or better in their professional roles?). These professional practice gaps may vary, depending on the practice role of the learner (ie, clinician, researcher, medical educator, and administrator). Suggested types of professional practice gaps and the types of RSSs they typically may apply to are included in the online application. You will be asked to select from these pre-determined options, and you have the option to add professional practice gaps that you have identified on your own.

This is a SAMPLE of what this section of the application looks like. Please review the sample application at <http://jeffline.jefferson.edu/jeffcme/rsc/application/> and use the code: TESTXXTEST to log in, for a full view of this section, or log in to the application using your code.

Learners' Professional Role (C4)	Type of RSC Approach Associated with this Role (C5)	Types of Professional Practice Gaps Encountered by these types of Learners in Practice (C2) (check all that apply)
Clinician	Lecture Based (Grand Rounds) Case Based Journal Club M&M	<ul style="list-style-type: none"> ○ Problems encountered in practice or identified by the presence of poor or unexpectedly poor patient outcomes ○ Keeping abreast of new/emerging information and how to incorporate this into practice ○ Applying evidence based guidelines in practice ○ Gaps identified via PI/QI processes (must be outlined above) Section 3A. ○ Maintenance of Certification ○ Practice Based Learning Improvement ○ Maintenance of Licensure ○ Other: specify

*****Note: Save data on each page by clicking on the NEXT button, and please save often.**

Evidence for Professional Performance Gaps (C2, C4)

The online application will ask you to identify the data sources you relied upon to design this educational activity to answer the question: **How do you know the practicing physicians and other learners in your audience need education in the topics you will present during this activity?** Again, the application will offer a number of options for you to select from, and allows for your additions. For each type of source you identify, you will be asked to identify the specific source used, explain what the source tells you about your learner and draw a conclusion about the needed education for the source. *If you cannot provide documentation, you should NOT check a source.* Note that you are required to utilize at least 2 sources for your RSS. A sample from the application is shown below.

	Source of Need For each area checked, complete the statement:	a. Identify the specific source(s) you are using for this activity	b. This source shows that learners at our RSC need to	c. Therefore, education is needed to
	SAMPLE Advice from authorities of the field or relevant medical societies	Clinical Guidelines from ASA published in the past two years	Comply with new guidelines for the timely administration of preoperative antibiotics	Make sure everyone is aware of the new guidelines and how to apply them
	SAMPLE Data from peer-reviewed journals, government sources, consensus reports	Pertinent articles from (specify journals/other sources)	Keep up-to-date as new information becomes available in their field of practice	Identify new information that is pertinent to practice and incorporate this information into practice appropriately

RSS Learning Objectives and Planned Impact of Activity

The online application will then ask you to identify the learning objective(s) for your activity that relate to the practice gaps your activity will address.

You will find sample objectives in the online application that can be used as a model for your RSS objectives; some of these are shown below:

At the conclusion of the RSS, participants should be able to:

- *Discuss the core topics covered by board certification requirements for (specialization) in order to maintain their knowledge base*
- *Identify recent advances and developments in Family Medicine and discuss their application to clinical practice*
- *Improve communication within the Trauma team*
- *Improve clinical assessment and management skills of staff caring for patients with infectious diseases*

In addition, you will be asked to identify RSS intends to affect participants' **knowledge, competence, performance and/or patient outcomes** by checking off the appropriate boxes.

*****Note: Save data on each page by clicking on the NEXT button, and please save often.**

Professional practice gaps are measured in terms of:

- **Knowledge:** knowing what to do
- **Competence:** showing how to do something (that is, being able to apply knowledge, skills and judgment in a given scenario)
- **Performance:** what is actually done (that is, effectively implementing what you know and can do into practice)

The next section of this part will ask you to relate your series, practice gaps and educational needs to at least one of the ACGME or IOM competencies by checking off the relevant competency and adding a brief description of how your series relates to it.

Part 4: Facilitating Change in Performance

Identifying ways your series can help participants use new knowledge

This section focuses on how you will help participants absorb and utilize the education being provided through your RSS. The ACCME asks us to identify the educational methods /formats being used. In addition, we are asked to reflect on what barriers to change might exist in relation to your RSS, and to identify ways to help participants overcome those barriers. This section is comprised primarily of a series of checklists, designed to prompt your thinking in these areas. There are also free responses boxes where you can add information unique to your RSS.

Part 5: Measuring Activity Success (Evaluation and using evaluation data)

Assessing how well your RSS meets its goals and objectives and facilitates change in your participants is the other primary focus of the ACCME's Updated Criteria. For RSS series that are renewing, we have incorporated your past year's evaluation data from the new online RSC Evaluation process. You are asked to review key indicators from the evaluation of your RSC, compare your results to the average results for ALL Jefferson RSS, and, when indicated, identify a plan for improvement.

➤ Tie in to prior year evaluation results (for repeating RSS)

For renewal applications, you will be required to review the past year's evaluation results which will be automatically included in your application online. You will also be provided with the aggregated data for ALL Jefferson RSS for selected quantitative results so you can compare your results to the average responses from all our RSS activities. You will be asked to outline a plan for improvement if your RSS results indicate a need for improvement. Program directors can also access detailed evaluation reports via the Session Registration database.

Examining Prior Year Evaluation Data and Identifying Improvements Needed

My FY11 Annual Evaluation Scores for the following items were:

5A. Examining Prior Year Evaluation Data and Identifying Improvements Needed

My FY11 Annual Evaluation Scores for the following items were:

Key Indicator (scale 1-5, 5 being highest) <i>Extent to which RSS...</i>	Aggregated Results from ALL Jefferson RSS (945 responses)	Results for my RSS in FY11 (27 responses)	Plan for improvement (or indicate NA)
Presented content relative to level of expertise	4.38	4.41	
Promoted change in competence (what you can do)	4.14	4.19	
Promoted change in performance (what you actually do)	4.08	4.15	
Overall Quality	4.44	4.37	

*****Note: Save data on each page by clicking on the NEXT button, and please save often.**

For new RSS activities, you will be provided with core information about Jefferson's Online RSS Evaluation process.

Part 6: Implementation Information

This section covers things you need to know about supporting documentation for your RSS. It includes requirements for

- Activity Promotion
- Proper Accreditation Language
- Financial Information
- Conflict of Interest
- Commercial Support

Activity Promotion

Promotional materials may not be printed or distributed without prior approval from CME Office. Promotion must include specific accreditation language. *For sample Promotional Materials (See Appendix)*

Submit a prototype of announcements/advertising material for review by the Office of Continuing Medical Education to assure compliance with required ACCME and AMA Category 1 language for CME activities. You can upload your sample into the online CME application.

NOTE: The required language for the Accreditation Statement and the Designation Statement is subject to change by either the ACCME or the AMA without notice.

If you distribute promotional material that contains incorrect accreditation and/or designation statements, you will need to either issue a correction at your own expense to everyone who received the incorrect language, reissue a fully corrected promotional piece to everyone who received the incorrect language, or opt not to receive CME credit for your activity.

Accreditation Statement

There are two different approved ACCREDITATION statements. The one used depends on whether or not your RSS is directly related to Jefferson or not. The Session Documentation Forms contain the proper language.

The language must be stated exactly as it is below. The wording is required by the ACCME.

Directly Sponsored Accreditation Statement

Jefferson Medical College of Thomas Jefferson University is accredited by the ACCME to provide continuing medical education for physicians.

Jointly Sponsored Accreditation Statement

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Jefferson Medical College and (name of non accredited provider). Jefferson Medical College is accredited by the ACCME to provide continuing medical education for physicians.

Designation Statement

In addition to one of the statements above, all promotional material must contain the AMA “Designation” statement. The language must be stated exactly as it is below with *Italics*, superscript, and trademarks that are required by the AMA. **NOTE THAT THIS LANGUAGE WAS RECENTLY UPDATED BY THE AMA AND DIFFERS SLIGHTLY FROM THE PAST.**

Jefferson Medical College of Thomas Jefferson University is accredited by the ACCME to provide continuing medical education for physicians.

