



## STAFF

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## Disclosure: More Than a Form and a Slide...Who Knew?!

by Lea Mabry, MEd

Jane is a program coordinator managing CME events for her department. She routinely gets speakers and planners to sign disclosure forms (no easy task!) and sends them to the CME office. She creates PowerPoint slides to disclose all financial relationships, and/or the lack of relationships, to display before each event begins. One day she actually READ one of the disclosure forms and thought, "Is there more to disclosure than just signing a form and creating disclosure slides?"

YES! She discovered that the ACCME considers there to be a 'conflict of interest' when someone who is in a position to influence educational content has a financial relationship with a commercial interest. This relationship could result in educational content that is biased. Therefore, the conflict must be resolved prior to the CME event. Jane realized that the disclosure document actually contains several statements designed to resolve conflicts.

The form asks the person to attest, or truthfully acknowledge, that: 1) they have disclosed all financial relationships; 2) these relationships will be disclosed to the participants prior to the start of the event; 3) they understand that their relationship(s) are not to bias or influence their presentation; 4) if they recommend a practice that it is supported by evidence and generally accepted in medical practice; 5) it will be a balanced view of therapeutic options and evidence-based practices are cited, whenever possible; 6) if using trade names, those of other companies are also mentioned; 7) unlabeled use of commercial products or investigational applications not approved by the FDA discussed in the presentation will be disclosed to the audience; and 8) they will not accept any financial compensation from any commercial supporter of the CME activity or any additional payments other than agreed upon with the CME provider.

Other methods recommended by the ACCME for resolving conflict, include asking participants if they perceived commercial bias through an event evaluation and conducting peer-reviews of the content prior to the presentation. To learn more about disclosure, please visit the ACCME website because disclosure *IS* more than a form and a slide.

School is back in session, leaves are on the ground, and Monday night football is in full force....Yep, Fall is here and the CME office has lots in store!

Thank you to everyone who has turned in their CME applications for the 2008-2009 academic year. We are off to a good start! If you still plan to apply for credit, try to get them in as soon as possible. Late fees went up to \$100 after September 1, 2008.

I want to remind everyone of our new policy regarding closing reports. Effective July 1, 2008:

- If your conference(s) is/are weekly, closing reports are due no later than two weeks from the conference date.
- If your conference(s) is/are monthly, closing reports are due within a month.
- If your conference(s) is quarterly, closing reports are due within a month

Mandatory documents that comprise the closing reports are the session report, announcement/flyer, disclosure form (if not already on file), attendance sheet(s), and any other needed material such as CVs or commercial support documentation (if applicable).

Please make sure that we have all of your attendees' information on file. If you have any new or visiting attendees, please make sure they fill out the conference attendee form. This form can be found on our website at [www.uams.edu/cme](http://www.uams.edu/cme). Please make sure your bar-coded sign-in sheets are kept up to date. This will help cut back on people having to sign in versus just initialing. Make sure anyone signing in prints their name legibly. If it can't be read, then they will not receive credit. If you are not using a bar-coded sign in sheet, please send me a list of your regular attendees, and I will make you one.

If you ever have any questions or concerns, please feel free to contact me or any other staff member in the CME office. We are here to work for you.

*Lindsay Ratliff, MBA*

Want to gain a deeper understanding of the latest ACCME criteria related to the RSS? How about tips for planning and evaluating a RSS??? Then join us on Wednesday, October 15th and November 12th for two webinars produced by the Alliance for Continuing Medical Education.

For complete information click below,

[WEBINARS](#)

in the  
spotlight:  
**CAROLYN FINNIE**

by Lindsay Ratliff, MBA



Carolyn is our featured CME associate for this quarter because her work is fantastic! She is one of our newer CME associates and she has been a shining star ever since. She is very prompt with her work and is always trying to stay informed with new policies and procedures. Many thanks to you, Carolyn!

