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Faculty of Medicine
Division of Continuing Professional Development

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UBC CPD GUIDELINES FOR SUPPORT OF ACCREDITED AND CERTIFIED CPD ACTIVITIES 2016



Background and Context

The primary purpose of Continuing Professional Development (CPD) is to “address the educational needs of physicians and other health care providers in order to improve: the health care of patients” (CMA Policy, Guidelines for Physicians in Interactions with Industry, Standard 21), public health outcomes, as well as the experience of patients and health care providers.

A practical reality is that external financial support is required for the development, delivery and evaluation of many CPD activities. For-profit and not-for-profit organizations often have resources and/or expertise that can contribute to the quality and effectiveness of CPD activities. Whereas the medical profession and organizations that sponsor CPD share a common interest to improve patient care and public health outcomes, the interests of organizations that provide financial and in-kind support for the development of CPD activities are not always congruent with the goal of addressing the educational needs of the medical profession. Therefore it is essential that the medical profession define and assume their responsibility for setting standards that will guide the development, delivery, and evaluation of accredited and/or certified CPD activities.

The University of British Columbia Faculty of Medicine’s Division of Continuing Professional Development (UBC CPD) **Guidelines for Support of Accredited and/or Certified CPD Activities** outline principles for conducting CPD activities that are accredited and/or certified by UBC CPD. These guidelines are intended to safeguard the integrity of accredited and certified CPD activities from influences that could lead to bias – including but not limited to commercial bias.

The UBC CPD Guidelines for Support of Accredited and/or Certified CPD Activities will henceforth be referred to in this document as the **UBC CPD Guidelines for Support**.

Applicability

The UBC CPD Guidelines for Support apply to all situations where financial and/or in-kind contributions are made toward the development, delivery and/or evaluation of a CPD activity accredited and/or certified by UBC CPD.

Adherence to the UBC CPD Guidelines for Support is required for the accreditation and/or certification of CPD activities by UBC CPD. Compliance with these guidelines is required throughout all stages of an accredited/certified CPD activity, from development through delivery and evaluation.

Physicians who participate in CPD activities must adhere to the Canadian Medical Association’s Policy Guidelines for Physicians in Interactions with Industry. UBC Faculty of Medicine faculty members are also bound by UBC Faculty of Medicine Relationship with Industry Policy and UBC Policy [97] on Conflict of Interest and Commitment.

The UBC CPD Guidelines for Support comply with the aforementioned guidelines and policies.



Acknowledgements

The UBC CPD Guidelines for Support were adapted from the National Standard for Support of Accredited CPD Activities (“the Standard”), Draft version 21. The draft Standard was developed by a working group that included members from the College of Family Physicians of Canada (CFPC), Committee on Accreditation of Continuing Medication Education (CACME), Conseil Québécois de Développement Professionnel Continu des Médecins (CQDPCM), Fédération des Médecins Spécialistes du Québec (FMSQ) and the Royal College of Physicians and Surgeons of Canada (Royal College). CPD provider organizations and other stakeholders provided feedback throughout the development of the Standard.

The UBC CPD Guidelines for Support were developed in consultation with the UBC CPD Advisory Committee and a Support Guidelines Working Group with representation from the UBC Faculty of Medicine Departments of Emergency Medicine, Family Practice, Gynaecology, Medicine, Radiology, Surgery, and the School of Population and Public Health.

The UBC CPD Guidelines for Support of Accredited and/or Certified CPD Activities were approved by Faculty Executive on November 17, 2015.

About this document

The UBC CPD Guidelines for Support are organized into seven elements and 36 sub-elements across the domains of Independence, Content Development, Conflict of Interest, Managing Financial and In-kind Support, Recognizing Financial and In-kind Support, Managing Commercial Promotion, and Unaccredited/Uncertified CPD Activities.

The terms “accredited” and “certified” are used together throughout the UBC CPD Guidelines for Support, acknowledging terminologies used by the Royal College of Physicians and Surgeons of Canada (Royal College) and the College of Family Physicians of Canada (CFPC). The UBC CPD Guidelines for Support apply equally to Royal College accredited and CFPC certified programs.

A Glossary of Terms is provided at the end of this document.

Principles

The UBC CPD Guidelines for Support are guided by the following four principles, detailed in the National Standard for Support of Accredited CPD Activities (the Standard), Draft version 21: Trust, Transparency, Accountability and Fairness.