Jefferson Medical College designates this live activity for a maximum of **(# of credits)** *AMA PRA Category 1 Credits*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

*Note: please fill in on your SDF the actual **(# of credits)** EACH of your RSS has been approved for.*

Financial Information

Each RSS activity is required to submit an estimated budget using the form that is included in the application. The form lists typical revenue sources for RSS, and typical line item expenses. It will total automatically.

Financial Responsibility Form

*In addition, External Applicants are required to Complete and submit a Financial Responsibility Form. This form can be downloaded from the online application.

Commercial Support

Commercial support is financial or other support (including food) from any non-JMC organization for continuing medical education activities. (*See Appendix for important information about Fund Management and the Commercial Support Resource Guide*).

The University recently established a new policy entitled “Industry Relations Policy” (#107.25) (see appendix). All Jefferson-sponsored CME activities are required to be in compliance with this policy. The OCME should be advised in advance, of any grant requests being submitted for a Jefferson-sponsored CME activity so it can be reviewed. For information on how to fill out a grant request (ie, correct accreditation name, etc), please contact the Office of CME at daphney.wright@jefferson.edu.

If your RSS solicits commercial support either through educational grants or commercial exhibits, the individual responsible for requesting support is required to be trained in the ACCME Standards for Commercial Support and Jefferson CME processes for managing requests, signing of required Letters of Agreement, and funder-required reconciliation expense reports.

The funding environment for CME has substantially changed. Many pharmaceutical companies now require that requests for educational grants be completed online, and have created a central, non-sales force related board to review requests. Each company assesses funding requests against their own set of defined criteria. One result is that funding has become more and more difficult to obtain, and the amounts awarded are decreasing.

In addition, companies are increasingly requiring information on how the funds were actually used by requiring an accounting report 45-90 days after the activity. Further, an increasing number of companies now require the **return of unused funds** after the close of the activity.

The RSS Administrative Contact is responsible for completing any Funder-required post activity forms (ie. budget reconciliation) **and providing a copy of any such reports FOR REVIEW to the Office of CME PRIOR TO SUBMISSION.** **In addition, you must provide the OCME with full documentation of how the funds were spent.**

RSSs **must** return unused funds when required to do so by a Letter of Agreement (LOA). Contact the OCME for further information.

Letters of Agreement (LOA)

For each session that has received any form of commercial support, provide a copy of the Letter of Agreement and a copy of the check received. All LOAs must be signed by both the Office of CME and the funder **in advance of the start of the session**. **Only** the Office of CME is authorized to sign a LOA relating to CME for Jefferson. LOAs must be fully executed and **dated prior to the start of the session** in order for session to be certified for credit. **Support must be appropriately acknowledged to the audience.** (*See Appendix for sample LOA*). **If an LOA is not executed prior to the start of the session and signed off on by OCME, you cannot accept the funds.**

Grant Request Letters

Some funders require that the request for funding be submitted by the CME Provider or that the funds be paid directly to the CME Provider (ie, Jefferson). In these instances, where increased processing and documentation requirements are imposed by the funder, **non-Jefferson organizations** that require the Office of CME to generate a grant request letter, complete an online submission, deposit and/or transfer funds, or otherwise utilize the CME staff for fund raising purposes for a jointly sponsored activity will be charged an additional fee per request. Non-Jefferson employees are prohibited from submitting grant requests to funders that require the request to come from the CME provider (ie, Jefferson). Contact the OCME for correct accreditation, institutional name, and other information that the grants frequently require. ALWAYS include OCME on any submissions and correspondence/emails with funders.

This fee covers staff expertise, time and effort, materials, Fed Ex and other direct costs associated with this extra processing. This fee will apply whether or not grant is approved. Fees will range between \$100 and \$300 depending on the complexity of the work involved, and will be quoted upon request. If a fee is to be incurred, it must be paid before the grant work is performed by Jefferson OCME.

For directly sponsored CME activities, the OCME will be happy to review your grant request letters and proposals to provide expertise on current funding practices by commercial supporters.

Under no circumstances should an individual outside of the Jefferson Office of CME represent themselves as a member of the Jefferson OCME staff when submitting funding requests to commercial supporters.

Presenter Conflict of Interest

ACCME Conflict of Interest (COI) regulations require anyone involved with presenting a CME activity to provide conflict of interest information (*See Appendix*).

Completing COI On-Line

COI data should be completed using the COI database at least 30 DAYS PRIOR to the session. RSS Administrative contacts are responsible to provide presenters with COI Information Sheets, and to direct presenters to the CME Website to access the COI database, or to enter the date on behalf of the presenter.

To access the database, presenters will need to create a WEB-ID. The WEB-ID is the presenter's last name + last 4 digits of their social security number. Once logged on, the presenter will be prompted to enter their contact information. The next screen asks the presenter to list upcoming CME activities for which they are completing the form and the length of the presentation. The date must match the SRD date. On the following screen presenters are asked to attest that contributions will be free from commercial bias or influence. The last

screen is the Declaration of Relevant Personal Financial Relationships where the presenter will disclose any financial relationships. Upon completion, the presenter will then be prompted to save the data and exit the database.

COI Resolution

The ACCME requires all CME conflicts of interest be resolved. How a conflict of interest is resolved depends on the nature of the conflict the speaker discloses. This process requires a minimum 30 day advance submission of disclosure information. All speakers with conflicts must be evaluated for bias in the presentation; *in addition, speakers with significant conflicts (>\$10,000 or >5% equity with a single relationship) may need to be contacted in advance by a member of the CME Committee or Office of CME to review the nature of the conflict.*

COI DISCLOSURE – UPDATED!!!

It is required that disclosure information about the presenter AND the planners be made known to the audience prior to the start of each session. The sponsoring department/division is responsible for obtaining this information from each presenter, and making the information known to the audience at the beginning of EACH session.

Key Points about Conflict of Interest

- Simply disclosing a relationship is not in compliance with new ACCME rules.
- Resolving a conflict of interest must be accomplished **before** the day the session is held.
- Presentations by speakers with conflicts must be evaluated using a conflict of interest evaluation form that the Office of CME will provide.
- You will receive email reminders about COI as long as the session is pre-registered in the SRD.
- **Disclosure (presenter and planners) must be documented in the SRD**

NOTE: Unless conflict of interest issues are resolved in advance, the session cannot receive CME credit.

Part 7: Signatures and Acknowledgements (Jefferson Divisional/Departmental Approvals)

Please download your signature package within the application.

You will need to click on the link within the application to download the appropriate packet, obtain signatures and fax (215-923-3212) or mail back to the Office of CME.

FORMS MUST BE SIGNED AND RETURNED IN ORDER TO FINALIZE APPROVAL OF RSS.

Internal Applicants (TJU, TJUH & Methodist) includes:

- Conflict of Interest Compliance and Standards for Commercial Support Compliance form
- Signature page
- Payment information

External Applicants (All Others) includes:

- Conflict of Interest Compliance and Standards for Commercial Support Compliance form
- Signature page
- Financial Responsibility Form
- Payment information

Section C: Administrative Responsibilities and Tasks

What You Need To Do For Each Session

At least 30 days before the session

- Register the session in the Session Registration Database (SRD)
- At least 30 days before the session, request speaker to complete Conflict of Interest (COI) and follow-up with the speaker to obtain and/or enter COI information
- Provide the speaker with
 - CME Content Guidance Information
 - CME Faculty COI Information
 - If presenter comes from outside of Philadelphia provide a copy of the Philadelphia Business Privilege License Information
- **Note- You may not register a session after it is over.**

Before the session

- Print out the required forms from the Session Registration Database
 - Session Documentation Form (SDF)
 - COI Summary
- If receiving commercial support for the session, submit the required Letter of Agreement (LOA) to the OCME for review and signature.
 - NOTE: All LOAs must be signed by the supporter and the Director of CME- Jeanne Cole PRIOR to the start of the session in order for the session to qualify for CME credit.

