



Continuing Education Policies September 2013

CONTINUING EDUCATION MISSION STATEMENT.....	page 2
Policy on Independence.....	page 3
Policy on Content and Format.....	page 3
Policy on Appropriate Use of Commercial Support.....	page 4
Policy on Management of General Commercial Support).....	page 5
Policy on Role of Commercial Interest Representatives.....	page 7
Policy on Disclosures	page 7
Policy on Resolution of Personal Conflicts of Interest.....	page 8
Policy on Joint Sponsorship.....	page 9
Policy on Enduring Materials.....	page 11
Policy on Journal-Based CME/CE	page 11
Policy on The Internet.....	page 12
Policy on Social Events.....	page 13
Policy on Advertising.....	page 13
Policy on Exhibits.....	page 14
Policy on Expenditures Governing CME/CE Planners, Faculty, Authors and Learners.....	page 14
Grievance Procedures Policy.....	page 15

CONTINUING EDUCATION MISSION STATEMENT

Education Vision

The Society of Critical Care Medicine (SCCM) envisions a world in which all critically ill and injured persons receive care from integrated teams of dedicated experts directed by intensivist physicians. Multiprofessional teams use knowledge, and technology to provide timely, safe, effective and efficient patient-centered care. To this end, the SCCM is committed to providing high quality continuing education activities to support health care professionals, encompassing all aspects of optimal and timely delivery of critical care, to offer our patients the best possible outcomes.

Goals

The goals of SCCM's Continuing Education Programs are:

- To serve the lifelong learning needs of critical care practitioners worldwide through educational leadership that focuses on innovation, quality and development of creative outreach programs;
- To conduct educational activities that increase the number of health care professionals with knowledge about critical illness and injury as well as promote better understanding about the unique challenges faced when caring for such patients to optimize delivery of critical care;
- To provide a learning environment in which critical care providers may enhance their professional growth in scientific, research, administrative, cognitive, procedural, and humanistic areas of critical care for the purpose of improving the delivery, safety, cost effectiveness and quality of patient care;
- To foster an environment that facilitates the exchange of information within the practice of multiprofessional critical care between dedicated members of the integrated team through continuing education;
- To develop innovative continuing education activities based on a learning management system that has a multi-faceted approach to change behavior using state-of-the-art technologies to design, implement, assess, evaluate and constantly improve continuing education activities and programs as a whole
- To integrate knowledge from all programs/publications and reorganize knowledge into programs on a learning continuum
- To deliver high quality instruction utilizing a variety of delivery formats including online learner that makes education available anytime and anywhere;
- To increase SCCM's capabilities in measuring and understanding the needs of all healthcare professionals through needs assessment, program evaluation, constant feedback and research into the educational needs of its target audiences
- To develop mechanisms to promote evidence-based practice and outcomes measurement to improve the delivery of critical care
- To facilitate the dissemination of information to, and the acquisition of information by health care providers involved in the care of the critically ill patient;
- To partner with other organizations and institutions, under the clinical and scientific guidance of the SCCM Accreditation Committee, so as to offer expanded educational activities that reach practitioners nationally and internationally
- To meet or exceed the *Essential Areas and Policies* of the Accreditation Council for Continuing Medical Education (ACCME), *Criteria for Quality and Interpretive Guidelines* of the Accreditation Council for Pharmacy Education (ACPE), American Nurses Credentialing Center and the guidelines of the American Medical Association's Physician's Recognition Award (AMA/PRA).

Content

The content of SCCM's continuing medical education program revolves around the delivery of care to the critically ill or injured patient regardless of the healthcare setting, based on the needs of the multiprofessional team of dedicated experts in that field. Topics of education include clinical presentation and therapy, dissemination of the results of clinical trials, cutting edge translational and basic science research in the field of critical care, medical education, as well as

the systems and administrative management of care delivered to critically ill and injured patients. Core clinical areas of focus include internal medicine and its subspecialties, emergency medicine, surgery and its subspecialties, anesthesiology, pediatrics and neonatology, the neurosciences, psychiatry, and pharmacology. Content for all programs will be viewed on a continuum of learning; using knowledge, competence and performance integrated into “knowledge lines” that can effectively carry out the SCCM Strategic Plan goals – “Learn It, Deliver It, Measure It, and Improve It.”