**Which department do you work for?**

*I work in the College of Medicine Dean's Office in special projects. I write for the COM publications and coordinate two regularly scheduled conferences for CME - the Dean's Research Forum and the Dean's Distinguished Lecture Series.*

**What do you like best about the work you do to support the continuing medical education of our faculty members?**

*The best part is that both of these lecture series foster learning and enhance interdisciplinary collaboration. The Research Forum helps our own faculty and staff become acclimated to research programs and resources outside their departments or areas of interest. The Distinguished Lecture Series brings renowned scholars to UAMS to present science and medical approaches that can benefit research and clinical practice, and improve the teaching skills of our faculty.*

**Have you seen improvement since you became involved with the CME process? If so, what?**

*I find the CME web site very handy. I can always find the most up-to-date forms, policies and other needed information. It's nice having all information on a single site.*

**What ideas do you have about improving our CME processes that would make your work more efficient and enjoyable?**

*It would be helpful to submit RSC session closing reports by e-mail. Since you can download all the forms off the CME site, why not submit them online? I also think speaker evaluations could be done online using interactive web surveys instead of on paper.*

**What is the most surprising thing that has happened or that you have observed in the course of your CME work?**

*I will say that I was dreading starting and completing the 08-09 CME renewal application. I wasn't involved in the previous year's application and thought it might be a daunting task. Luckily, the CME office made it a simple process.*

**What is one (or more) interesting facts about you?**

*I broke a 10-year hiatus from beef by eating a hamburger two years ago. I haven't had one since!*

## A WELL KEPT SECRET! What the OCME Can Do for You

by Alicia Edmiaston

Without a doubt, conference planning can certainly be a challenge. This can be especially true for the first time planner or for someone already stretched for time due to countless other responsibilities. If you are thinking about planning a CME conference and do not really know where to begin, why not consider contacting the OCME to engage our expert help? Most of you know the OCME is responsible for awarding CME credits and ensuring that CME activities meet the ACCME/AMA compliance standards. However, what many people do not know, is that we also offer a wide range of conference planning services.

Our basic service level includes consultation services, approval of AMA PRA Category 1™ credits, and accreditation oversight. When you choose this service level, it is your responsibility to initiate the forms and provide the documentation required for accreditation purposes. At this level, the OCME will guide you through the paperwork and documentation process, and if requested, we will provide planners with advice and tools for the logistical planning and implementation of the activity.

Our standard or advanced meeting planning service level, includes educational and accreditation oversight, forms completion, collection of required documentation, and approval of AMA PRA Category 1™ CME credit. We can also assist in site selection; negotiation of facility agreements; make speaker arrangements; process requests, and applications for, commercial support and educational grants; and when necessary, apply for other CE credits.

Other service levels include budgetary oversight; registration management; on-site meeting management; coordination, preparation, and/or distribution of conference and promotional materials; all logistical arrangements including provision of audio visual operations; preparation of attendance, other reports and final budgets. Many other services are also available.

Whether you plan to invite 50 or 500, the OCME is ready, willing, and able to help you with your conference planning needs. For more information, contact the OCME to schedule an appointment. For a complete list of services and fees, visit the OCME website at <http://www.uams.edu/cme/coursedirectors/default.asp>.

### TRANSCRIPTS OF CME CREDIT NOW AVAILABLE BY EMAIL!

To request a transcript, contact the OCME by [e-mail](#)  
or phone 661-7962.

## An Interview with ALICIA EDMIASTON, Director Continuing Medical Education for the College of Medicine

by Jeannette M. Shorey, II, MD

### Director of CME - what does that mean?

As of January 16, 2009, Alicia Edmiaston will have directed the UAMS College of Medicine Office of CME for 20 years. WOW! That means she has witnessed and guided the office through a host of changes in the "CME business".

### What are the major changes you've seen in CME over the past 20 years?

Remarkable changes, both in the requirements of our accrediting body and in the scope of work here at UAMS. ACCME (Accreditation Council on Continuing Medical Education) requirements have increased substantially in terms of educational rigor and bureaucratic documentation. The amount of paperwork required to keep our Office of CME accredited has tripled over that period of time. The ACCME Essentials have been revised three times. The Standards for Commercial Support did not even exist 20 years ago. The most significant educational changes have occurred in the past 2 years, with new requirements focusing on things that probably mean the most to doctors and patients: improving

physicians' performance in practice and the medical outcomes of their patients.