Element 1: Independence

This element describes the membership, roles, responsibilities and decision authority of a scientific planning committee.

- 1.1 Every accredited and/or certified CPD activity must have a scientific planning committee (SPC) that includes representatives of the intended target audience.
- 1.2 The SPC must ensure that decision-making related to the following CPD program elements remains under its exclusive control. The SPC may consider data or advice from all sources and may receive assistance from the CPD provider organization in carrying out the following:
 - a) Identification of the educational needs of the intended target audience;
 - b) Development of learning objectives;
 - c) Selection of educational methods;



- d) Selection and invitation of all persons involved in development, delivery and evaluation of the CPD activity (e.g. speakers, moderators, facilitators, instructors, authors);
 - e) Development and delivery of content; and
 - f) Evaluation of outcomes.
- 1.3 Representatives of a commercial interest or any organization hired by a commercial interest cannot participate in any decisions related to CPD program elements a) through f) within 1.2, and also cannot be members of the SPC.

Element 2: Content Development

This element describes the processes and requirements for members of the SPC to develop content that is responsive to the needs of the intended target audience.

- 2.1 The SPC must have mechanisms in place to support the development of content and/or materials that address the identified educational needs of the intended target audience.
- 2.2 Specific interests of any commercial sponsor must have no direct or indirect influence on the content and/or materials of an accredited and/or certified CPD activity.
- 2.3 A demonstrable process must be in place to ensure that all persons involved with developing and delivering CPD content (e.g. speakers, moderators, facilitators, instructors, authors) are informed that:
- identified needs of the target audience should be considered;
 - activity learning objectives should be developed in consultation with the SPC;
 - content and presentation must be relevant to the learning objectives, reflect current evidence and be balanced across applicable diagnostic and/or therapeutic options;
 - description of diagnostic and therapeutic options must utilize generic names (or both generic and trade names) and not reflect exclusivity or branding;
 - reference to unapproved therapies or devices should be explicitly identified as such;
 - every effort must be made to avoid bias, whether commercial or other;
 - content and materials must meet professional standards and legal requirements, including the protection of privacy, confidentiality and copyright.
- 2.4 The SPC must have a process to collect from participants their assessment of the degree to which the accredited and/or certified CPD activity:
- met the stated learning objectives;
 - was perceived to be balanced;
 - was perceived to be free from bias.
- Collated responses to the bias assessment must be reported to UBC CPD within three (3) months following delivery of the CPD activity.
- 2.5 The SPC must have a process in place to identify and address instances where CPD activities are not in compliance with the UBC CPD Guidelines for Support, and UBC CPD should be consulted should any instances arise.

Element 3: Conflict of Interest

This element describes the processes and requirements for gathering, managing and disclosing conflicts of interest to participants.

- 3.1 All members of the SPC and all others involved with developing and/or delivering CPD content (e.g. speakers, moderators, facilitators, instructors and authors) must provide written description of all



relationships with for-profit and not-for-profit organizations over the previous two (2) years, in the form of a signed Conflict of Interest Disclosure. This includes but is not necessarily limited to:

- a) Any direct financial payments including honoraria;
- b) Membership on advisory boards or speakers' bureaus;
- c) Grants and/or awards for clinical trials or other research;
- d) Patents on any drug, product or device; and
- e) All other investments or relationships that could be seen by a reasonable, well-informed participant as having potential to influence the content of the CPD activity.

- 3.2 Conflict of Interest Disclosures of all SPC members must be completed, signed and received by UBC CPD at the time of application for accreditation and/or certification review.
- 3.3 The SPC is responsible to collect and review Conflict of Interest Disclosures from all who are involved with developing and/or delivering CPD content, in advance of the CPD activity, to determine whether action is required to manage real or potential conflicts of interest. The SPC must have procedures in place to be followed if a conflict of interest comes to its attention. All Conflict of Interest Disclosure forms must be retained by the SPC in case of audit.
- 3.4 All members of the SPC and all others involved with developing and/or delivering CPD content must disclose to participants their relationships as described in sub-element 3.1, above. Management of potential sources of bias must also be described to participants of the CPD activity.
- 3.5 Any individual who fails to disclose their relationships as described in sub-elements 3.1 through 3.4 cannot participate as a member of the SPC or be involved with the development or delivery of the accredited and/or certified CPD activity.

Element 4: Managing Financial and In-kind Support

This element provides a description of the requirements for CPD provider organizations and the SPC in receiving and distributing financial and/or in-kind support.

