A Course Medical Director is a physician with active involvement who is responsible for assuring that the content of an education activity is evidence-based, free from commercial influence, and the best practice for improving patient outcomes. One functions as the authorized representative of Southern Regional AHEC (SR-AHEC) Continuing Medical Education (CME) and collaborates with the CME Director to ensure that programs meet the guidelines for approval set forth by the Accreditation Council for Continuing Medical Education (ACCME). **SR-AHEC can only offer *AMA PRA Category 1 Credit™* if this individual is a physician.**

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Responsibilities include working with SR-AHEC CME to:

* Determine the “professional practice gaps” of the physician group represented, and from these “gaps,” derive educational needs (knowledge, competence, and/or performance) that inform the content and approach.
* Select the topics, speakers, and educational format to best address the given needs.
* Develop specific educational objectives to provide a guideline and focus for the content of the sessions.
* Determine potential conflicts of interest and resolve, if applicable, to assure freedom from commercial bias.
* Monitor the quality of the sessions provided and serve as moderator.

*The SR-AHEC CME Director will need to have access to the administrative services of someone who can assist with the details, not requiring his/her direct involvement (i.e., distributing and/or posting flyers, reserving space, etc.).*

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| **Southern Regional AHEC Guidelines** |
| **EDUCATIONAL NEEDS ASSESSMENT/OBJECTIVES:** The Educational Needs Assessment/Objectives portion constitutes as the most important responsibilities of the approval of any CME activity. Input from those attending is essential to planning. |
| **NEEDS ASSESSMENT:** | Accredited educational activities must be planned to meet specific educational needs of prospective learners, and the Course Medical Director must establish a process for the ongoing collection of this information. **Information about “professional practice gaps” and the educational needs that underlie them can come from many sources**, including but not limited to, group surveys, discussion with colleagues; CQI or patient care audits, M&M discussions, peer review activities, evaluation of previous presentations, current research or medical literature. The Course Medical Director may want to convene a small “planning” group of stakeholders, including the SR-AHEC CME Director, to assist in this process. **Any valid process for “practice gap” data collection is acceptable as long as the sources and process used can be documented, and there is a direct connection between this data and the activities requested.** |
| **OBJECTIVES:**  | Objectives enable faculty to focus their teaching on specific clinical issue(s) important to those attending and should highlight the “take home” message desired. Objectives typically answer questions such as, “What do we need to know about this topic?”, “What should we do differently as a result of this educational activity?”, and “How will practice decisions be impacted?” **The objectives for each session should be reasonably specific and tied to the needs identified by the Course Medical Director or Planning Committee.** |
| **APPLICATION/PLANNING DOCUMENT:** The Application/Planning Document provides required information about the planning and needs assessment process, group composition, logistical arrangement, topics, objectives, planners and/or reviewers, as well as presenters. The Course Medical Director meets annually with the Planning Committee to review the past year’s program and outcomes in order to be compliant with ACCME guidelines. If there is a desire to continue the activity, the Planning Committee will review the upcoming year’s application and discuss changes in this meeting. |
| **MEMORANDUM OF AGREEMENT:** For all programs that are jointly provided with another organization, the SR-AHEC CME Director will send a Joint Provider Memorandum of Agreement (MOA) to the appropriate person, outlining the expectations of both the group and CME, a yearly schedule, and cost statement. This contract needs to be signed and returned before proceeding to the next step. |
| **SCHEDULE CHANGES:** The SR-AHEC CME Director should be notified in advance if there are any schedule changes including session times, dates, speakers, presentations, and cancelations.  |
| **SESSION CONTENT:**  The Course Medical Director is responsible for assuring the validity of the clinical content for each activity. |
| **CONFLICT(S) OF INTEREST: It is required that the CME attendees are informed of any commercial relationships to be had with the planner(s), reviewer(s), and/or speaker(s).** This disclosure must appear on all written announcements (i.e., email, flyers, etc.) of the program. The Course Medical Director is responsible for determining where there might be conflict of interest and resolving it prior to the session. A Resolution of Conflict of Interest Form, provided by the SR-AHEC CME Director, should be completed and returned. |
| **ANNOUCEMENTS:** Flyers providing specific information about each presentation should be given to group members, including the SR-AHEC CME Director, **prior to the session.** |
| **EVALUATION:** Evaluation is essential to improve future programming. Constructive criticism and compliments are useful feedback for faculty who make use of suggestions. The SR-AHEC CME Director will provide a template, in which the Course Medical Director is asked to encourage the group’s candor in completing and returning. Responses should be summarized, reviewed by the Course Medical Director, and returned to the SR-AHEC CME Director. |
| **ATTENDANCE RECORDS:** Participants receive CME credit by signing the attendance roster for each session. In order to award credit, the attendee is required to provide a legible full name and email address. SR-AHEC strongly recommends that the Course Medical Director or designee keeps a copy of the attendance records. |
| **CONTINUING EDUCATION RECORD/CREDIT TRANSCRIPTS:** Physicians attending an SR-AHEC affiliated activity can access their Continuing Education Record at any time via MyAHEC (<https://myncahec.net/>). Prompt return of attendance records and Credit Sessions Sheets assures that complete and accurate transcripts will be available.  |

**I have reviewed the guidelines above, along with the ACCME Standards of Commercial Support, and understand my role as a responsible party in said educational activity.**

*CMD Signature:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*Date:* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**For questions, please contact:**

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