



## *Operating Policy and Procedure*

### **SOM OP: 60.09 Enduring Materials and Other/Blended Activities**

**PURPOSE:** The purpose of this policy is to define enduring materials, other activities and provide guidance on the planning and production to course directors, planners, authors, planning committee members, and presenters/faculty.

**REVIEW:** This policy will be reviewed on September 1<sup>st</sup> of each odd-numbered year by the Managing Director for Texas Tech University Health Sciences Center (TTUHSC) Center of Accredited Interprofessional Continuing Medical Education (CAICME). If a revision to the policy is recommended, the TTUHSC CME Executive Committee will review and approve changes.

### **POLICY/PROCEDURE:**

#### **Policy**

It is the policy of the TTUHSC CAICME to plan and produce enduring materials or other activities using the ACCME and AMA definition of enduring materials and other activity. Enduring materials and other activity must comply with all ACCME Criteria and Policies as well as Standards for Integrity and Independence in Accredited Continuing Education.

#### **Definition of Term**

The ACCME and the AMA define enduring materials as CME activities that are printed, recorded, or accessible online and do not have a specific time or location designated for participation. Rather, the participant determines where and when to complete the activity. Examples: online interactive educational modules, recorded presentations, podcasts.

The ACCME and AMA define other/blended activity is a format used for hybrid, new, or unique approaches that do fall into one of the established activity type. TTUHSC CAICME will identify these activities as other/blended activities in the AMA credit designation statement, and in other documentation given to learners (certificates, transcripts, etc.). The inclusion of this activity format allows educators to deploy new technologies such as simulation, adaptive e-learning, virtual reality, gamification, and social media into their medical education approaches.

### **Procedures**

#### **Enduring Material**

1. Because there is no direct interaction between the provider and the learner, the following information must be communicated to the learner prior to entering into the education activity. Usually this is accomplished on the landing page seen prior to entering the education.
  - Presenters and their credentials
  - Disclosure of any relevant financial relationships by anyone who controlled the content
  - Dates of original release and most recent review or update
  - Termination/expiration date (date after which enduring material is no longer certified for credit)
  - The correct accreditation/credit designation statement
2. The ACCME Content Validity of Enduring Materials Policy states that enduring materials must be reviewed at least once every three years or more frequently if indicated by new scientific developments or dictated by the Office of CME. While providers can review and re-release an enduring material every three years (or

more frequently), the enduring material cannot be offered as an accredited activity for more than three years without some review on the part of the provider to ensure that the content is still up-to-date and accurate. That review date must be included on the enduring material, along with the original release date and a termination date.

3. When an enduring material is created from a live CME activity, the presentations are considered two separate activities - one live activity and one enduring material activity. Both activities must comply with all ACCME Criteria, Policies and Standards

**Other/Blended Activity:**

1. Because there is no direct interaction between the provider and the learner, the following information must be communicated to the learner prior to entering into the education activity. Usually this is accomplished on the landing page seen prior to entering the accredited education.
  - Disclosure of any relevant financial relationships by anyone who controlled the content
  - Dates of original release and most recent review or update
  - Termination/expiration date (date after which enduring material is no longer certified for credit)
  - The correct accreditation/credit designation statement
2. Each other/blended learning activity should be reported for a maximum of a 12 month period. If this activity lasts longer than 12 months, it should be reported as a separate activity.