Target Audience

The target audience of SCCM’s continuing education program includes members of the critical care team at all levels of training, including clinical and research scientists, nurses, nurse practitioners, physician assistants, pharmacists, respiratory therapists, dietitians, other health care professionals and intensivists interested in the delivery of critical care.

Types of Activities

The types of activities offered by SCCM’s continuing education program includes, but are not limited to, live conferences and workshops, presentations of selected scientific papers and platform sessions, and enduring materials including printed media, Internet-based activities, and other electronic media.

Expected Results of the Program

As a result of these educational activities, SCCM fosters the continuing professional development of health care providers. The offerings are intended to enhance health care professionals’ knowledge, training and performance for the purposes of improving quality of healthcare delivered and patient outcomes. SCCM is committed to assessing the achievement of the educational objectives, of knowledge base, self-reported competency, practice and clinical outcomes of the continuing education program through qualitative and quantitative methods.

Policy on Independence

All Continuing Education activities sponsored by SCCM shall provide an in-depth presentation that is independent, balanced, objective and scientifically rigorous.

1. In order to maintain the independence of the SCCM, the following decisions regarding educational activities must be made free of control of any commercial interest and fulfill the following:
 - Identification of CME/CE needs
 - Determination of educational objectives
 - Selection and presentation of content
 - Selection of all persons and organizations that will be in a position to control the content of the CME/CE
 - Selection of education methods
 - Development of instructional materials or post activity documents
 - Evaluation of the activity
2. Independence of the CME/CE provider must be stipulated in the Commercial Support Letter of Agreement.
3. A commercial interest cannot take the role of the non-accredited partner in a joint sponsorship relationship.

Policy on Content and Format

SCCM is solely responsible for the validation, quality, content and utilization of instructional materials or post-activity documents that are prepared with the support of outside organizations.

1. Definition of CME/CE: "CME/CE consists of educational activities that serve to maintain, develop, or increase the knowledge, skills, professional competence and relationships a healthcare provider uses to provide services for patients, the public, or the profession. The content of CME/CE is the 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."
2. The content or format of a CME/CE activity or its related materials must promote improvements or quality in healthcare and not a specific-proprietary business interest of a commercial interest.
3. Colors or other design elements that are part of a product-promotional campaign shall not be used in the promotional or educational materials for a CME/CE activity discussing that product.
4. Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME/CE 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.
5. CME/CE activity content and format shall comply with the Food and Drug Administration (FDA) Final Guidance on Industry-Supported Scientific and Educational Activities and American Medical Association (AMA) definition of continuing medical education and Ethical Opinion.
6. All recommendations involving clinical medicine in a CME/CE 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.
7. All scientific research referred to, reported or used in a CME/CE activity in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.
8. All recommendations, treatment, or manners of practicing medicine discussed in a CME/CE activity must be within the definition of CME/CE 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.
9. All CME activities developed and presented must be in full compliance with ACCME and AMA PRA guidelines

Policy on Appropriate Use of Commercial Support

The Society of Critical Care Medicine (SCCM) fully supports and adopts the ACCME *Standards for Commercial Support of Continuing Medical Education*, Accreditation Council for Pharmacy Education's (ACPE) *Standards for Continuing Pharmacy Education* and the standards set by the American Nurses Credentialing Center (ANCC) as its basis for relating to commercial support companies with regard to Continuing Education.

The Society implements these standards and has integrated additional policies that continue to maintain the highest integrity in providing quality continuing education programs. The SCCM's comprehensive policies provide the foundation for the administration, content, and quality of all

educational activities, which includes: activity goals and objectives development; promotional material, text content, faculty approval and guidance, activity evaluation, and issuance of certificates.

A Commercial Interest is an entity producing, marketing, reselling or distribution health care goods or services consumed by or used on patients. Support or collaboration that is given by non-profit organizations is considered a joint-sponsor (see joint sponsorship policy).