- 4.1 The CPD provider organization is responsible for the management of all financial and in-kind support for the development, delivery and evaluation of the accredited and/or certified CPD activity.
- 4.2 The SPC cannot be required to accept direction or advice from a sponsor as a condition of receiving financial or in-kind support. Specific interests of any for-profit sponsor must have no direct or indirect influence on any aspect of the development, delivery or evaluation of the accredited/certified CPD activity.
- 4.3 The terms, conditions and purposes by which commercial sponsorship is provided must be documented in a written agreement that is signed by the CPD provider organization and for-profit sponsors.
- 4.4 If exhibits or displays are permitted at an accredited and/or certified CPD activity, every sponsor willing to pay for such space should be given an equal opportunity to display their materials. Different levels of sponsorship are allowed as long as the process is transparent and all sponsors are made aware of the arrangements.
- 4.5 The CPD provider organization must manage all payments to members of the SPC and all others involved with administering, developing, delivering and evaluating the CPD activity (e.g. speakers, moderators, facilitators, instructors, authors). SPC members, and all others involved with developing, delivering, evaluating or administering the CPD activity must not be offered or accept any form of payment, subsidy or other compensation from a for-profit sponsor or any organization hired by a for-profit sponsor.



- 4.6 Payments to members of the SPC and to all others involved with developing, delivering, evaluating or administering the CPD activity should be consistent with that which would be made in the absence of sponsorship. It is appropriate for the CPD provider organization to offer reasonable honoraria and/or reimbursement for reasonable travel, lodging and meal expenses. Token consulting or advisory arrangements cannot be used to justify payment or subsidy for time, travel, lodging and/or any out of pocket expenses by members of the SPC or other persons involved with developing, delivering, evaluating or administering the CPD activity.
- 4.7 Participants cannot be offered or accept any payment or subsidies from any commercial interest or any organization hired by a commercial interest for their travel, lodging or any other expenses for participation in an accredited and/or certified CPD activity, with one exception:
- scholarships or special funds to support trainees (medical students, residents and/or fellows) to attend accredited/certified CPD activities; these funds must be approved by each trainee's program chair, director, or designate, and must be received and distributed by the CPD provider organization or the trainee's program chair.
- 4.8 For-profit sponsorship cannot cover the entire cost of a CPD activity. Support from commercial interests may help to reduce the cost of registration but participants are required to pay a reasonable registration fee, with the following exceptions:
- where for-profit sponsorship is limited to education grants, and no commercial exhibits or materials are distributed or displayed, and there are no commercial representatives in attendance;
 - or where the physician organization ordinarily charges a yearly membership fee that explicitly includes a reasonable fee reduction or waiver for members attending the CPD activity;
 - allied health professionals and trainees may in any case be offered reduced or waived registration fees.
- 4.9 The CPD provider organization, SPC, sponsor or any organization hired by a sponsor cannot pay for or subsidize the travel, lodging or any other expenses of friends, spouses, partners or other family members of:
- members of the SPC;
 - anyone involved with developing, delivering, evaluating or administering the CPD activity;
 - any participants of an accredited and/or certified CPD activity.
- 4.10 Accredited and/or certified CPD activities must clearly have greater importance and time duration than any associated social activities. Social activities cannot occur at a time or location that interferes, competes with, or takes precedence over accredited/certified CPD activities. The cost of social activities (excluding modest meals and breaks offered during a CPD activity) should be paid by the participants.
- 4.11 Upon request by UBC CPD or sponsors, CPD providers must disclose how financial and in-kind support was received and used for the accredited and/or certified CPD activity.
- 4.12 The CPD provider organization has an obligation to ensure that their interactions with sponsors meet professional standards and legal requirements including the protection of privacy, confidentiality, copyright and contractual laws and regulations.



Element 5: Recognizing Financial and In-kind Support

This element provides a description of the requirements for CPD provider organizations and the SPC in recognizing financial and in-kind support received from sponsors.

- 5.1 The CPD provider organization and the SPC must acknowledge and disclose to participants all financial and in-kind support received from sponsors of CPD activities. All financial and in-kind support received must be recognized using a standard acknowledgement statement presented to participants in a manner prescribed by the relevant accrediting/certifying college(s).
- 5.2 Beyond the standard acknowledgement statement for financial and in-kind support outlined in 5.1, the linking or alignment of a for-profit sponsor's name or branding strategies to a specific educational session, meal or break within an accredited and/or certified CPD activity, or social activity associated with a CPD activity, is prohibited. That is, no program element can be named for or branded by a for-profit sponsor or a product.

