



IUSM CME Policy

Content and Format

Continuing Medical Education (CME) consists of educational activities that serve to maintain, develop, or increase the knowledge, skills, and professional performance and relationships that a physician uses to provide services for patients, the public, or the profession. The content of CME is that body of knowledge and skills generally recognized and accepted by the profession as within the basic medical sciences, the discipline of clinical medicine, and the provision of health care to the public.

The purpose of CME is to facilitate life-long learning among physicians so that their practices may reflect the best medical care for their patients. The goal of CME is to help physicians enhance their performance in practice. All involved in the CME enterprise – educators, meeting planners, faculty, authors, speakers, accredited providers, supporters, and the physician learners themselves – are responsible for fulfilling this purpose and this goal. Thus, the review and validation of the content of CME activities is critical to assuring the public and learners that the content is based on evidence and is free from commercial bias.

In accordance with the Accreditation Council for Continuing Medical Education (ACCME) [Standards for Commercial Support \(SCS\)](#) and ACCME's statement for the [Validation of the Clinical Content of CME](#), IUSM CME strives to ensure balance, independence, objectivity and scientific rigor in all of its CME activities. Therefore:

- All the recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients.
- All scientific research referred to, reported or used in CME in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.
- All recommendations, treatment, or manners of practicing medicine discussed in a CME activity must be within the definition of CME and must not be known (a) to have risks or dangers that outweigh the benefits or (b) to be ineffective in the treatment of patients.
- The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific-proprietary business interest of a commercial interest.
- Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available, trade names from several companies should be used, not just trade names from a single company.
- Design elements that are part of a product-promotional campaign shall not be used in the promotional or educational materials for a CME activity discussing that product.
- CME activity content and format shall comply with the Food and Drug Administration (FDA) [Final Guidance on Industry-Supported Scientific and Educational Activities](#).

- CME activity content and format shall comply with the American Medical Association (AMA) definition of [Continuing Medical Education \(E-9.011\)](#).

(An electronic version of this policy, including links, is available at <http://cme.medicine.edu>)

Reviewed and Revised: July, 2008