Day of the session

- **Post** the Session Documentation Form for participants to see
 - **Be sure to acknowledge commercial support on the SDF that is posted**
- **Post** Conflict of Interest (COI) form (presenter and planners*) for participants to see
- Take attendance
- Complete Conflict of Interest (COI) evaluation form
 - If presenter has identified a conflict, you will receive this form in advance.
 - (“COI Resolution”)

Within 30 days after each session

- Complete the [online](#) Session Reporting Process -- **NEW**
- Send the signed SDF to the Office of CME via fax.
- If applicable, complete and submit COI evaluation form (required if presenter has a conflict)

Using the Session Registration Database (SRD) for Documentation and Reporting Requirements

The Session Registration Database (SRD) is an online system used to manage and monitor RSS Compliance with ACCME Standards, including Conflict of Interest (COI) compliance. Each session is registered by the RSS Administrative contact at least 30 days prior to the session date.

The SRD has been updated to include additional information due to increased reporting requirements for the ACCME and provides the administrative contact with an easy way to create the required session forms. These changes will allow for more automated processing of RSS approvals and ACCME reporting. We have added several new features to the Session Registration Database and made related changes to the paper-based Session Documentation Form. The SRD now includes **two** distinct parts. The **Session Registration** Part (where you will indicate the date, topic, speaker name, and speaker Web ID), and the **Session Reporting** Part, explained below.

Logging into the Session Registration Database (SRD)

1. To log into the database go to <http://jeffline.jefferson.edu/jeffcme/RSS/sess-reg.html>.
2. Your login ID is a unique code assigned to you by the Office of CME to identify your activity.

What You Will See:

Session Documentation Reporting								
Session Date format: mm/dd/yy	Session Topic	Speaker Name format: Last Name, First Name	Speaker's WEB-ID (lastname + last four digits of SS#, i.e. smith1234) S = click to view summary	Form	Conflict	>10K	Speaker Eval	Session Approved
01/05/11 SDF	Pancreatic Cancer: Reaching for a Cure	Tempero, Margaret	Tempero9298 S	Yes	Yes	No	Yes	Yes

**Note the New Column Added (Session Approved); see below for additional information*

The columns that administrative contacts need to complete in advance of the session are:

- session date
- session topic
- speaker name
- speaker's Web ID

The other columns simply allow you to view/track the status/progress of COI resolutions if a conflict exists, and to identify which sessions have been approved for CME credit.

In addition, this screen will provide the required session documentation for posting at each session.

“SDF” allows you to print out a Session Documentation Form for each session. SDFs will be pre-populated with all the information about your RSS and the session

“S” next to the Web ID will allow you to print out of COI disclosure form for the presenter(s), provided they have completed the COI process utilizing the same session date as you have entered.

“Form” shows receipt of COI. *If a COI has not been completed 30 days prior to the registered session date, you will receive an automatic email reminder.*

“Conflict” indicates the presenter has a currently active relationship with a commercial interest. *When a conflict is declared the program director or a representative must evaluate the session using the COI evaluation form. An email reminder including a copy of the form will be generated one week prior to the session date. Once the form is completed return please to the Office of CME along with the Session Documentation Form. We will review and record the evaluation data and discuss any concerns with the program director.*

">10K" indicates a significant financial relationship with a commercial interest of \$10,000 or greater.

In the event of a significant financial relationship the speaker's CV and other information (i.e. copy of slides) may be requested.

“Speaker Evaluation” *indicates we have received the Speaker COI evaluation form. This form is due along with the Session Documentation Form, within 30 days of the session date. If we do not receive within 1 week of the session, a reminder email will be sent requesting the form.*

Registering a Session in the SRD

1. In order to qualify for CME credits, each session must be registered before it occurs.
2. To register a session, enter the following information into the SRD
 - o session date
 - o presenter's name and WEB-ID
 - o session topic

An individual topic name is required for lecture based and Case based RSS, and for Journal Clubs. Tumor Boards and M&Ms do not need to identify specific topics for each session.

Creating COI Disclosure and Session Documentation Forms for a Session Using the SRD

COI Disclosure Form

1. Speakers must complete the online COI process described below (see Appendix)
2. Once the WEB-ID is entered for a speaker, the COI information entered in the COI database will automatically transfer to the SRD when the speaker completes the COI process.
3. Print the summary of disclosure information by simply clicking the **“S”** icon located next the WEB-ID field.
4. **POST THE COI/DISCLOSURE OF SUMMARY FORM** so that participants can see it before the session starts
*****Unless conflict of interest issues are resolved in advance, the session cannot be certified for credit.**

Session Documentation Form (SDF) UPDATED!!

1. Once all pre-session information is entered, the SRD database will generate a Session Documentation Form with all the information you have entered.
2. Print the Session Documentation form by simply clicking the **“SDF”** button.
3. **ADD acknowledgments of any commercial support** you have received for this session.
4. **POST the Session Documentation Form** so that participants can see it before the session starts

5. The Session Documentation Form contains information about the session that the ACCME **requires** to be available to participants prior to the start of the session. This includes
 - o Activity goals/objectives
 - o Proper accreditation language (who is providing credit, and how much per session)
 - o Acknowledgement of commercial support, funder name, amount
 - o Verification of disclosure of presenter COI Information

REMEMBER TO AUTOMATICALLY GENERATE SDF FORMS FROM THE Session Registration Database! Old forms and / or hand written forms will no longer be accepted.

Session Reporting Using the SRD - UPDATED

In order for your session to be certified for CME credit, you must complete the Session Reporting process by using both the SRD and the paper based Session Documentation Form (SDF). Note that this section *has been revised. Administrative Contacts must complete the Session Documentation Report for EACH session in order for the session to receive credit.*

This section of the SRD has been designed to capture and electronically store information specific to each session after the session is over. Log into the SRD at <http://jeffline.jefferson.edu/jeffcme/rsc/sess-reg.cfm> with your RSS code, and click on the blue link shown directly under the administrative contact’s email address called “[Session Documentation Reporting](#).” You may need input from the program director to complete this process. Enter the following information for each session that you are reporting on. Please be sure to save your answers by clicking on “Save Session Reporting.”

Session Documentation Reporting (return to sessions)

Session Information	I certify that...	ACCME Updated Criteria (check all that apply to this session)	Patient Safety/ Risk Management	Commercial Support				
		This session focused on...		None	Exhibits	Grant	Funder Name	Amount
12/09/10 Circulatory Assist Devices Elia, Elia	SDF was posted at session <input type="checkbox"/> No COI Disclosure was posted at session <input type="checkbox"/> No	<input type="checkbox"/> Increasing participants' knowledge <input type="checkbox"/> Improving participants' competence <input type="checkbox"/> Promoting change in clinical performance and/or patient care <input type="checkbox"/> Implementing a clinical tool in practice to improve patient care <input type="checkbox"/> Reviewing practice data to measure performance improvement <input type="checkbox"/> Other: <input type="text"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text"/>	\$ <input type="text"/>

The highlighted columns are new.

- **The column headed “I certify that....” is your attestation that the required documentation was posted at the beginning of the session for all participants to view.**
 - o **Administrative Contacts must** indicate if the SDF and COI were posted at the session by choosing Yes or No.
- Confirm that you posted the SDF and Planner/Presenter COI Information (Disclosure) to the participants prior to the start of the session by checking the correct buttons
- Identify the category of ACCME impact you are assigning to the session, using the same categories that are on the SDF.

- Identify whether or not the session qualified for Patient Safety /Risk Management credit by checking the box. The SDF contains the types of sessions that can be designated as Patient Safety/Risk Management.
- Identify the commercial support status of the session. In order for your session report to be completed, you must check one of the three boxes (None/ Exhibits/ Grant) before you can save the report. **If your RSS does not receive any support, check “None”**
 - IF your RSS **DOES** receive commercial support, check either Exhibitor or Grant and complete the Funder Name and Amount information before you will be able to save the report for that session
 - In order for your commercially supported session to receive credit, you must have filed an executed LOA for any educational grants with the OCME prior to the start of the session.

NEW!! Timeframe for completion of Session Documentation Reporting

- **Session by session approval will be recorded in the SRD only after the Session Documentation Reporting process has been completed by the administrative contact.**

*You must complete the electronic form for Session Documentation Reporting in order for your session to be approved within **30** days of the end of the session. You will receive automatic reminders to complete the report. Sessions for which the reporting has NOT been completed within the specified time frame will not be approved for credit.*

NOTE: While you must still submit paper SDFs, these will NO LONGER BE RETURNED. They will be used to verify the information you enter in Session Reporting, and to document to the ACCME that all required information was provided to participants prior to the start of the session.

