

Planning an Activity

The steps required to offer scientifically valid and bias free CME activities.

What You Need to Know Before Applying for CME

Thank you for your interest in offering a Continuing Medical Education (CME) activity. We accept applications for new CME activities throughout the year. All applications submitted for *AMA PRA Category Credit™* are reviewed by the CME Office. Submit your CME Activity Planning Application at least six months prior to your activity date.

If the activity director has financial relationships with companies relevant to your planned activity, the departmental CME committee —including at least two members without financial relationships — must assume responsibility for needs assessment, establishing objective(s), content development and speaker selection.

Planning Process

Please review a **blank** Application Form.

Be prepared to attach the following documents as part of the application:

- Activity Agenda
- Practice gap/Needs Assessment documentation from at least 2 sources
- Planning Committee and Faculty Listing including academic and clinical appointments
- Marketing and publicity samples, if available
- List of prospective sources of commercial support, if applicable

Step 1: Contact the CME Office

CME Manager



Scott Gorman
CME Manager
Wills Eye
Hospital

840 Walnut Street
Suite 800
Philadelphia, PA 19107
Email: sgorman@willseye.org

Step 2: Submit CME Activity Planning Application and Required Forms

The Application must be completed online and is found here:

<https://willseye.cloud-cme.com/application.aspx>

- Click on “New Application” to begin.
- You may close out of the application and return to make edits at any time as long as you fill out all the required (red boxed) questions in that section.
- Hit “Save and Continue” at the end of each section to proceed to the next section.
- Once finished with the application, click the “Submit to Review” button on your application screen.

Disclosure Forms:

- Disclosure forms are completed directly online.
- After including the activity director, planning committee members, and presenters on the application, each will receive an email requesting him/her to complete an online disclosure form. If there is an online disclosure already in the system, the course coordinator will need to confirm with the presenter that the disclosure is accurate and up to date.

All CME educational activities must be developed and presented in compliance with the Accreditation Council for Continuing Medical Education (ACCME) accreditation requirements, the requirements of the American Medical Association (AMA) Physician Recognition Award (PRA) program and the Wills Eye Hospital CME Program Policies.

Step 3: Before Each Session

Prepare notices, calendar postings or announcements that include:

1. The program’s educational objective(s)
2. Accreditation statement (provided by the CME Office)
3. Credit statement (provided by the CME Office)

4. Disclosure summary, including acknowledgment of commercial support (if applicable)

Send the CME Office all announcements for approval prior to printing and/or distributing electronically. Your publicity materials must include the information listed above to satisfy ACCME requirements

Submit the Necessary Forms to the CME Office:

The **Speaker/Planner Declaration Form** must be completed by all speakers.

If the speaker has listed relevant relationships on this form, he/she has a potential conflict of interest (COI). A member of the CME committee who has no relationships with companies must complete the **Faculty Disclosure Review Checklist Form** describing how the COI was resolved to ensure the validity and independence of the activity's content. You may consider strategies such as these or others to resolve bias:

- preview the content and assess the data on which recommendations are based
- advise the speaker to change the presentation's focus, scope or objective — e.g., less emphasis on a particular therapy, procedure or drug and more discussion of the pros and cons of alternatives
- select a different speaker who is unbiased or one whose presentation a trusted Wills Eye Hospital faculty member heard at a national or significant professional meeting

The Activity Director or a member of the planning committee in attendance must sign the **Activity Director Verbal Disclosure Form** at each session.

If your activity is being supported by an unrestricted educational grant(s), the **Letter of Agreement** must be completed and signed with any supporting company, specifying the terms and conditions of the educational grant to your organization/unit. The Letter of Agreement must be signed by the:

- company providing support
- education provider (e.g., your department)
- accredited provider (Wills Eye Hospital CME Office)

Commercial supporters may not pay expenses directly. Grants from commercial supporters must be sent directly to the education provider (e.g., your department) or accredited provider (Wills Eye Hospital CME Office).

Deadlines

Must be submitted before each session:

- **Speaker/Planner Declaration Form**
- **Faculty Review Checklist Form** (if applicable)
- **Letters of Agreement** (if applicable)

Must be submitted after each session (within 30 days of activity date):

- **Activity Director Verbal Disclosure Form**

Step 4: At Each Session

For each session, allow attendees to claim credit through their CloudCME app.

Inform the audience what the presenter has written on his or her disclosure form. The activity director, a designee from your professional staff or the speaker should verify one of the following for the audience:

- that all financial relationships with companies are identified on the disclosure form, *or*
- that the speaker has no relationships with any company whose products may be discussed — even generally — during the educational session, *or*
- that the speaker refused to disclose relevant financial relationships and CME will not be available for that speaker's presentation

This declaration is required at all CME activities, including those without commercial support and with “internal” presenters.