

Role Definitions for CME Activities

The Accreditation Council for Continuing Medical Education (ACCME) requires that anyone who is in a position to control the content of an education activity must disclose to the accredited Continuing Medical Education (CME) provider information regarding any relevant financial relationships that the individual and/or their spouse/partner have with ACCME-defined commercial interests. This disclosure is part of a process to ensure that the content is free of commercial bias.

A person may take on one or more of the following roles during the planning, development and execution of a CME-certified activity. A disclosure of relevant financial relationships would be required for these roles.

Primary Course Director

A physician who has overall responsibility for ensuring that the activity complies with the ACCME Accreditation Criteria and Standards for Commercial Support, AMA policies and Stanford policies. He/she has direct oversight and supervisory responsibility for the planning, implementation and evaluation of the CME activity. This includes compliance with all the criteria listed on the Course Director Responsibility Agreement Form.

Planner

An individual who participates in the planning and development of the educational content in collaboration with the Course Director. He/she has control of the curriculum and works with the Course Director on identifying:

- Professional practice gaps and the underlying educational needs from peer-reviewed literature, hospital data or other sources
- The target audience
- The ACGME/ABMS Core Competencies that will be addressed
- Learning objectives for the course
- Expected educational outcomes and measurement methods
- Format and design of the course
- Factors and barriers that would prevent successful application of the education to practice and strategies to address or overcome these factors or barriers

They may also review the content to ensure that it achieves the expected results.

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Content Reviewer

There are two types of Content Reviewers. In either case, the content reviewer must have no relevant financial relationships with any commercial interests in the content area of the activity.

1. A physician that reviews and resolves any reported relevant conflicts of interest for an individual who has control over content for that CME activity (i.e. planner, speaker). The reviewer also ensures that: 1) educational content is fair, balanced, and free of commercial bias toward any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients, and 2) patient treatment recommendations are supported with the best available evidence and generally accepted by the scientific community.
2. A content expert, typically a physician, who reviews a pre-existing enduring material to determine if the content continues to be up-to-date and accurate for the purposes of renewing the activity. Non-physician reviewers are acceptable when the content is not clinically focused (e.g., statistics, leadership).

Author

An individual who creates educational content and develops slides, modules and presentations, but does not verbally deliver content.

Speaker

An individual who is responsible for verbally presenting educational content of an activity to learners. This person may also be involved in the development of said content or may work with content developed by authors.