1. All Continuing Education (CME/CE) activities sponsored by SCCM shall provide for an in-depth presentation that is independent, balanced, objective and scientifically rigorous.
2. SCCM is solely responsible for the quality, content and utilization of instructional materials or post-activity documents that are prepared with the support of outside organizations.
3. CME/CE activities sponsored by the SCCM must use a SCCM-approved Letter of Agreement for all Continuing Education activities. The Program Development Department must be directly involved in the program development process between SCCM and the commercial support company.
4. Acknowledgment will be made of any outside organization (commercial/for-profit) providing financial support for any educational activity.
5. SCCM makes all decisions regarding the disposition and disbursement of the commercial support funds and in-kind support received for CME/CE activities. All commercial support associated with a CME/CE activity must be given with the full knowledge and approval of SCCM. No additional funds or in-kind support will be provided to the planning committee members, faculty, or authors beyond those defined in the budget.
6. SCCM will not accept advice or services concerning faculty, authors, or participants or other education matters, including activity content and format, from a commercial interest as conditions of contributing funds or services.
7. The Letter of Agreement shall define the terms, purposes, and conditions of the grant and shall be signed by the commercial interest, SCCM, and any other provider or educational partner involved in the planning and implementation of the CME/CE activity. The originating source of the funds shall be considered the commercial interest for purposes of signing the agreement and acknowledgment. All parties to the Commercial Support Letter of Agreement must agree to comply with the SCCM's policies.
8. All educational grant amounts will be based on an itemized and estimated budget prepared in advance and shared with the commercial supporter and the total dollar amount will be reflected in the Letter of Agreement. All commercial support expenditures must be documented and, upon request, provided to the commercial supporter.
 - If it is anticipated that total expenses will be exceeded, SCCM will send a budget addendum and request for additional funds to the commercial supporter. Any additional funds will be documented in an addendum to the Letter of Agreement.

Policy on Management of General Commercial Support

SCCM accepts commercial support in the form of general corporate sponsorship. This type of commercial support is defined as financial support provided to SCCM in support of the Society's mission or specific educational activity or other programmatic activity. Corporate sponsorship opportunities only allow for company's name and/or logo to be included as acknowledgement of the commercial support and do not confer any rights for product specific advertising or for exhibiting as described herein.

1. All commercial supporters will be provided with SCCM's policies and procedures in this regard.
2. Arrangements for commercial support of any type cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME/CE activities.
3. Commercial support in the form of corporate sponsorship of the overall educational activity is preferred (i.e., Gold, Silver, Bronze sponsorships, etc.) as opposed to item specific sponsorship. However, item specific support is permitted but should be reasonably limited so as to maintain the perception of high educational program integrity and the overall high standards for which SCCM has become known.
4. SCCM generally accepts item specific support for:
 - a. social events, receptions, breaks & meals (see **Policy on Social Events** herein)
 - b. technical equipment and support designed to enhance the educational activity such as interactive audience response systems, PDA-Based schedulers, etc.
 - c. SCCM utilized areas of the exhibit hall such as International, Internet and Laptop pavilions, Exhibitor Lounges, etc.
 - d. hotel related items such as: hotel key cards, in-room videos table tent cards, etc.
 - e. facility/logistical support such as message centers, registration desks, coat/luggage check, shuttle bus videos and bus seat covers facility rental costs, etc.
 - f. educational meeting supplies such as registrant bags, portfolio/pads for note-taking, lanyards, badge holders, and pens provided by SCCM as part of the registration materials may not be sponsored. Non-educational supplies may be distributed by the sponsor through their exhibit booth or placed in common areas away from the educational sessions, but will not be distributed by SCCM personnel.
 - g. Other items may be supported based on the needs and location of the activity, and will be considered on a case-by-case basis within the overall spirit of this policy.
 - h. SCCM specifically prohibits corporate sponsorship of the development of guidelines and practice parameters.
5. Acknowledgement of commercial support provided to SCCM in the form of corporate sponsorship is required, but will not be interspersed within the CME/CE content. During live educational events, acknowledgement of program support may occur on signage in registration and other areas and by announcement at the beginning or ending of the program, as well as on slides between sessions
6. Whenever a specific educational program receives commercial support in the form of corporate sponsorship, the following statement will be posted clearly at the entrance of the educational session and on the screen during the session if slides are used.
 - *"This is an industry supported educational session. The SCCM Program Committee has chosen the topic and developed the program content based on the needs of program attendees. While SCCM was provided commercial support to help offset some of the costs related to this event, this funding has in no way influenced the program content or speaker selection. Where selected speakers may have already had a potential conflict of interest because of commercial support they or their institution received from industry unrelated to this educational event, the Program Committee has taken steps to actively resolve those conflicts to ensure you are presented with a fair and balanced educational opportunity. However, you should note speakers with potential conflicts of interest by reviewing the speaker disclosures published in the Program Book and pay close attention to speaker disclosures which are made from the podium immediately prior to the event to ensure you are aware of these issues during the*

presentation. Should you have any questions, concerns or complaints about this issue, you may address them to any SCCM staff member or send email to education@sccm.org who will follow the complaint resolution process proscribed by SCCM Policy.

