



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER™

School of Medicine

Operating Policy and Procedure

SOM OP: 60.10, **Internet CME**

PURPOSE: The purpose of this policy is to define Internet Continuing Medical Education (CME) and provide guidance on the production of Internet enduring materials to course directors, planning committee members, and presenters.

REVIEW: This SOM Policy and Procedure shall be reviewed within each odd-numbered fiscal year by the Managing Director for Continuing Medical Education. Revisions will be forwarded to the Office of the Dean for approval and publication

POLICY/PROCEDURE:

1. **General.** It is the policy of the Office of CME to plan and produce Internet-based continuing medical education activities using the ACCME's definition and guidance.
2. **Definition of Term.** To the ACCME, an Internet CME activity is considered an enduring material ([SOM OP 60.09, Enduring Materials](#)). Any course which is available whenever a physician participant chooses is enduring.
3. **Procedures.** The CME procedures follow the ACCME requirements for the management of Internet CME as listed below:
 - a. **Location:** ACCME-accredited providers may not place their CME activities on a website owned or controlled by a commercial interest.
 - b. **Links to Product Web sites:** With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity.
 - c. **Advertising:** Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content.