



SECTION: 14 Faculty Affairs

AREA: *Continuing Medical Education*

NUMBER: 14.05.01

SUBJECT: Definition and Content Validation for Continuing Medical Education Activities

I. Purpose and Scope

- A. This policy ensures that all accredited continuing medical education (CME) activities offered by the Tilman J. Fertitta Family College of Medicine (Fertitta College of Medicine) adhere to the Accreditation Council for Continuing Medical Education (ACCME) requirements for content validation.
- B. It applies to all continuing medical education activities developed, planned, or reviewed by the Office of Continuing Medical Education and the Continuing Medical Education Committee.

II. Definition of Continuing Medical Education

Continuing medical education (CME) consists of educational activities which 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 of medicine. The content of CME is that body of knowledge and skills generally recognized and accepted by the profession of medicine as within the basic medical sciences, the discipline of clinical medicine, and the provision of health care to the public. All continuing medical educational activities which assist physicians in carrying out their professional responsibilities and duties more effectively and efficiently are identified as CME. A course in management would be an appropriate CME for physicians responsible for managing a health care facility; a course in educational methodology would be an appropriate CME for physicians teaching in a medical school; a course in practice management would be an appropriate CME for practitioners interested in providing better service to patients. CME that discusses issues related to coding and reimbursement in a medical practice also falls within the definition of CME. Fertitta College of Medicine, as an accredited CME provider, may certify nonclinical subjects for *AMA PRA Category 1 Credit™* if they are appropriate to a physician audience and benefit the profession, and patient care.

Not all continuing educational activities which physicians may engage in is defined as CME. Physicians may participate in worthwhile continuing educational activities which are not

directly related to their professional work as physicians. Such activities are not defined as CME and will not be accredited for CME. Continuing educational activities, which respond to a physician's non-professional educational need or interest, such as personal financial planning or appreciation of literature or music, are not CME.

CME activities may describe or explain complementary and alternative health care practices. As with any accredited CME activity, these complementary and alternative health care activities must include discussion of the existing level of scientific evidence that supports the practices. Education that advocates specific alternative therapies or teaches how to perform associated procedures, without scientific evidence or general acceptance among the medical profession that supports their efficacy and safety, will not be certified for *AMA PRA Category 1 Credit™*.

III. Policy

- A. The Fertitta College of Medicine requires that all clinical recommendations presented in continuing medical education activities be based on current scientific evidence and clinical sound reasoning. All the recommendations involving clinical medicine in an accredited 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.
- B. The content must be fair, balanced, and support safe and effective patient care.
- C. Accredited education must not promote or advocate for unscientific approaches, ineffective treatments, or practices known to carry risks that outweigh benefits to patients.
- D. The Office of Continuing Medical Education requires the Planning Committee for each activity be reflective of its target audience to ensure program content validation and appropriate context expert review.
- E. Activities are not eligible continuing medical education credit if the activity presented promotes recommendations, treatments or manners of practicing medicine that are not within the definition of CME or are known to have risks or dangers that outweigh the benefits or known to be ineffective in the treatment of patients.
- F. The Fertitta College of Medicine requires, as the second part of the Financial Disclosure Form, that all persons involved in the educational content of an activity attest to the following to ensure education content is valid:
 - i. *I will base my contributions on the best scientific evidence available regarding this content and my contributions will give a balanced view of therapeutic options and be unbiased.*
 - ii. *My contributions will not promote the products or services of any commercial interest related to this content.*
 - iii. *All scientific research to support a patient care recommendation will conform to generally accepted standards of experimental design, data collection and analysis.*
 - iv. *If I discuss any off-label product use, I will disclose it to participants.*
 - v. *Any new and/or evolving topics I present will be clearly identified as such.*

- vi. *I will not advocate for unscientific approaches to diagnosis or therapy or promote recommendations, treatment or healthcare practices determined to have risks that outweigh benefits or are known to be ineffective in treating patients.*
 - vii. *I will not use trade names of health care products or services.*
 - viii. *I will not promote or sell products in accredited education.*
- G. The Fertitta College of Medicine Office of Continuing Medical Education will not accredit activities that are highly controversial or political in nature.

IV. Definitions

- A. **Content Validation:** The process of ensuring that CME material reflects accurate, evidence-based, and scientifically supported medical information.
- B. **Unscientific Approaches:** Diagnostic or therapeutic methods that are not supported by current scientific consensus or clinical best practices.
- C. **Evolving Topics:** Areas of clinical discussion that are still under investigation or development and are not yet considered standard of care.

V. Supporting Policy Information

- A. All CME activities must:
 - a. Present a fair and balanced view of therapeutic and diagnostic options.
 - b. Base clinical recommendations on accepted scientific standards.
 - c. Clearly label and contextualize emerging or experimental approaches.
 - d. Refrain from advocating treatments that are ineffective or harmful.
- B. The Office of Continuing Medical Education staff and reviewers will assess content for alignment with current evidence and the ACCME's *Standards for Integrity and Independence*.
- C. The Office of Continuing Medical Education reserves the right to decline credit approval for any activity that fails to meet content validation requirements or fails to attest to the educational content validation statements.

VI. Disciplinary Action for Non-Compliance

- A. Content found to be non-compliant with ACCME content validation standards will result in the denial or revocation of CME credit. Repeat violations may lead to suspension of CME privileges for the sponsoring department or presenter.

VII. References

- A. [ACCME Content Validation Policies](#)
- B. [Standards for Integrity and Independence in Accredited Continuing Education](#)

VIII. Review and Responsibility

Responsible Party: Director, Continuing Medical Education

Review: Every 2 years

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Next Review Date: 10/06/2027

Responsible Office(s): Office of Continuing Medical Education
Fertitta College of Medicine

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