Policy on Role of Commercial Interest Representatives

Representatives of commercial interests must agree to abide by the SCCM policies, and any other regulations or standards, including letters of agreement that apply to the planning or implementation of CME/CE activities.

1. A commercial interest or its representatives shall not provide CME/CE activities to learners, including the distribution of enduring materials or arranging for electronic access to CME/CE activities at SCCM programs.
2. Representatives of commercial interests must not act as the agents of the accredited provider in the planning or implementation of CME/CE activities.
3. Representatives of commercial interests may attend or participate in CME/CE activities, but must conduct themselves in accordance with SCCM policies. SCCM will monitor representative behavior. Representatives may not post any materials/signage in or outside of the CME/CE activity without prior approval from SCCM.
4. Expected behavior includes, but is not limited to the following:
Representatives of commercial interests:
 - a. Cannot engage in detailing
 - b. Cannot distribute product-promotional materials
 - c. Cannot pay directly any teacher or author honoraria or reimbursement of out-of-pocket expenses
 - d. Cannot provide any other payment to director of the activity, planning committee members, teachers, or authors, joint sponsor, or any others involved with the supported activity
 - e. Must register with onsite activity planners
 - f. Cannot wear company/product name badge
 - g. Cannot participate in the activity by asking questions or inducing participants to ask questions
 - h. Cannot develop their own activity invitations
 - i. Cannot invite guests to attend the CME/CE activity
 - j. Cannot pay registration and expenses for attendees
 - k. Cannot transport faculty members to or from the activity
5. Enduring materials may be provided or sold to commercial interests, but SCCM shall not make any agreement with a commercial interest for the distribution of those enduring materials to learners. Nor shall SCCM make any agreement with a commercial interest to have the commercial interest act as its agent in arranging electronic access to CME/CE activities.

Policy on Disclosures

In an ongoing effort to provide critical care practitioners participating in its Continuing Education Program with activities, products and services that are objective and scientifically rigorous, the Society of Critical Care Medicine (SCCM) has developed the following policy on disclosure of significant financial relationships or other relationships a faculty member or sponsor has with the manufacturer of any commercial product discussed in an educational presentation.

This policy is designed to provide the target audience with an opportunity to review any affiliations between faculty and supporting organizations for the purpose of determining the potential presence of bias or influence over educational content. This policy does not prevent a faculty member with such an affiliation or relationship from participating in the development or delivery of the educational activity.

1. A relevant financial relationship is defined as a financial relationship (in *any* amount occurring in the past 12 months) that creates a conflict of interest. A financial relationship is defined as a relationship in which the individual benefits by receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (e.g. stocks, stock options or other ownership interest, excluding diversified mutual funds), or other financial benefit. Financial benefits are usually associated with roles such as employment, management position, independent contractor /research, consulting, speaking and teaching, membership on advisory committees or review panels, board membership, and other activities from which remuneration is received, or expected. A relationship is relevant if it also relates to a spouse or partner and must be reported.
2. All staff, planning committee members, faculty, presenters, editors, and authors must complete a Full Disclosure Form indicating any relevant financial relationship(s). Any conflicts that exist must be resolved in accordance with the Conflict Resolution policy.
3. Completed disclosure forms must be reviewed and discussed by the appropriate planning committee. Planners, faculty, and authors shall receive clear and unambiguous instructions that failure to return the form by stated deadline will result in disqualification from participation in the CME/CE activity. Reminders (calls, e-mails, faxes) shall be sent at reasonable periods prior to the deadline. Individuals who fail or refuse to disclose their relevant financial relationship(s) will be prohibited from participation in the planning, presentation, or evaluation of a CME/CE activity.
4. The following information regarding relevant financial relationship(s) of all individuals in a position to control CME/CE content will be disclosed to learners:
 - a. The name of the individual
 - b. The name of the commercial interest(s) with which the relationship exists;
 - c. The nature of the relationship the individual has with each commercial interest.
5. For an individual with no relevant financial relationship(s), the learners will be informed that no relevant financial relationship(s) exist.
6. The source of all support from commercial interests will be disclosed to learners. When commercial support is "in-kind", the nature of the support must be disclosed to learners.
7. "Disclosure" must never include the use of a trade name or a product-group message.
8. All disclosure information, including the source and nature of all support from commercial interests will be disclosed to learners in written and/or verbal manner prior to the beginning of all CME/CE/CE educational activities.