What Constitutes a Completed Session?

ALL of the following must occur for your session to be approved:

1. All sessions must be Pre-Registered in Session Registration Database
 - a. Session date, topic, speaker name and web id must be complete
2. Presenter COI has been completed prior to session
 - a. If required for the session, the Speaker COI Evaluation must be completed. OCME will record when it is received.
3. The SDF form is faxed over to OCME
4. After the session is over, ALL required elements in Session Documentation Reporting are completed within 30 days after the session.
5. If your session received commercial support, the appropriately executed LOA is on file with OCME. OCME will record when it is received.

Once all these criteria have been met, the “Session Approved” column will automatically show a “Yes”, indicating that your session has been approved.

Attendance Reports

Summary of Attendance

TWO MAJOR CHANGES IN REPORTING:

1. REPORTS ARE NO LONGER CUMULATIVE
2. Reporting cycles have changed.

To aid faculty in reporting their acquired credits from RSS activities for licensing purposes, attendance reports deadlines will vary, depending on whether it is a reporting year or not. In non-reporting years (ie, 2012), TWO reports will be due (January and July). In reporting years, reports will be due three times a year for physician relicensing. (November, January, July).

Effective July 1, attendance reports only should show credits within that time frame (that is, if a participant earned 10 credits between July and November, Report 1 should show 10 credits.

The Summary of Attendance consists of complete attendee information, including credits earned to date, submitted in Excel format via email attachment or a CD/floppy disk. This information **MUST** be in the specified format as it allows us to directly import your data into the CME Database reducing input errors and removing the need for duplicative work. Data that cannot be imported will be returned to you for reformatting.

—————> The Office of CME charges an additional fee of **\$25.00 per person** which will be applied should we have to manually enter any attendee data. This must be pre-paid.

Report Due Dates for the Summary of Attendance 2012

Report 1 due- January 20, 2012 [Covers 7/1/2011- 12/31/2011](#)
Report 2 (final) due – July 20, 2012 [Covers 1/1/2012- 6/30/2012](#)
Remember, only show credits for the specified reporting period!

Report Due Dates for the Summary of Attendance 2013

Report 1 due- November 30, 2012 [Covers 7/1/2012-11/30/2012](#)
Report 2 (**Update**) due – January 20, 2013 [Covers 7/1/2012- 12/31/2012*](#)
**this report is needed only for those RSS that hold sessions in December
and will update the Report 1 record*

Report 3 (final) due- July 20, 2013 [Covers 1/1/2013-6/30/2013](#)
Remember, only show credits for the specified reporting period!

Instructions for Completing the Attendance Summary

Download the Attendance Summary Form from

http://jeffline.jefferson.edu/jeffcme/rsc/files/Attendance_Summary.xls (Also see Appendix)

1. All shaded areas are required information.
2. Please use formal names (i.e., Robert not Bob) so the person will have certification records in only one name
3. WEB-ID:
Last 4 digits of attendee's Social Security No. This enables participants to receive transcripts online via JEFF-ETC (***Protect this information by not posting a list of participants that shows their WEB-ID***)
4. Type of Certificate Requested:
For each attendee, please indicate the type of certificate requested:
*C = CME Certificate (Practicing Physicians only)
*A = Attendee only (Issued to attendees other than MD or DO)
*X = No Certificate (For example, Residents frequently do not need certificates)
Title: Dr., Mr., Ms., Mrs.
Degree: No Punctuation

Information about Patient Safety/Risk Management Credits

Pennsylvania requires licensed physicians to earn at least 12 Patient Safety credits over a 2 year period, and has specified the topics for which Patient Safety/Risk Management Credits may be claimed. These are shown below, and included on the SDF for your reference. ONLY TOPICS on this list qualify, so please do not add topics to this list.

Your session may cover more than one topics but it will only count as 1 Patient Safety credit per session. For more information on Patient Safety policies, please go to

<http://jeffline.jefferson.edu/jeffcme/office/requirements.cfm>

Approved Topics

- | | |
|---|---|
| <input type="checkbox"/> Mortality/Morbidity Conferences | <input type="checkbox"/> Technology and information systems to improve practice |
| <input type="checkbox"/> Improving communication among physicians and other health care personnel | <input type="checkbox"/> Preventive medicine education |
| <input type="checkbox"/> Communication between physicians and patients | <input type="checkbox"/> Improving medical records systems |
| <input type="checkbox"/> Medical team building | <input type="checkbox"/> Patient health monitoring methodologies |
| <input type="checkbox"/> Human error factors | <input type="checkbox"/> Health care quality improvement |
| <input type="checkbox"/> Theory of error reduction | <input type="checkbox"/> Medication safety |
| <input type="checkbox"/> Medical error identification/avoidance strategies | |

It is the Program Director's responsibility to identify which sessions should be identified for Patient Safety/Risk Management credits and to record the category of credit on the SDF.

Because documenting these credits will be very important to our physicians, the Office CME has developed a method for identifying and tracking sessions that include patient safety credits. The summary of attendance template includes a column for recording patient safety credits earned. JEFF-ETC will also indicate these credits for the convenience of our physicians. It is the responsibility of the **ADMINISTRATIVE CONTACT** to accurately track and report attendance of approved patient safety – qualified sessions on the Summary of Attendance Form. JEFF ETC will list cumulative patient safety/risk management credit totals for RSS that provide this information. **Section D: Certificates and Evaluation**

JEFF-ETC

Attendees of JMC sponsored RSSs can utilize the CME website to retrieve a transcript that details their attendance at all JMC sponsored RSSs. **Paper certificates or transcripts will not be provided.** In order to access the online transcript, attendance reports must include the WEB ID (the last name and last four digits of the attendees' social security number). We can help you obtain WEB IDs so that your attendees can have the convenience of using JEFF-ETC.

—————→ *Only the Office of CME can issue official documentation of credits earned.*

Annual Evaluation Process

As noted above in Section B, Part 6 RSS require annual evaluation. Evaluation will be conducted using an online process during the 4th quarter of the academic year. Program Directors and Administrative contacts will be notified when the online form is available, and will be responsible to distribute announcements and the link to RSS participants.

It is expected that the RSS program director/administrative contact will actively encourage completion of the required annual evaluation, and that an appropriate rate of return for the RSS will be achieved. You should achieve a return of at least 50% of practicing physicians in your audience. **An adequate response on the annual evaluation is mandatory in order to receive CME credit.**

Evaluation data are available as they are entered. Program Directors and administrative contacts can log into the SRD and review their accruing evaluation data as often as needed. The ongoing RSS online applications will require the program director's review and interpretation of these electronically generated evaluation results.

Appendix Contents

- *Sample Promotional Materials for Directly and Jointly Sponsored RSS*
 - *Sample SDF for Directly and Jointly Sponsored RSS*
 - *Attendance Report*
- *Commercial Support Information*
 - *Sample Letter of Agreement*
- *Speaker-Related Information and Forms*
 - *CME Content Guidance Information*
 - *COI Planner Information*
 - *COI Faculty Information*
 - *COI Speaker Evaluation Form*
 - *Jefferson CME Honoraria Policy*
 - *Philadelphia Business Privilege License*
- *Trademark Use Request Information*

APPENDIX

Sample Promotional Material and Reporting Forms

Sample Flyer for Internal (JMC) RSSs



Department of Medicine Grand Rounds

Thomas Jefferson University Hospital

presents

Surgical Approaches in Weight Loss

Presenter: Dr. Allen Smith

September 1, 2011 @ 12:00 pm

Brent Auditorium

Overall Goals and Objectives:

Following this activity a participant should be able to:

1. Insert a description of the educational objectives from RSC/RSS Application online.
2. Insert a description of the educational objectives from RSC/RSS Application online
3. Insert a description of the educational objectives from RSC/RSS Application online
4. Insert a description of the educational objectives from RSC/RSS Application online

For more information, call Nancy Maguire at 215-955-5555

Jefferson Medical College of Thomas Jefferson University is accredited by the ACCME to provide continuing medical education for physicians.

