

Purpose

The Policy on Internet CME exists to provide guidance for staff, faculty and joint providers on the implementation of the ACCME's Policy for CME Delivered via the Internet.

Policy

- NYU School of Medicine (NYU) fully supports and adopts the ACCME Policy for CME Delivered via the Internet (Policy #2002-A-11) as recommended by the Strategic Plan Implementation Task Force.
- CME activities provided by NYU must be planned and implemented in compliance with the Essential Areas and policies of the ACCME.
- All continuing medical education Internet activities provided by NYU shall maintain separation of promotion from education by ensuring the following:
 - Internet CME activities cannot reside on a pharmaceutical or device manufacturer's website
 - There must be clear notification that a learner is entering and leaving the educational website
 - Links from the website of an ACCME-accredited provider to a pharmaceutical and device manufacturer's website are only permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity
 - Advertising of any type is prohibited within the educational content of CME activities on the Internet, including but not limited to, banner advertisements, subliminal advertisements, and pop-up window advertisements
- NYU will operate its Internet CME products and services in accordance with high levels of business and management integrity – as they relate to human resources, financial affairs, and legal obligations – ensuring its obligations and commitments are met.
- NYU will have a mechanism (including telephone and e-mail contact information) for the learner to contact the provider with questions about their Internet CME activities;
- For Internet CME activities, NYU will post on its website information regarding privacy and confidentiality of information; and compliance with copyright law.
- The CME activity may reside on the website of a joint or co-provider of the activity, but there must always be a hyperlink to the NYU website.

Implementation

- Staff planning an Internet CME activity will complete the Internet CME Checklist to assure compliance with this policy.
- The completed Internet Checklist will be affixed to the CME activity file.
- Internal or external web designers must obtain approval by the Administrative Director that the Internet CME activity has complied with this policy.
- Other enduring material requirements of NYU's Policy on Enduring Materials must be adhered to in an Internet CME activity (e.g., expiration date, length of time to complete the activity, etc).
- NYU will ensure the commercial support of an Internet CME activity complies with the requirement not to have a credited activity reside on the supporter's website, including a visual inspection of how hyperlinks are used to refer physicians to the site.
- If the activity is an enduring Internet activity, the rules contained in the Policy on Enduring Materials also will apply.