Policy on Resolution of Personal Conflicts of Interest

Resolution of conflict means ensuring that the content of the activity is aligned with the interest of the public.

1. SCCM shall identify all conflicts of interest for individuals in a position to control the content of an educational activity.

A conflict of Interest can be said to exist under the following condition: The individual has a financial relationship with a commercial interest, and

- a. The opportunity to affect the content of CME about the products or services of that commercial interest.
2. SCCM shall resolve all conflicts of interest prior to the education activity through one or more of the following steps:
 - a. Introduce a debate format with an unbiased moderator (count-counterpoint)
 - b. Peer review for evidence-based content
 - c. Provide faculty with alternate topic
 - d. Select alternate faculty for specific topics
 - e. Divestiture of the relationship by faculty
 - f. Inclusion of a moderated panel discussion
 - g. Limit content to evidence with no recommendations
 - h. Review of all materials associated with a CME/CE activity by board or planning committee
 - i. Limit equipment representatives of providing logistics and operation support to only procedural demonstrations

The resolution process may involve the chair, moderator/facilitator, faculty, board or planning committee members who shall have no conflict of interest in the matter to resolve.

3. If an infraction occurs regardless of the resolution noted above, SCCM shall resolve the issue through the following steps:
 - a. The committee/board will review the infraction and determine if it was biased.
 - b. A formal letter will be sent to the individual(s) involved in the perceived bias.
 - c. If the perceived bias continues by the individual(s), a second formal letter will be sent.
 - d. If a third instance occurs, the individual(s) will be formally notified and unable to present and/or participate in any SCCM CME/CE activity for a period of two years.

See Appendix for additional examples of conflict of interest and their resolution.

Policy on Joint Sponsorship

Joint sponsorship occurs when SCCM collaborates with either a non-accredited or co-sponsors with another accredited provider on a CME/CE activity. A commercial interest cannot take the role of the non-accredited partner in a joint sponsorship relationship.

The Society of Critical Care Medicine (SCCM) holds the activities it jointly sponsors to the same standards as its directly sponsored activities. The following describes conditions that must be met in any joint sponsorship into which SCCM may enter:

- 1 The proposed activity must be consistent with SCCM's Continuing Education mission statement.
2. SCCM must be involved in the initial planning and development of any jointly sponsored activity it designates for credit. A representative of SCCM must review the content and ensure it is in-line with the SCCM needs assessment. Upon doing this, a topic specific needs assessment, learning objectives, design of the educational activity, final faculty selection, and evaluation methodology will then be further reviewed for approval of a joint sponsorship.