Jefferson Medical College designates this live activity for a maximum of (# of credits) *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.



Pediatric/Neonatal Regularly Scheduled Conferences

Christiana Hospital

presents

Myth Busters: Breaking the Myths about Immunizations

Type other information here

September 1, 2011 @ 9:00 am

Christiana Hospital

Overall Goals and Objectives:

Following this activity a participant should be able to:

1. Insert a description of the educational objectives from the RSC/RSS application online.
2. Insert a description of the educational objectives from the RSC/RSS application online.
3. Insert a description of the educational objectives from the RSC/RSS application online.

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Jefferson Medical College and (insert Joint Sponsor name).

Jefferson Medical College of Thomas Jefferson University is accredited by the ACCME to provide continuing medical education for physicians.

Jefferson Medical College designates this live activity for a maximum of (# of credits) *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

If you have any special needs, please contact (YOUR PHONE NUMBER)

Jointly Sponsored by

Be sure to acknowledge Commercial Support

For more information, call Phone Number Here

SESSION DOCUMENTATION FORM
POST THIS FORM WITH SIGN-IN SHEETS AND CONFLICT OF INTEREST SUMMARY AT ALL ACTIVITIES

Contact Name: Edwina C. Benson Fax Number: 215-503-9575 People Ware/RSC Code:imxxgrdrds

RSC Title: Integrative Medicine Grand Rounds

Presenter: Boyer, Ronald MD

Session Date: 09/06/2011

Topic: Evidence-based Review of Clinical Homeopathy

Overall Goals of this RSC: Identify recent advances in Integrative Medical care and discuss their application to clinical practice
Describe the latest data on complementary and alternative medical therapies that could improve patient outcomes
Discuss core integrative medicine topics that patients frequently ask physicians about

Required Acknowledgments To Participants:

This session received commercial support (circle): YES NO Educational Grant Exhibit

If yes, Funder name: _____ Amount: \$ _____

SDF REPORTING PROGRAM DIRECTOR VERIFICATION

Instructions in order to qualify for CME Credit.

- You must post this completed form at the RSC/RSS session so that participants can view it prior to the session.
- You must post the presenter and planners COI disclosure forms at the RSC/RSS session so that participants can view it prior to the session. All sessions must be pre-registered in the Session Registration Database (SRD) and any conflicts resolved prior to the start of the session.
- You must complete the online Session Documentation Reporting Process AND send this form to the Office of CME via fax/mail.

Accreditation Information

Jefferson Medical College of Thomas Jefferson University is accredited by the ACCME to provide continuing medical education for physicians.

Jefferson Medical College designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**ACCME New Criteria
Check all that apply**

- Increasing participants' knowledge
- Promotes change in competence
- Promoting change in clinical performance and/or patient care
- Implementing a clinical tool in practice to improve patient care
- Reviewing practice data to measure performance improvement
- Other: _____

**This session addressed the following Patient Safety/Risk Management Topics in order to qualify for PA-required credit
Check all that apply**

- Mortality/Morbidity Conferences
- Improving communication among physicians and other health care personnel
- Communications between physicians and patients
- Medical team building
- Human error factors
- Theory of error reduction
- Medical error identifications/ avoidance strategies
- Technology and information systems to improve practice
- Preventive medicine education
- Improving medical records systems
- Patient health monitoring methodologies
- Health Care quality improvements
- Medication Safety

Planner and Presenter Conflict of Interest Forms were Posted for Participants to see before the session started (circle): YES NO

New Planner COI Statement:

Unless otherwise noted, the planners for this RSS indicate they have no relationships to disclose. Exceptions include: Cerebrovascular Case Conference, Neurosurgery Grand Rounds and Morbidity Mortality Conference; Hepato Cellular Carcinoma Conference and Infectious Disease Management Clinical Conference. Planner disclosure for these RSSs, are posted separately at each session.

I certify this information is accurate:

Signature of Program Director: _____ Date: _____

FAX THIS FORM TO DAPHNEY WRIGHT in the OFFICE OF CME 215 923 3212

Office of CME * Jefferson Alumni Hall * 1020 Locust Street * Suite M-5 * Philadelphia, PA 19107* PHONE 215-955-6993 * FAX 215-923-3212

Date Printed: 09/02/2011

SESSION DOCUMENTATION FORM
POST THIS FORM WITH SIGN-IN SHEETS AND CONFLICT OF INTEREST SUMMARY AT ALL ACTIVITIES

Contact Name: Eileen O'Shaughnessy Fax Number: 215-349-5341 People Ware/RSC Code: xdephclinc

RSC Title: The Philadelphia Dermatological Society

Presenter: Patel, Khyati

Session Date: 05/20/2011

Topic: Dermatological Conditions

Overall Goals of this RSC: FORMULATE a sound basis for and review of basic science knowledge in Dermatology.
DEVELOP awareness of standard vs. new/emerging treatments for both common and uncommon skin conditions.
INTEGRATE opportunity for Patient Safety awareness.

Required Acknowledgments To Participants:

This session received commercial support (circle): YES NO Educational Grant Exhibit

If yes, Funder name: _____ Amount: \$ _____

SDF REPORTING PROGRAM DIRECTOR VERIFICATION

Instructions in order to qualify for CME Credit.

- You must post this completed form at the RSC/RSS session so that participants can view it prior to the session.
- You must post the presenter and planners COI disclosure forms at the RSC/RSS session so that participants can view it prior to the session. All sessions must be pre-registered in the Session Registration Database (SRD) and any conflicts resolved prior to the start of the session.
- You must complete the online Session Documentation Reporting Process AND send this form to the Office of CME via fax/mail.

Accreditation Information

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Jefferson Medical College and PHILADELPHIA DERMATOLOGICAL SOCIETY.

Jefferson Medical College is accredited by the ACCME to provide continuing medical education for physicians.

Jefferson Medical College designates this live activity for a maximum of 3.0 AMA PRA Category 1 Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

ACCME New Criteria
Check all that apply

- Increasing participants' knowledge
- Promotes change in competence
- Promoting change in clinical performance and/or patient care
- Implementing a clinical tool in practice to improve patient care
- Reviewing practice data to measure performance improvement
- Other:

This session addressed the following Patient Safety/Risk Management Topics in order to qualify for PA-required credit
Check all that apply

- Mortality/Morbidity Conferences
- Improving communication among physicians and other health care personnel
- Communications between physicians and patients
- Medical team building
- Human error factors
- Theory of error reduction
- Medical error identifications/ avoidance strategies
- Technology and information systems to improve practice
- Preventive medicine education
- Improving medical records systems
- Patient health monitoring methodologies
- Health Care quality improvements
- Medication Safety

Planner and Presenter Conflict of Interest Forms were Posted for Participants to see before the session started (circle): YES NO

New Planner COI Statement:

Unless otherwise noted, the planners for this RSS indicate they have no relationships to disclose. Exceptions include: Cerebrovascular Case Conference, Neurosurgery Grand Rounds and Morbidity Mortality Conference; Hepato Cellular Carcinoma Conference and Infectious Disease Management Clinical Conference. Planner disclosure for these RSSs, are posted separately at each session.

I certify this information is accurate:

Signature of Program Director: _____ Date: _____

FAX THIS FORM TO DAPHNEY WRIGHT in the OFFICE OF CME 215 923 3212

Office of CME * Jefferson Alumni Hall * 1020 Locust Street * Suite M-5 * Philadelphia, PA 19107 * PHONE 215-955-6993 * FAX 215-923-3212

Date Printed: 09/02/2011

Attendance Summary Sample

WEBID	TYPE	TITLE	FIRSTNAME	MI	LASTNAME	DEGREE	INSTITUTE	ADDRESS1	ADDRESS2	CITY	STATE	ZIP	PHONE	FAX	EMAIL	COUNTRY	CREDITS	Patient Safety Credits
1436	A	Ms	Judy		Jones	CRNP	TJUH	Gibbon Bldg	111 S. 11th St	Philadelphia	PA	19107	215-555-5555	215-333-3333	jones@jef fline.edu	USA	22	22
2238	C	Dr	A. John	L	Smith	MD, PhD		21 Oak Lane		Philadelphia	PA	19107					15	15

SHADED AREAS ARE REQUIRED INFORMATION.

