Aurora Health Care  
Continuing Professional Development  

Enduring Materials  

PURPOSE:  
To ensure that the Aurora Health Care (Aurora) Continuing Professional Development (CPD) office is in compliance with the Wisconsin Medical Society’s (the Society’s) policies for Enduring Materials.  

POLICY:  
In addition to complying with all the Society’s guidelines for AMA PRA category 1™ activities, Enduring Materials will comply with the additional requirements as listed under the “Procedure” section of this policy. Enduring materials are printed, recorded, internet or computer-assisted instructional activities that may be used over time at various locations, and that within themselves constitute a planned CME activity. Each enduring material must be evaluated at least once every three years or more frequently if indicated by new scientific developments. The findings from the evaluation process must be used to revise, update, or plan future versions of the enduring materials.  

In instances of Joint Sponsorship, Aurora will assume ongoing responsibility for the planning, proper use, and evaluation of the certified CME activity.  

Commercial interests or its representatives will not provide/distribute enduring material to learners for the Aurora CPD office.  

PROCEDURE:  
1. Enduring materials will follow the Aurora CME application process  
2. The medium or combination of media chosen must be consistent in content and method with the stated objectives or purpose. The overall length of the recorded materials and estimated study time for completing the activity should be specified.  
3. A statement must be displayed that the certified CME activity was planned and produced in accordance with the Wisconsin Medical Society Essential Areas, Elements and Policies.  
4. The following information will be communicated to participants within the certified CME enduring material.  
   a) The principal faculty, their credentials and disclosure information  
   b) Target audience  
   c) Topics and educational content  
   d) Needs addressed and objectives and/or established purpose for the enduring material  
   e) For printed material – a table of contents with total number of pages  
   f) Medium or combination of media used  
   g) Method of learner participation in the learning process, i.e. question & answer session, case studies, skill test  
   h) Estimated time to complete the educational activity (same as the number of credit hours designated)  
   i) Provide access, where appropriate, to bibliographic sources that allow for further study  
   j) Date of enduring material’s original release  
   k) Date of most recent review/update  
   l) Date of CME approval  
   m) Date of termination date (date after which enduring material is no longer certified for credit)  
   n) Verification of participation, i.e. post-test, evaluation forms. If post-test is used, it will need to be scored confidentially and the score returned to the learner.
o) Instruction of how to receive their credit certificate
p) A contact number for participants who have questions regarding the Enduring Material
q) The Aurora Health Care accreditation and designation statements

5. Commercial Acknowledgment in Enduring Materials
   a) Product specific advertising of any type is prohibited in enduring materials.
   b) Commercial support must be acknowledged in printed materials such as the promotional flier, syllabus or study guide. This acknowledgment must be placed only at the beginning of the enduring material.

6. Journal Based certified CME Activities - The "activity" in a journal-based CME activity includes:
   a) The reading of an article (or adapted formats for special needs),
   b) A stipulation of a learner directed phase [that may include reflection, discussion, or debate about the material contained in the article(s)]
   c) A requirement for the completion by the learner of a predetermined set of questions or tasks relating to the content of the material as part of the learning process. Educational content must be within the definition of continuing medical education.
   d) The activity in a journal-based certified CME activity is not completed until the learner documents participation in that activity to Aurora.
   e) In any journal-based certified CME activity, the learner should not encounter advertising within the pages of the article(s) or within the pages of the related questions or evaluation materials.