3. All jointly sponsored activities must comply with SCCM policies. Any funds solicited for the activity must be received by SCCM or be authorized in writing to be delivered to the joint sponsor who shall provide full budgets and updates to SCCM in writing. The joint or co-sponsor may solicit funds with the direction of SCCM and may not make any representations or commitments to funding sources as to content, choice of speakers, or other matters prohibited by the SCCM policies. All commercial supporters must sign a CCM approved Letter of Agreement. The commercial supporter must be acknowledged in the activity's materials. **All faculty, staff and planning committee members will be required to disclose financial relationships, regardless of size.**
4. SCCM will review the budget for any proposed jointly sponsored activity to ensure that adequate resources have been devoted to the development of an activity consistent with meeting the activity's objectives. SCCM will withdraw from an activity if resources are inadequate for the development of a high quality activity.
5. SCCM must review and approve all materials associated with the activity prior to their production and distribution. SCCM must be clearly recognized as the lead joint sponsor. [If 2 organizations are working together to put the program on, (ex. A 3rd party company is involved), or if SCCM and another organization (ex. ESICM), SCCM must take responsibility for the credit and integrity of the program.]
6. The responsibilities of the non-SCCM joint or co-sponsor will be clearly enumerated in a joint sponsorship agreement between the non-SCCM joint or co-sponsor and SCCM. SCCM will withdraw from any joint sponsorship if the non-SCCM joint or co-sponsor fails to meet its obligations as described in the contract or fails to comply with this policy.
7. All potential joint sponsorships will be examined on their individual merits. Although all Continuing Education activities jointly sponsored with SCCM must comply with this policy, SCCM reserves the right to refuse to enter into a joint or co-sponsorship for any reason whatsoever, regardless of that organization's willingness to comply with this policy.
8. SCCM will charge a fee for its participation in a joint or co-sponsorship activity. This fee and the terms for its payment and will be mutually agreed to in the letter of agreement. The SCCM identifies the following responsibilities in the letter of agreement:
 - a. Negotiation and signing of the Commercial Support Agreement
 - b. Preparation and dissemination of certificates of credit or participation (four to six weeks following receipt of the participant list)
 - c. Maintenance of official participant records. (Applicant will also be required to maintain unofficial records for six years)
 - d. Handling of participant grievances
9. SCCM will communicate and approve all required statements that must appear on activity materials.
10. SCCM must review all activity materials and reserves the right to mandate pre-dissemination changes it feels is required for compliance with appropriate regulations or for maintenance of SCCM's integrity. The activity may not take place (or in the case of enduring materials or journal CME/CE, may not be disseminated) until official approval is granted by SCCM in writing. SCCM will make reasonable efforts to review materials in a timely manner, but will not be responsible for delays in implementation of the activity.
11. SCCM will specify the documents that the Joint Sponsor must provide to SCCM and the schedule for that provision.
12. The Applicant organization will be notified in writing when its request is approved or

disapproved. Promotional or activity materials may not be disseminated without SCCM approval.

Policy on Enduring Materials

Enduring Materials are defined as printed, recorded or computer-assisted instruction that may be used over time and which, *in themselves*, constitute a planned CME/CE activity.

1. The following information will be communicated to participants on all CME/CE Enduring Materials, prior to the start of the activity:
 - a. Principal faculty, credentials and disclosures
 - b. Medium or combination of media used
 - c. Method of healthcare provider participation in the learning process
 - d. Estimated time to complete the educational activity
 - e. Dates of original release and the most recent review or update
 - f. Termination date (date after which enduring material is no longer certified for CME/CE)
 - g. Acknowledgment of commercial support (only at the beginning or end of the enduring material but not within the educational content; no advertisement [i.e., trade name or product-group message])
 - h. CME/CE Accreditation Statement
 - i. Type of activity: knowledge, application or practice
2. All enduring materials must be reviewed at least once every three (3) years, or more frequently if indicated by new scientific developments.
3. Enduring materials may be provided or sold to commercial interests and commercial interests may provide SCCM financial support for development and distribution of enduring materials, but commercial interests may not act as an agent or directly assist with the development or distribution of the activity to learners.
4. Enduring materials may be commercially supported as noted within the policies on Corporate Sponsorship. Commercial support in the form of advertising is not permitted for enduring materials.

Also refer to the Policy on Independence

Policy on Journal-Based CME/CE

The Society of Critical Care Medicine adopts the following policies relative to journal-based continuing education activities sponsored by the Society of Critical Care Medicine:

1. All Journal-based CME/CE content shall comply with the following definition of CME/CE, "CME/CE consists of educational activities that serve to maintain, develop, or increase the knowledge, skills, professional competence and relationships a healthcare provider uses to provide services for patients, the public, or the profession. The content of CME/CE is the 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."
2. Journal-Based CME/CE activities include the reading of an article(s) or other stipulated learner phase, and a requirement for the completion by the learner of a predetermined set of questions or tasks relating to the content of the materials as part of the learning process.