Our office supported 6-8 managed conferences per year when I assumed the position. In our busiest year, we supported 18 managed conferences. We've averaged 11 per year recently. The audience for many of our managed conferences has expanded a great deal. While our focus is still primarily on the needs of Arkansas physicians, we've also supported conferences with international audiences. This has given us wonderful opportunities to show case the contributions of UAMS physicians and researchers to the world. More locally, the number of Regularly Scheduled Conferences we accredit has increased substantially over 20 years.

Within the Office of CME itself, I've witnessed many staff changes. Without a doubt, our current staff members are the best team of professional women with whom I've had the pleasure to work in 20 years. I appreciate their depth of commitment and professionalism everyday.

### What's the most fun, at work?

Meeting with CME Associates and Course Directors one-on-one to help them create great CME events. I really enjoy being able to help them ensure that their conferences meet ACCME requirements and will be successful.

### What's the least fun, at work?

The paperwork! I have the same headaches that all of our CME Associates and Course Directors have with all the required documentation.

### What's the most fun part of your life?

FAMILY! Perhaps especially the joys of being a grandmother.



## UPCOMING EVENTS

## Tips for Planning a Successful Conference: Beginning the Process

by Valerie Thomas

### OCTOBER

- 10-11 12th Annual Family Medicine Update  
UAMS Institute on Aging
- 10-12 AR Society of Otolaryngology - Head and Neck Surgery Annual Conference  
Red Apple Inn, Heber Springs, AR
- 17-19 2008 AACH Research and Teaching Forum  
Madison, WI
- 17-18 24th Annual AR Orthopaedic Forum & Society Annual Meeting  
UAMS Neuroscience Bldg., Little Rock, AR
- 17-18 AR Urologic Society Annual Meeting  
Embassy Suites, Little Rock, AR
- 25 11th Annual Anatomic Pathology Conference  
UAMS Neuroscience Bldg., Little Rock, AR
- 25-26 Mid-America Interventional Radiological Society Meeting, Fall 2008  
Big Cedar Lodge, Branson, MO

### NOVEMBER

- 7 Neurology Update 2008  
UAMS Neurosciences Institute  
Little Rock, AR
- 14-16 County Health Officers Symposium  
Winthrop Rockefeller Institute  
Petit Jean Mountain, Morrilton, AR

Planning a successful conference, whether large or small, relies on great planning and attention to details. After you have chosen your dates and decided on the location, a planning committee should be formed to plan and organize the conference. The planning committee should have an activity chair and members who can provide leadership in identifying practice gaps with evidenced-based data that the CME activity will address. Including an OCME representative in the early planning stages, may be helpful in meeting ACCME requirements and with logistical planning.

The planning committee will determine the target audience, develop a well written statement of purpose, and formulate educational objectives. The committee will also develop a course outline to include beginning and ending times for registration, welcome/introductions, each educational session, breaks and meal periods. Tasks are assigned for recruiting speakers, finalizing topics, as well as brochure and syllabus development and review. Decisions about which types of evaluation tools will most effectively evaluate the effectiveness of the activity will need to be made. Notes or minutes from the committee meetings should be taken and submitted with the application for the CME event.

This is a basic overview of the planning committee and the role it plays in planning a successful conference. Each conference will be different, but the basic guidelines will be the same. Your success will be in the attention to details. Happy Planning!!

**Remember! Whenever you need a CME form, please get a new one from <http://www.uams.edu/cme/coursedirectors/default.asp> to ensure you use the latest version.**

### *Window to the Web*

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|------------------|---|
| UAMS CME         | <a href="http://www.uams.edu/cme/default.asp">http://www.uams.edu/cme/default.asp</a>   |
| ACCME            | <a href="http://www.accme.org/index.cfm">http://www.accme.org/index.cfm</a>   |
| AMA              | <a href="http://www.ama-assn.org/ama/pub/category/2922.html">http://www.ama-assn.org/ama/pub/category/2922.html</a>                       |
| AR Medical Board | <a href="http://www.armedicalboard.org/support/sub-downloads.asp#Rules">http://www.armedicalboard.org/support/sub-downloads.asp#Rules</a> |