Element 6: Managing Commercial Promotion

This section defines requirements related to exhibits and the types of materials that can and cannot be displayed.

- 6.1 Product-specific advertising, promotional materials or branding strategies cannot be included on, adjacent to, or appear within any:
 - educational materials, slides, abstracts or handouts used as part of an accredited and/or certified CPD activity;
 - activity agendas, programs or calendars of events (preliminary or final);
 - webpages or other electronic media that contain any educational material.
- 6.2 No advertising, promotional materials or branding strategies are permitted to appear on/within locations where accredited/certified CPD activities are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited and/or certified CPD activity.
- 6.3 Commercial exhibits and advertisements must be arranged in a location that is clearly and completely separated from an accredited and/or certified CPD activity. Advertising, promotional or branded materials may not be distributed outside of aforementioned exhibits.
- 6.4 The SPC cannot be required to accept advice concerning CPD activity development, delivery or evaluation as a condition of any exhibit, branding strategy, promotion or advertisement. Specific interests of any exhibitor or advertiser must have no direct or indirect influence on any aspect of the accredited/certified CPD activity development, delivery or evaluation.
- 6.5 Any incentive provided to participants associated with an accredited CPD activity must be approved by UBC CPD.
- 6.6 Permission from participants to be contacted by third parties must be obtained by the CPD provider organization &/or SPC prior to sharing participant information with third parties.

Element 7: Unaccredited and/or Uncertified CPD Activities

This section defines the roles and responsibilities of the SPC in relation to unaccredited and/or uncertified CPD activities occurring in conjunction with accredited and/or certified CPD activities.



- 7.1 The SPC and/or CPD provider organization must make every effort to ensure that unaccredited and/or uncertified CPD activities are not scheduled to take place at times or locations that interfere or compete with accredited/certified CPD activities.
- 7.2 CPD activities that have not been developed or approved by the SPC to meet the applicable educational and ethical standards for accreditation and/or certification, or for which accreditation/certification is not being pursued, cannot be listed or included within preliminary activity agendas, programs or calendars of events.
- 7.3 Brochures or announcements of unaccredited CPD activities should not be distributed to participants by the CPD provider organization.

Glossary of Terms

Source Abbreviations: CMA = Canadian Medical Association; CFPC = College of Family Physicians of Canada; PAAB = Pharmaceutical Advertising Advisory Board; RC = Royal College of Physicians and Surgeons of Canada; Rx&D = Canadian Pharmaceutical Association; NS = National Standard for Support of Accredited CPD Activities

Term	Definition
Accredited CPD activity	An educational event that meets the administrative, educational and ethical standards of the Royal College of Physicians and Surgeons of Canada, College of Family Physicians of Canada or Conseil Québécois de Développement Professionnel Continu des Médecins. Accredited and/or Certified CPD activities include group learning, self-learning and assessment, delivered in a live or electronic format. [NS]. See also Certified CPD activity.
Advertiser	A for-profit organization that shares information about its programs, services and products through space purchased in conjunction with accredited CPD activities or through other venues or media produced by CPD provider organizations. [CFPC/PAAB]
Advisory board	A group that advises the management of a corporation, organization, or foundation based on their knowledge, experience or expertise. [NS]
Author	The developer of content within eLearning modules, abstracts, posters, presentation slides or any other written or visual materials provided to participants of an accredited CPD activity.
Bias	A predisposition that prevents impartiality or which promotes an unfair, limited, or prejudiced viewpoint.
Certified CPD Activity	Certified is the term adopted by the College of Family Physicians of Canada to replace the term “accredited” in the CFPC Mainpro+ program. See also Accredited CPD activity.
CPD provider organization (WG)	An organization that assumes the responsibility and accountability for the development, delivery and evaluation of accredited CPD activities. CPD provider organizations ordinarily meet the definition of a physician organization. [NS]
Commercial interest	For-profit entities that develop, produce, market, re-sell or distribute drugs, devices, products, or other healthcare goods, services or therapies that may be prescribed to patients or employed by doctors in the diagnosis, treatment, monitoring, management or palliation of health conditions.
Conflict of interest	A set of conditions in which judgement or decisions concerning a primary interest



