

# Course Director / Activity Chair Responsibilities Policy

## Purpose

To define the responsibilities of the Course Director in the planning, development, delivery, and evaluation of accredited CME activities in compliance with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accredited Continuing Education and applicable organizational policies. This policy applies to courses offering physician and non-physician credit types.

## Scope

This policy applies to all individuals serving in the role of Course Director for CME activities offered by Southern Illinois University School of Medicine, Office of Continuing Professional Development.

## Policy Statement

Course Directors are accountable for ensuring that CME activities are planned and implemented in compliance with ACCME accreditation criteria and contribute to the professional development of healthcare providers, ultimately improving patient care.

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## Responsibilities

### 1. Needs Assessment & Educational Planning

- Identify practice gaps and educational needs of the target audience.
- Gaps and learning needs are substantiated by data from the target audience, expert opinion, scientific literature, national guidelines, and/or quality improvement data.
- Participate in defining the learning objectives and desired outcomes.
- Ensure the content addresses evidence-based practice and aligns with professional competencies.

### 2. Content Development & Faculty Oversight

- Select qualified faculty and content developers based on expertise and objectivity.

- Planning committees should have more than 1 planner and are usually comprised of 3-5 individuals representative of the target audience.
- If the course director/activity chair has any relevant relationships with ineligible companies, at least one other planning committee member must not have any relevant financial relationships with ineligible companies and be a content expert.
- The Course Directors' and Planners' relevant financial relationships must be disclosed and mitigated before planning the activity.
- Ensure content is:
  - Scientific, evidence-based, and balanced.
  - Free of commercial bias and influence.
  - Tailored to the target audience.
  - Any clinical care, treatments, or practice recommendations are based on evidence that is accepted within the practice of medicine and are not known to have risks/dangers that outweigh the benefits.
  - Designed to address identified learning needs derived from professional practice gaps in knowledge, skill/strategy, or performance in practice.
- Oversee content development to ensure accuracy and independence.
  - Conduct or facilitate peer review of the content of speakers who have disclosed financial relationships. This review must be completed by a non-conflicted physician for courses offering physician credit or an expert in the field of the credit type being sought.

### **3. Compliance with Accreditation Standards**

- Ensure adherence to:
  - ACCME Standards for Integrity and Independence.
  - Southern Illinois University School of Medicine's Conflict of Interest policy.
  - Requirements for disclosure, mitigation of financial relationships, and documentation.
- Review and approve content before delivery to confirm compliance.
- Comply with the Office of Continuing Professional Development's Commercial Support and Exhibit Policy
- Ensure that ineligible companies have no role in the planning or implementation of CE activities. Ineligible companies may not participate in the planning of CE activities. Employees and owners of ineligible companies may serve as faculty in activities only under narrowly defined circumstances and must be pre-approved by OCPD.
- An employee of a commercial entity may present on: the scientific or discovery process itself, the results of basic (biologic, chemical, physical) research studies relevant to the clinical problem being addressed but not those specific to a commercial product or its preclinical and clinical testing, and topics other than those related to the products and business lines of their employer.
  - Employees of ineligible companies may neither teach about their products nor offer recommendations regarding patient care.

- Permission for a commercial employee to act as instructor in a CME activity must be obtained in advance from the Director of Continuing Professional Development and the employee's participation must be closely monitored by course leadership.

#### **4. Evaluation and Outcomes Measurement**

- Participate in developing and reviewing evaluation and outcomes tools.
- Analyze post-activity evaluations to assess:
  - Effectiveness of content.
  - Changes in learner knowledge, competence, performance or patient outcomes.
  - Suggestions for future improvements.

#### **5. Documentation and Record-Keeping**

- Ensure all required or requested documentation is submitted on time to the CME office, including:
  - Planning forms, credit application, agenda, learning objectives, etc.
  - Faculty disclosures and resolution strategies.
  - Evaluation summaries.

#### **6. Communication & Coordination**

- Serve as the (or designate a) primary liaison between OCPD and the planning team.
- Attend planning meetings and collaborate with OCPD staff throughout the activity lifecycle.
- Communicate expectations and responsibilities clearly to faculty, planners, and administrative support personnel.

#### **7. Ethical and Professional Conduct**

- Uphold the principles of academic integrity, objectivity, and professionalism.
- Ensure inclusivity, cultural competence, and accessibility in educational design.

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## **Accountability**

Course Directors who do not fulfill their responsibilities may be restricted from future leadership in CME activities.