Purpose: This policy establishes the criteria and process for validating the clinical content of accredited CME and/or CE activities that are provided by PNWU’s Office of University Continuing Medical Education (OUCME). Additionally, it clarifies content that will not be approved for CME and/or CE credit. All recommendations involving clinical medicine and healthcare in a CME and/or CE activity must be based on evidence that is accepted within the profession of medicine and basic healthcare sciences as adequate justification for their indications and contraindications in the care of patients. All scientific research referred to, reported, or used in CME and/or CE in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.

Definitions: PNWU adopts the following definitions:

CME: Continuing medical education 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 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 healthcare to the public.

CE: Continuing education consists of educational activities, which serve to maintain, develop or increase the knowledge, skills and professional performance, and relationships that a healthcare professional uses to provide services for patients, the public or the profession. The content of CE is that body of knowledge and skills generally recognized and accepted by the profession as within the basic healthcare sciences, the discipline of healthcare, and the provision of health care to the public.

Policy: Accredited CME and/or CE is accountable to the public for presenting clinical content that supports safe, effective patient care. The Clinical Content Validation policy is designed to ensure that patient care recommendations made during PNWU’s accredited CME and/or CE activities are accurate, reliable, and based on scientific evidence. Clinical care recommendations must be supported by data or information accepted within the profession of medicine and basic healthcare sciences.

1. The OUCME must review the planned content of an accredited CME and/or CE activity certified by PNWU and demonstrate, in documentation, the base of evidence that determines that any recommendations, treatments, and manners of practicing medicine promulgated in CME and/or CE activities are efficacious in the care of patients. One or more standards by which to judge the validity of content are as follows:
a. FDA approval of pharmaceuticals or medical devices.
b. Identification and documentation of a legislative or legal obligation for physicians
   and/or healthcare professionals to practice medicine incorporating the content.
c. The content is defined in licensure or certification requirements, as appropriate to the
   target audience, with organizations such as; the Federation of State Medical Boards
   of the United States (www.fsmb.org), American Osteopathic Association Specialty
   Certifying Boards (www.ospeopathic.org), the American Board of Medical Specialties
   (www.abms.org), Accreditation Council for Pharmacy Education (www.acpe-accredit.org),
   and the American Nurses Credentialing Center (www.nursecredentialing.org).
d. The validity and scientific integrity of the content of the CME and/or CE activity is
   verified by reference to scientific evidence from a source generally accepted as valid
   by the profession and must be based on conclusion or inferences about the evidence
   that are accepted in the general medical community as valid and sound.

2. The content or format of a CME and/or 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. Presentations must give a balanced view of therapeutic options. Use of generic names will
   contribute to this impartiality. If the CME and/or 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.

4. The OUCME will not provide CME and/or CE credit in the following instances:
   a. Content of activity is not within the definition of CME and/or CE (see above).
   b. Content of activity is known to have risks or danger that outweigh benefits.
   c. Content of activity is known to be ineffective.

Procedure:
1. Faculty will be advised of content requirements once they are confirmed as presenters,
   planners, authors, or a contributors of CME and/or CE content.
2. The course chair will be responsible for review and certification of each presentation in a
   CME and/or CE activity under his or her direction.
3. A Content Certification Form will be prepared for each presentation that documents the
   source of evidence that confirms validity. This form will be signed by the course chair
   leading the activity.
4. The CME Director will give a final approval, indicating that the content is deemed valid and
   within the criteria as stated in this policy. The signed and dated Content Certification Form
   will be maintained with the Activity Planning Document.
5. Evidence of valid content will be placed in the activity files under Planning and Needs.

Related Documents:
- Content Certification Form

This policy and procedure are not to be construed as an employment agreement or contract.
Pacific Northwest University of Health Sciences retains the right to amend or change any policy or procedure at any time without prior notice.