SOM OP: 60.10, Internet CME

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

REVIEW: This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Continuing Medical Education. If a revision to the policy is recommended, the CME Committee will review and approve changes.

POLICY/PROCEDURE:

1. **Policy.** It is the policy of the Department 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. 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 websites:** With clear notification that the learner is leaving the educational website, links from the website of an ACCME accredited provider to pharmaceutical and device manufacturers’ product websites 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. **Transmission of information:** For CME activities in which the learner participates electronically (e.g., via Internet, CD-ROM, satellite broadcasts), all required ACCME information must be communicated to the learner prior to the learner beginning the CME activity.
   d. **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 inter-leafed between computer windows or screens of the CME content.
e. **Hardware/Software requirements:** The accredited provider must indicate, at the start of each Internet CME activity, the hardware and software required for the learner to participate.

f. **Provider contact information:** The accredited provider must have a mechanism in place for the learner to be able to contact the provider if there are questions about the Internet CME activity.

g. **Policy on privacy and confidentiality:** The accredited provider must have, adhere to, and inform the learner about its policy on privacy and confidentiality that relates to the CME activities it provides on the Internet.

h. **Copyright:** The accredited provider must be able to document that it owns the copyright for, or has received permissions for use of, or is otherwise permitted to use copyrighted materials within a CME activity on the Internet.

i. For CME activities in which the learner participates electronically (e.g., via the Internet), all required information specified in the ACCME’s Enduring Materials: Definition and Requirements Policy and the Internet CME Policy must be made accessible to the learner prior to the learner beginning the CME activity. Providers may use tabs, links, “click here” buttons, rollover text, or other electronic means to make this information accessible.

j. Please note that the required information specified in the ACCME Standards for Commercial Support must be transmitted, not only made accessible, to the learner prior to the learner engaging in the CME activity. The learner should be made to pass through this information prior to engaging in the CME activity. The use of tabs, links, or other electronic means that allow learners to go directly to the CME content and bypass the information are not acceptable methods for complying with Standard for Commercial Support 6.