Please provide attendance data to the Office of CME *via an e-mail attachment*. Your data will be imported into the CME database as provided to us. Please use formal names (i.e., Robert not Bob) as this reduces duplication.

Utilizing this format will allow us to directly import your data into the CME Database reducing input errors and removing the need for duplicative work. Please contact the CME Office if you have any questions.

WEBID: Last 4 digits of attendees Social Security #. This will enable participants to receive their Certificates and/or Transcripts online from the JMC-CME website.

TYPE = Type of Certificate Requested: For each attendee, please indicate the type of certificate requested:

C = CME Certificate (Issued to MD or DO attendees)

A = Attendee only (Issued to attendees other than MD or

DO)

X = No Certificate (For example, Residents frequently do not need certificates)

TITLE: Dr, Mr, Ms, Mrs (NO PUNCTUATION)

DEGREE: NO PUNCTUATION

Commercial Support Information

Commercial support is financial or other support from any non-JMC organization for continuing medical education activities, including food. All commercial support must be compliant with Jefferson's University's Industry Relations Policy.

What can be done?

- You can receive an unrestricted educational grant in support of your RSS.
- You can use the grant to cover honoraria and travel expenses (**within Jefferson policies**), catering expenses, other meeting-related expenses that Thomas Jefferson University pays for. You may also use educational grant funds to pay part or all of your accreditation fee, and/or administrative costs of your RSS as long as you included that information in your request to the company.
- You can offer the option of exhibiting as part of the overall program but exhibits are not to be a condition of a grant. You CAN solicit exhibitors separately from educational grants. Exhibits may only be held outside of the meeting room.
- You can have supporters attend the activity provided they do not conduct any promotional activity in the meeting room; they may not ask questions relating to any commercial product/interest while attending a session.
- You can ask a supporter to help with the marketing of an event (such as distributing brochures) provided that all marketing activities are done with the knowledge and written advance approval of JMC/ CME Office.

What must be done?

- You must acknowledge commercial support on promotional material (signage, syllabus) AT THE START OF THE SESSION by using the statement, "Commercial support fromis gratefully acknowledged." Product names may not be used.
- Acknowledgment must be documented on the Session Documentation Form
- You must provide a copy of the support check to the Office of CME.
- **NEW: you must provide documentation of how you spend the support funds when they are received as a grant.**
- If the company requests it, you must report the program expenses after the activity to supporters, but only AFTER the OCME has reviewed your expense report.
- **If the company requires it, you must return any unused funds relating to the activity they supported. If funds are returned, the OCME must receive a copy of the check documenting the return of funds and any accompanying correspondence.**

What can't be done?

- You cannot ask a supporter to suggest topics and/or speakers, nor may you accept funder input into the content of any CME certified activity.
- A supporter cannot pay a speaker honoraria or travel expenses directly
- A supporter cannot bring in food.
- A supporter cannot attach conditions to support (i.e., "If you don't use this speaker, we won't pay you)
- Supporters cannot take over program design, speaker selection, marketing decisions, etc.
- Supporters cannot conduct promotional activities in the meeting room during or immediately before/ after an activity.
- A supporter cannot have their product name appear on anything in the activity room, including nametags.
- A supporter cannot distribute a CME CD ROM, monograph, videotape or other certified material.
- Supporter exhibits cannot be placed inside the meeting room.
- A supporter cannot pay for registration fees, travel expenses, lodging or other personal expenses for non-faculty attendees.
- A supporter cannot directly pay for hospitality events that are advertised as a part of the CME activity. (If a commercial interest is interested in supporting such events, a LOA must be completed in advance under all the conditions noted above)

** Commercial Support can include funding provided to pay for speaker honorarium, speaker travel, course materials or food. **The loaning of equipment for demonstration or teaching purposes is a form of Commercial Support and requires an LOA.**

If you have any questions, or need help in submitting a funding request, please contact Jeanne G. Cole, Director of the Office of CME at 215-955-8411 or via email at Jeanne.Cole@jefferson.edu.

Information about Letters of Agreement (LOA)

The ACCME requires that there is a written agreement, commonly called a “Letter of Agreement” (or “LOA”) whenever funds for a CME certified activity are received from a commercial interest (including but not limited to pharma companies and device manufacturers).

- *For Jefferson sponsored CME activities, **only** a representative of the Jefferson Office of CME is authorized to sign a CME LOA.*
- *Forward the LOA to Daphney Wright for processing and OCME signature.*
- *In order to be compliant with ACCME Standards for Commercial Support, LOAs must be executed (signed by both the Jefferson OCME AND the company providing support) **PRIOR** to the start of the activity.*
- *If these ACCME requirements are not met, it means that you cannot accept the support for the session.*
- *Company-generated LOAs frequently include requirements of their own, not all of which may be acceptable to Jefferson. While unusual, should this occur, the OCME will contact the company to discuss the terms. Acceptable terms frequently include time-limited requirements that (a) you provide a “reconciliation” report of how you spent the support that you received and /or (b) that you return any unused support to the company. Drafts of any required reports must be approved by the OCME prior to submission to the Company.*
- *Failure to submit Company-required reports usually results in the company refusing to accept any additional requests for CME-related support from the whole institution.*

LETTER OF AGREEMENT
Regarding Terms, Conditions and Purposes of an Educational Grant
(Form must be typed or printed legibly)

RSS: Yes No

Between Jefferson Medical College (JMC) "Sponsor" and _____ (supporter)
Title of CME Activity: RSS Name: _____
RSS Code: _____
Location and Date(s): _____
Commercial Supporter (Company Name): _____
Branch Address: _____
City, State, Zip: _____
Contact Person: _____
Telephone: _____ Fax: _____

The above company wishes to provide support for the named continuing medical education activity by means of (indicate which option)

1. Unrestricted educational grant for support for the CME activity in the amount of \$ _____
2. Restricted grant to reimburse expenses for:
 - a) **Speaker(s):** 1) _____ 2) _____
To include: All Expenses: _____ Travel Only: _____ Honorarium* Only: _____
*Honorarium amount to be determined by course director (amount: \$ _____).

b) Support for catering functions (Funds for catering must be paid to TJU or designated educational partner,
A supporter may not directly contribute food) (Specify:) _____
in the amount of \$ _____

c) **Other** (e.g., equipment loan, brochure distribution, etc.) (Specify:) _____

Conditions

1. Statement of Purpose: Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.
2. Control of Content and Selection of Presenters & Moderators: Sponsor is responsible for control of content and selection of presenters and moderators. The Company agrees not to direct the content of the program. Jefferson Medical College will make selection of presenters based on balance and independence.
3. Disclosure of Financial Relationships: Sponsor will ensure meaningful disclosure to the audience, at the time of the program, of (a) company funding and (b) any significant relationship between the Sponsor and the Company (e.g., grant recipient) or between individual speakers or moderators and the Company.
4. Involvement in Content: There will be no "scripting," emphasis, or direction of content by the Company or its agents.
5. Ancillary Promotional Activities: No promotional activities will be permitted in the same room or obligate path as the educational activity. No product advertisements will be permitted in the program room.
6. Objectivity and Balance: Sponsor shall make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.
7. Limitation on Data: Sponsor will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion.
8. Discussion of Unapproved Uses: Sponsor will require that presenters disclose when a product is not approved in the United States for the use under discussion.

- 9. Opportunities for Debate: Sponsor will ensure meaningful opportunities for questioning or scientific debate.
- 10. Independence of Sponsor in the use of Contributed Funds:
 - a) Funds should be in the form of an educational grant made payable to: **JMC (Tax ID # 23-1352651)**
 - b) All other support associated with this CME activity (e.g., distributing brochures, preparing slides, etc.), must be given with the full knowledge and approval of the accredited sponsor.
 - c) No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.)

The Commercial Supporter agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education (appended).