3. A Journal-Based CME/CE activity is not completed until the learner documents participation in that activity to the provider. This requirement shall be communicated to the learner.
4. Advertising within the pages of the Journal-Based CME/CE activity article(s) or within the pages of the related questions or evaluation material is prohibited. Advertising outside of these pages is permitted according to Policy on Advertising.
5. A health care professional approved by the Society of Critical Care Medicine shall be appointed to the Editorial Board of the journal in which articles given credit by the Society of Critical Care Medicine appear.
6. Journal articles that have been given credit by the Society of Critical Care Medicine must be peer-reviewed.
7. Journal-based Continuing Education activities are to be planned in accordance with SCCM's policies. The planning process for each journal relationship shall include the development of a needs-based curriculum in which topics to be covered are identified and those topics and their needs source are documented.
8. The planning process will identify the intended audience for the articles, and explicit learning objectives are to be articulated in accordance with the needs of that audience. The needs assessment should be relative to the journal's readers.
9. The SCCM policies with respect to commercial support must be followed.
10. Authors must complete the Society of Critical Care Medicine's Faculty Disclosure Form, and authors are to be instructed with regard to fair-and-balance requirements. Editorial board will ensure that CME/CE Articles shall be free of potential bias, fair and balanced
11. Each edition of the journal must include either an evaluation or post-test, or both, which relate to the specific articles in that edition of the journal. To receive Continuing Education credit, a health care professional must attain a passing grade of 70% or more on the post-test.

Policy on the Internet

1. No Internet CME/CE activities shall be posted on a pharmaceutical or device manufacturers' product website.
2. The learner shall be notified by pop-up window or other similar mechanism when they are leaving the educational website.
3. Links from CME/CE activity web sites to pharmaceutical and device manufacturers' product web sites are not permitted before or after the educational content of a CME/CE activity, and shall not be embedded in the educational content of a CME/CE activity.
4. Advertising of any type is prohibited before, during or after an internet-based CME/CE activity including, but not limited to, banner ads, subliminal ads, and pop-up window ads. Sponsorship is permitted, but may not be interspersed within the CME/CE activity in any manner.
5. The learner must have the opportunity to view at the start of the CME/CE activity the hardware and software requirements necessary to participate in the activity.

6. A mechanism for the learner to contact SCCM if there are questions about the Internet CME/CE activity must be apparent and available.
7. The learner must have the opportunity to view at the start of the CME/CE activity SCCM's policy on privacy and confidentiality related to CME/CE activities on the Internet.
8. Communication of required CME/CE statements and information, such as accreditation statements and faculty disclosure information, must be ensured through the viewing of a mandatory screen containing that information.

Policy on Social Events

The following policies apply to Social Events that are held in conjunction with CME/CE activities:

1. Social events or meals at CME/CE activities shall not compete with or take precedence over the educational events.
2. Social events must satisfy three criteria: a) The value of the event to the healthcare provider should be modest; b) the event should facilitate discussion among attendees and faculty members; and c) the educational part of the conference should account for a majority of the total time accounted for by the educational activities and social events together.
3. Modest meals and receptions, not to exceed \$100 per person, are appropriate social events for CME/CE activities.
4. Meals, receptions, or other social events must not be the focus or the primary inducement to attend the CME/CE activity, nor should information about them in activity invitations give the impression that they are more important than the content of the CME/CE activity.
5. Any social activity must have the written approval from SCCM, if held during a CME/CE activity.

Policy on Advertising

Advertising is defined as any promotional activity that is product specific or when any type of action or product quality statement is present. Examples of action statements are "Visit our booth #xxx" or "Company B, the maker of the #1 product in XXXX". However, based on the policy below, advertising in conjunction with an activity is permissible. Advertisements of any type are prohibited in or during educational activities. Advertising activities must be kept separate from CME/CE. (See also related policy on **Management of Commercial Support (Sponsorship)**, contained herein)

1. *Printed CME/CE activities:* Advertisements and promotional materials will not be interleaved within the pages of the CME/CE content. Advertisements may face the first or last pages of printed CME/CE content as long as these materials are not related to the CME/CE content they face and are not paid for by the commercial supporters of the CME/CE activity. SCCM typically permits advertising in its journals and program advertisement materials (i.e., Critical Connections, Critical Care Medicine, Pediatric Critical Care Medicine, Congress Introductory Program, Congress On-site Guide, Congress Ticketed brochure, Congress Pocket Pal, Congress Review, etc.) Advertisements in or included with SCCM monographs, texts and other book-type publications is not permitted, however Commercial support in the form of Corporate sponsorship is permitted (See specific policy.)

