



Guidelines for Planning CME Activities

- The CME Office should be contacted as soon as physicians are identified as a target audience. The CME requirements are designed to require that we be part of the development, not a “rubber stamp.” Consider us your resource for helping to plan the educational event.
- The CME Office should attend any planning meetings, and must approve any promotional materials prior to print. There are specific requirements with regard to marketing CME.
- Needs assessment is the first step in the planning and documentation process in order to meet CME requirements. Once a topic is identified, a process needs to be implemented to identify the specific needs of the target audience for the selected topic in order to identify practice gaps.
- A physician planner is required and should be a member of the RMH Medical Staff. Ideally this physician would be within the target audience in order to ensure content relevance. The planner should not be the speaker but should help select the speaker.
- Objectives then need to be written based on the identified need and should be written in learner format. Complete the phrase, “After participating in this activity, the physician should be more confident in their ability to...” This phrase and the objectives must be included on promotional materials as well.
- If financial support is sought from a commercial entity, there are specific Standards for Commercial Support for CME with which we are required to comply. Go to <http://www.accme.org> and click on ACCME Standards for Commercial Support under Popular Downloads.
- The CME Office has created its own branding which was developed with the assistance of Marketing several years ago. Physicians recognize our fliers and brochures as CME events. It may be beneficial to utilize this look for any CME events.