

A Course Medical Director is a physician with active involvement who is responsible for assuring that the content of an educational activity is evidence-based, free from commercial bias, and the best practice for improving patient outcomes. One functions as the authorized representative of Southern Regional AHEC (SR-AHEC) Continuing Medical Education (CME) and collaborates with the CME Director to ensure that programs meet the guidelines for approval set forth by the Accreditation Council for Continuing Medical Education (ACCME). **SR-AHEC can only offer AMA PRA Category 1 Credit™ if this individual is a physician.**

I, _____, _____, Course Medical Director for the live activity, _____, agree to carry out the following responsibilities:

- Identify and design activities around **physician practice gaps** (individual or healthcare team).
- Confirm that the **needs assessment** adequately documents the need for the educational activity (i.e., competency or performance, what skills need to be improved).
- Confirm that the format supports the educational goals of the educational activity.
- Confirm that the educational activity is designed to **make a change** in clinical competence, performance in practice either individual or within the healthcare team, or patient outcomes for the learner (i.e., the learner should be able to incorporate the objectives into individual practice and/or within the healthcare team).
- Confirm the educational activity is designed to **measure for a change** in clinical competence, performance in practice, or patient outcomes.
- Identify and discuss barriers that impede physician change.
- Select faculty and verify their competency in the subject area, if appropriate.
- Identify relevant financial relationships of planners and faculty and mitigate them if they do exist (**this involves the review of all presentations**).
- Ensure accredited education is fair and balanced and that any clinical content presented supports safe, effective patient care.
- Ensure that all presentations are free of commercial bias, especially as it relates to trade names, corporate logos, and product group messages.
- Assure that there is no marketing or other promotional activity in the room in which the activity is conducted.
- Comply with [ACCME Standards for Integrity and Independence in Accredited Continuing Education](#) and SR-AHEC policies on commercial support.
- Disclose all financial relationship(s) with ineligible company(ies) and collaborate with SR-AHEC CME to mitigate, if needed (**this may include identifying a Co-Course Medical Director and/or recusing from planning or review of the relevant content**).
- Provide feedback to SR-AHEC CME regarding services rendered.

I have reviewed the guidelines above, along with the ACCME Standards for Integrity and Independence in Accredited Continuing Education, and understand my role as a responsible party in said educational activity. I recognize that failure to comply with the above may result in credit not being awarded or rescinded.

Course Medical Director Signature:		Date:	
FOR SR-AHEC USE ONLY			
<input type="checkbox"/> No potential conflict exists <input type="checkbox"/> A potential conflict has been identified			
SR-AHEC CME Signature:		Date Reviewed:	