The Accredited Sponsor agrees to: (1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education; (2) acknowledge educational support from the commercial company in program brochures, syllabi, and other program materials, and (3) upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

Agreed	
Commercial Company Representative (name): _____	
Signature: _____	Date: _____
Accredited Sponsor*	
JMC Office of CME: <u>Jeanne G. Cole, EdD, Director of CME</u>	
Signature: _____	Date: _____
Educational Partner (if applicable)	
Organization Name: _____	
Contact Information: _____	
Signature: _____	Date: _____

* This letter requires the signature of a representative of the Office of Continuing Medical Education

Return this form to:

Office of Continuing Medical Education
 Daphney Wright, Administrative Coordinator
 Jefferson Alumni Hall
 1020 Locust Street, Suite M5
 Philadelphia PA 19107
 Phone: 215-955-6993
 Fax: 215-923-3212

APPENDIX

Conflict of Interest Information and Forms

COI Information Sheet for Planners

As a member of the planning committee for a Jefferson-sponsored CME activity with responsibility of control of activity content, the Jefferson Committee on CME, in compliance with the Accreditation Council on Continuing Medical education (ACCME) Essential Areas and Standards, wants you to be aware of the following requirements.

1. Conflict of Interest Disclosure Form from Planning Committee

- 📖 You need to complete and submit a Conflict of Interest Form to the Office of CME.
<http://jeffline.jefferson.edu/jeffcme/coi/>
- 📖 These forms must be completed and submitted for review before any action can be taken by the Office of CME or the Committee on CME relating to this activity
- 📖 The presence of a conflict of interest will be evaluated via the Committee on CME Conflict of Interest Policy, which may include a member of the committee contacting you to discuss the COI form.

2. Timing of submission of COI form for planning committee

- 📖 The COI Policy sets specific timelines for the completion of COI review of planning committee members (at time activity planning is initiated) and of contributing faculty (a minimum of 60 days prior to the start of the activity).

3. Timing of submission of COI form for faculty (presenters/authors)

- 📖 All faculty presenters or authors involved in the CME activity need to submit their COI Form to the OCME within the specified time.
- 📖 The COI Policy sets specific timelines for the completion of COI review of contributing faculty (a minimum of 60 days prior to the start of the activity).

4. Implications of the COI Policy

- 📖 If there is insufficient time to complete substantive review and COI resolution for planning committee members, the activity will not qualify for Jefferson-sponsored CME credit.
- 📖 If there is insufficient time to complete substantive review and COI resolution for participating faculty, the activity (or portions of the activity) will not qualify for Jefferson-sponsored CME credit.
- 📖 The COI Policy calls for a member of the Committee on CME to assess the apparent conflict of interest in relation to commercial bias and scientific rigor of the content. In the event a significant COI is disclosed, the Committee on CME may require additional information from the planning committee member AND/ OR the participating faculty member.
- 📖 Should the conflict of interest be assessed as “unresolvable” CME credit cannot be awarded.
- 📖 The amount of CME credit ultimately awarded to any Jefferson-sponsored CME activity is dependent upon compliance with the COI Policy of the Committee on CME.

Questions? Contact

Director of the Office of CME at 215 955 8411 (email Jeanne.Cole@jefferson.edu)
Senior Associate Dean for CME at 215 955 2575 (email: Joseph.Seltzer@jefferson.edu)

Guidance for Preparing CME Content

The goal of CME is to present timely, accurate and non-promotional information for physicians to incorporate into their practice and/or service to the profession roles. The ACCME requires the content of CME activities to be balanced, scientifically rigorous, free from commercial bias, and in the best interests of the public health. (www.accme.org)

When developing your contribution to this Jefferson-sponsored CME Activity, please:

Ground your presentation in the best available evidence based medicine, regardless of whether or not you have an identified conflict of interest:

- 📖 Utilize the resources available for EBM Reviews
 - (for examples, see <http://www.aafp.org/online/en/home/cme/cmea/ebcme/ebcmesources.html>)
- 📖 Indicate levels of evidence when appropriate
- 📖 Identify approved vs off label uses
- 📖 Cite your sources, clearly differentiating peer review journals from other sources, preliminary data from fully published studies

Ensure balance in content:

- 📖 Discuss a range of diagnostic and/or therapeutic options when reviewing practice recommendations
- 📖 Include “both sides” of the argument – take a “devil’s advocate” position
- 📖 Cite your sources and include a bibliography with your materials for distribution
- 📖 Eliminate the use of trade names and brand names from your presentation.
 - If trade names are believed to add clarity to the presentation, generic terms should be introduced at the same time and then preferentially used in the content. A single product should not be singled out by trade name.
- 📖 Eliminate the use of commercial logos from your presentation.

Declare your commercial relationships relating to the content and how you have addressed the potential influence of those relationships on your content:

- 📖 Tell your audience what your commercial relationship are
- 📖 Avoid clinical recommendations that relate to your commercial relationships that cannot be supported by quality evidence based sources
- 📖 Assure that your presentation content promotes the best interest of the public’s health versus a specific proprietary business interest
- 📖 Include reference to classes of products rather than individual products, when appropriate.

Separate your activities relating to CME content from promotional activities for other organizations:

- 📖 Do not accept additional funding relating to your participation as CME Faculty from sources outside of the CME provider

Questions? Contact

Director of the Office of CME at 215 955 8411 (email Jeanne.cole@jefferson.edu)
Senior Associate Dean for CME at 215 955 2575 (email: Joseph.Seltzer@jefferson.edu)

As a proposed presenter (speaker or author) at a Jefferson-sponsored CME activity (“CME FACULTY”), the Jefferson Committee on CME, in compliance with the Accreditation Council on Continuing Medical education (ACCME) Essential Areas and Standards, wants you to be aware of the following requirements.

1. Conflict of Interest (COI) Disclosure Form from CME Faculty

- 📖 You need to complete and submit a Conflict of Interest Form to the Office of CME. This can be done online at <http://jeffline.jefferson.edu/jeffcme/coi/> or by completing/returning the attached form.
- 📖 COI information must be submitted for review before your contribution to the CME activity can be certified for credit.
- 📖 The presence of a conflict of interest will be evaluated via the Committee on CME Conflict of Interest Policy, which may include a member of the committee contacting you to discuss the COI information.
- 📖 The ACCME Standard for COI requires that CME Faculty who does not provide COI information be disqualified from participating in the CME activity.

5. Timing of submission of COI form for faculty (presenters/authors)

- 📖 All faculty presenters or authors involved in the CME activity need to submit their COI Form to the OCME within the specified time: **a minimum of 60 days prior to the start of the activity.**

6. Implications of the COI Policy

- 📖 The COI Policy calls for a member of the Committee on CME to assess the apparent conflict of interest in relation to commercial bias and scientific rigor of the content. In the event a significant COI is disclosed, the Committee on CME may require additional information from you in order to accurately assess the impact of the conflict of interest on the CME activity.
- 📖 Should the conflict of interest be assessed as “unresolvable” CME credit cannot be awarded.
- 📖 If there is insufficient time to complete substantive review and COI resolution for participating faculty, the activity (or portions of the activity) will not qualify for Jefferson-sponsored CME credit.
- 📖 The amount of CME credit ultimately awarded to any Jefferson-sponsored CME activity is dependent upon compliance with the COI Policy of the Committee on CME.
- 📖 CME Faculty who have identified COI may be monitored for compliance during the course of their presentations by a designate of the Committee on CME

Questions? Contact

Director of the Office of CME at 215 955 8411 (email Jeanne.cole@jefferson.edu)
Senior Associate Dean for CME at 215 955 2575 (email: Joseph.Seltzer@jefferson.edu)

**Regularly Scheduled Series
COI Speaker Evaluation**

RSS Department Name:

Code:

Presenter Name:

Lecture Date:

Please darken the ovals completely. All erasures must be complete. Please make your marks as follows:

Like this: ● **Not like this:** ✕ ✓ ○

<i>Rate the extent to which</i>	Very High	High	Moderate	Low	Very Low
---------------------------------	------------------	-------------	-----------------	------------	-----------------

1. The activity presented scientifically rigorous, unbiased, and balanced information	○	○	○	○	○
---	---	---	---	---	---

COMMENTS:

2. Individual presentation was free of commercial bias	○	○	○	○	○
--	---	---	---	---	---

COMMENTS:

3. You were satisfied with the overall quality of this presentation	○	○	○	○	○
---	---	---	---	---	---

COMMENTS:

4. Appropriateness of the topics/content/level	○	○	○	○	○
--	---	---	---	---	---

COMMENTS:

Faculty Rank of Evaluator				
Professor	Associate Professor	Assistant Professor	Instructor	
○	○	○	○	

Name of evaluator _____ (Please Print) □ (Initial Here)

Date _____
Phone # _____

Return to: Daphney Wright, Administrative Coordinator
Jefferson Alumni Hall
1020 Locust Street, Suite M5
Philadelphia, PA 19107
Phone (215) 955-6993 or Fax (215) 923-3212

As set forth in this policy, appropriate compensation (i.e., honoraria) may be offered to individuals involved in the development, implementation and presentation of Jefferson-sponsored CME activities. The availability and amounts of all honoraria are to be pre-determined by the Jefferson faculty program director of the activity, or in conjunction with a bona fide joint sponsor of the activity. Honoraria amounts are not to be determined by outside, commercial interests as defined by the ACCME.