	(e.g. a patients’ welfare, the validity of research and/or quality of medical education) is unduly influenced by a secondary interest (personal or organizational benefit including financial gain, academic or career advancement, or other benefits to family, friends, or colleagues). [CFPC]
Continuing medical education (CME)	Teaching and learning that meets an identifiable need and designed to enhance medical/clinical knowledge, skills, attitudes, performance or health outcomes. [RC]
Continuing professional development (CPD)	CPD extends beyond the scope of traditional CME (defined above) and includes learning activities focused on competencies across the CanMEDS Framework. [RC]
Exhibitor	An individual or organization having a service contract with a CPD provider organization for displaying and sharing information about their program’s services and products in an Exhibit Hall or area that is clearly separate from the location where accredited learning activity occurs. [CFPC]
Facilitator	One that facilitates; especially: one that helps to bring about an outcome (as learning, productivity, or communication) by providing indirect or unobtrusive assistance, guidance, or supervision.
Financial support	Monetary contributions provided by sponsor for the development, delivery or evaluation of an accredited CPD activity, learning resource or tool.
Gifts	Object, money, entertainment or other financial or in kind offered to someone without asking anything in return. Any materials provided to participants other than those used by the SPC &/or CPD provider organization to achieve the learning objectives of the CPD activity.
Incentive	Something that incites or has a tendency to incite to determination or action.
In-kind support	Services, tools or human resources with a monetary value that are provided to an organization in support of an educational activity. [NS]
Moderator	One who presides over an assembly, meeting, or discussion.
Perceived conflict of interest	A perceived conflict of interest is the appearance of a conflict of interest as judged by outside observers regardless of whether an actual conflict of interest exists.
Physician Organization	<p>A not-for-profit group of health professionals with a formal governance structure, accountable to and serving, among others, its physician members through:</p> <ul style="list-style-type: none"> • Continuing professional development • Provision of health care and/or • Research <p>This definition includes (but is not limited to) the following groups:</p> <ul style="list-style-type: none"> • Faculties of medicine • Hospital departments or divisions • Medical societies • Medical associations • Medical academies • Physician research organizations • Physician clinic • Health authorities not linked to government agencies • Canadian provincial medical regulatory authorities (MRAs) <p>This definition excludes pharmaceutical companies or their advisory groups, medical supply and surgical supply companies, communication companies or other for-profit organizations and ventures/activities.</p>



	<p>Types of organizations that are not considered physician organizations:</p> <ul style="list-style-type: none">• Disease-oriented patient advocacy organizations (e.g. Canadian Diabetes Association).• Government departments or agencies (e.g. Health Canada, Public Health Agency of Canada).• Industry (e.g. pharmaceutical companies, medical device companies, etc.).• Medical education or communications (MEC) companies (e.g. CME Inc.).• For-profit' on-line educators, publishing companies or simulation companies (e.g. Medscape, CAE).• Small number of physicians working together solely and specifically to develop educational programming. <p>[RC /CFPC]</p>
Real conflict of interest	A real conflict of interest exists when two or more interests are indisputably in conflict.
Reasonable	Not excessive and is perceived as such and defensible to stakeholders and to the public. [Rx&D]
Scientific Planning Committee	A group of target audience representatives responsible for the identification of the educational needs of the intended target audience; development of educational objectives; selection of educational methods; selection of scientific planning committee members, speakers, moderators, facilitators and/or authors; development and delivery of content; and evaluation of outcomes of an accredited CPD activity. [NS] The SPC may also include members with specific expertise, including e.g. content experts and educational design experts.
Speaker	Individuals selected by a scientific planning committee based on their recognized expertise and skills to prepare and present information or evidence at a planned educational session in an accredited learning activity. [CMA]
Social Activity	A gathering of individuals that enables social interaction. Social activities do not include meals or breaks during a CPD activity.
Sponsor	An individual, group, corporation or organization (for-profit and not for-profit) that provides financial or in-kind support, including goods or services in support of accredited educational activities, learning resources, or tools. CPD provider organizations are not included. [RC]
Sponsorship (RC)	The process by which an individual, group, corporation or organization provides financial and in-kind support for the development, delivery or evaluation of an accredited CPD activity, learning resource or tool. [RC]
Support (RC)	The provision of financial and in-kind resources provided by sponsor for the development, delivery or evaluation of an accredited CPD activity, learning resource or tool.