2. *Computer-based CME/CE Activities:* Advertisements will not be visible on the screen at the same time as the CME/CE content and not interleaved between computer “windows” or screens of the CME/CE content. Only Sponsorship (See below) is permitted on computer-based CME/CE activities within the parameters set forth in that policy.
3. *Audio and video recorded CME/CE activities:* Advertisements will not be included within the CME/CE. There will be no “commercial breaks”. Only Sponsorship (See below) is permitted on audio and video recorded CME/CE activities within the parameters set forth in that policy.
4. *Live, face-to-face CME/CE Activities:* Advertisements cannot be displayed or distributed in the educational space immediately before, during, or after a CME/CE activity. SCCM does not permit representatives of commercial interests to engage in sales or promotional activities while in the space or place of the CME/CE activity. Advertisements in general registration areas away from the CME/CE activity, or on buses, hotel door drop, hotel video, hotel key cards and in other areas are permitted, but should be limited so as to maintain the perception of high educational program integrity. Advertisements are also permitted throughout non-SCCM utilized portions of the exhibit hall when it is placed in a space separate from the educational activity space.
5. Educational materials that are part of a CME/CE activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name, or a product-group message.
6. Print or electronic information distributed about the non-CME/CE elements of a CME/CE activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.
7. All items above that are suitable for commercial support via advertising, are also permissible for commercial support in the form of non-product specific Sponsorship. Items not discussed above are not suitable venues for advertising.

Policy on Exhibits

1. Arrangements for commercial exhibits or advertisements cannot influence the planning or interfere with the presentation of CME/CE activities, nor can they be a condition of the provision of commercial support for CME/CE activities.
2. Exhibits must be placed in a space separate from the educational activity space and not in the requisite entryway to the activity.
3. A separate contract will be used for exhibit arrangements. That contract will contain the terms, conditions, and prohibitions regarding exhibits associated with the education activity.
4. Exhibit income will be accounted for separately from commercial support income.

Policy on Expenditures Governing CME/CE Planners, Faculty, Authors and Learners

1. CME/CE Planners, faculty and authors can be reimbursed for any reasonable out-of-pocket expenses (including standard coach airfare, transportation to and from airport to the presentation site, meals and standard overnight accommodations), based on the activity. Reasonable honoraria may also be paid.

2. SCCM will make the direct payments to the faculty and authors. No other payments will be made to the director of the activity, planning committee members, faculty or authors, joint sponsor or any others involved with the supported activity.
3. All planners, faculty and authors will be required to complete documentation for reimbursable expenses. To avoid receiving a MISC-1099, US citizens should submit original receipts.
4. Reasonable meals and receptions are appropriate social events at a CME/CE activity and are budgeted using local standard prices.
5. The authorization for a joint sponsor or other educational partner to pay additional honoraria or out-of-pocket expenses shall be documented in Commercial Support Letter of Agreement between SCCM and the joint sponsor and/or educational partner.
6. Commercial support is not used to pay for travel, lodging, honoraria or personal expenses for non-faculty or non-author participants.
7. Commercial support may be used to pay for travel, lodging, honoraria or personal expenses for employees and volunteers of the provider, joint sponsor, or educational partner.
8. All commercial support expenditures must be documented and, upon request, provided to the commercial supporter as a reasonable amount.

Grievance Procedures Policy

To provide for due process in the evaluation and mediation of grievances concerning continuing educational activities, the following Grievance Policy was developed. Grievances may concern, but not be limited to, the awarding of credit for individual participation and/or registration fees issues.

1. A written complaint or grievance should be submitted to the Continuing Education Department.
2. The Continuing Education Department will attempt to resolve the grievance of the complainant.
3. If the initial response is unsatisfactory to the complainant, the matter will be referred to the CEO/EVP for action.
4. If the response from the CEO/EVP is unsatisfactory to the complainant, the matter will be referred to the Executive Committee of the SCCM.
5. The ruling of the Executive Committee will be final.

Reviewed by the Accreditation Committee – April, 2013
Approved by Executive Committee – May, 2013