Honoraria for program directors are to be negotiated between the program director and the Chief or Chair of Division or Department sponsoring the CME activity.

Payment of honoraria to faculty presenting in Jefferson- sponsored CME activities including grand round lectures will vary based on the budget for the activity, the availability of quality presenters, and the presenter's credentials and standing in the medical community. Honoraria may not exceed \$2,500 for a single lecture/presentation or \$5,000 per day for multiple lectures/ presentations within any one activity. Exceptions to these limits may be granted by The Committee on CME in appropriate circumstances. Requests for exceptions must be endorsed by the Department Head or Division Chair and sent to the Office of CME for review and processing prior to confirming an honorarium amount with a proposed presenter.

For individuals not on Jefferson payroll, an honorarium will be paid via University Accounting to the payee directed by the individual. The individual must provide any required IRS documentation so that the request for payment may be processed in accordance with University Accounting policies and procedures. University travel policy also will apply.

For individuals who are on Jefferson payroll, disbursement of honoraria may be accomplished by several methods, with approval from the recipient's Division Chief or Department Chair.

Via Payroll: Funds will be provided directly to the faculty member as income for performing the educational duties with appropriate University benefit rate and applicable taxes deducted.

Via IDC to department/division: Funds will be transferred to a departmental or divisional account. Use of funds will be under the jurisdiction of the department/division's processes.

To JUP account: Funds will be transferred to the individual faculty member's JUP account by the sponsoring department/division with appropriate taxes removed, and credited to the faculty member's account (contractual monies)

Philadelphia Business Privilege License Information

July 2007

Information Notice About the Philadelphia Business Privilege License from The Office of the Controller at Thomas Jefferson University

Federal, state, and local tax authorities require all businesses, including Jefferson, to report payments made to unincorporated entities for services, honoraria, stipends, etc. via form 1099. A form 1099 is provided on an annual basis to each of these tax authorities and to individuals paid by Jefferson.

It is important to note that the City of Philadelphia has an additional requirement of which many are unaware. The City requires any person or entity doing business within the city limits to secure a Business Privilege License, thus triggering the need to file a Business Privilege Tax return. However, there are certain exceptions to this requirement for individuals receiving honoraria and stipends, the application of which may depend on the nature and frequency of the recipient's business activity in Philadelphia. Please consult with a tax advisor for details, or you can contact the Philadelphia Revenue Department Technical Advisory Staff directly at (215) 686-6831 or by emailing revenue@phila.gov.

The information provided herein does not constitute tax advice.

Trademark Policy

UNIVERSITY POLICIES & PROCEDURES

Category: Legal
Title: Trademark Policy
Applicability: Thomas Jefferson University

POLICY

This Policy regulates the use of all forms of the name "Thomas Jefferson University, the logotype featuring Thomas Jefferson's image, other forms of the words "Jefferson" and "Jeff," and other new and existing names, slogans, designs, and indicia of origin (collectively, "Trademarks") (Attachment A), including website or a domain name usage.

PROCEDURE

Trademark Use Committee

The Trademark Use Committee (the "Trademark Committee") is charged with implementing, reviewing, and enforcing the University's Trademark Policy as well as developing and refining the University's graphics standards manual and the University's style manual. The Committee members and the Committee Chair are appointed by the President and serve staggered terms of two to four years, with re-appointment at the discretion of the President. The Committee consists of one (1) representative from each of the following: the President's Office; the Office of Marketing, Public Relations and Communications; the Office of University Counsel; the Jefferson Medical College; the College of Health Professions; and the Jefferson Faculty Foundation. The Committee meets as required by the Committee Chair, but in no event does the Committee meet less than six times per fiscal year.

Procedures for Application and Approval

1. Guidelines for Use of Existing University Trademarks

Except as noted below, any individual or entity that seeks to employ a University Trademark must complete a Trademark Use Request Form (Request Form) (Attachment B). A sample of the applicant's proposed use of the University's Trademark should be attached to the Request Form.

(a) The following uses of a University Trademark must be approved by the Trademark Committee:

- Any** use of a University Trademark by an outside individual or entity (external User)
- Any** use of a University Trademark in conjunction with a name, slogan, logotype, etc. of any outside individual or entity

(b) The following uses of a University Trademark must be submitted to the Trademark Committee, but may be administratively approved:

- Use of a University Trademark by a faculty member, student, or committee (internal User) (e.g., newsletters, flyers, bulletins, and promotional material)
- Use of a University Trademark on materials to be printed by an unapproved outside vendor

(c) The following uses do not require the approval of the Trademark Committee: ¹

- Use of a University Trademark on stationery, business cards, and other business documents by the University, a College, or operating unit within the University (i.e., physician practice group, department, division) (e.g., internal forms, paychecks, Requests to Purchase);
- Use of a University Trademark on official publications of the University or a College (e.g., Course Catalogues, Alumni Directory);
- Use of a University Trademark on course materials; or

- Use of the University's name, but not its logotype, by a faculty or staff member to identify him/herself (e.g., "John Doe, Professor of Medicine, Thomas Jefferson University).

Approved Users will be informed in writing of the decision regarding their application. Use of the University Trademark by an internal User may commence once written approval has been received. In addition to written authorization, approved external Users will be given a copy of the University's graphics standards and style manual, as well as a written license agreement. An external User may commence authorized use of the relevant Trademarks only after signing and returning the agreement to the Trademark Committee.

An applicant may appeal the denial of his/her request only if s/he has additional information to present on appeal. The Trademark Committee shall rule upon all appeals. If the Committee denies a request, the applicant may not use the requested Trademark.

1. Approval of the Trademark Committee is required if an unapproved outside vendor is to be employed and/or the University's Trademark is being used in conjunction with the name, slogan, logotype, etc of any outside individual or entity.

Each User must complete and return an annual questionnaire (Attachment C) concerning the status of its use of the Trademark. Each questionnaire must be accompanied by a representative sample of the use of the Trademark.

2. Guidelines for the Development of New Names, Slogans, Designs, and Logotypes employing a University Trademark

Any individual or entity, either internal or external to the University, that seeks to employ a University Trademark in the development of a new name, slogan, design, logotype, etc. (e.g., center, institute, or program name) must make application to the Trademark Committee by completing a Request Form. Decisions regarding whether to register any particular trademark will be at the discretion of the Trademark Committee.

Enforcement

Any User who has failed (1) to submit a Trademark Use Request Form, (2) to abide by the University's graphics standards manual or the University's style manual, (3) to submit an annual usage report, or who has (4) used any Trademark in a manner inconsistent with, or beyond the scope of the authorized approval shall be in violation of the University's Trademark Policy and subject to immediate sanctions at the Trademark Committee's discretion. No uses of a University Trademark will be grandfathered under this policy. All current Users of a University Trademark are subject to review by the Committee at its discretion and may be subject to sanctions by the Committee at its discretion. Any User declared by the Committee to be in violation of the University's Trademark Policy must cease and desist all uses of a University Trademark upon demand by the Committee.

The Office of University Counsel and the Trademark Committee represent the University's interests in connection with unauthorized uses of the University's Trademarks by third parties, and will be guided in their actions by the standards embodied in this Policy and principles of trademark law.