The Accreditation of Live Educational Events by the EACCME®

Adopted by the UEMS Council on 19th October 2012 in Larnaca (Cyprus)

Entry into force: 1st January 2013

Introduction

1) The European Union of Medical Specialists (UEMS) was founded in 1958 with the aim of representing the interests of specialist doctors at an international level. The UEMS is a non-governmental voluntary organisation comprising the national medical organisations that represent medical specialists in the European Union and in associated countries. With a current membership of 34 countries, and 39 specialist sections, the UEMS provides for the representation of approximately 1.4 million medical specialists working in Europe. The UEMS is committed to the promotion of the highest attainable quality of medical care for European citizens, the highest standards of medical education for doctors, and the free movement of medical specialists throughout Europe.

2) The UEMS established the European Accreditation Council for Continuing Medical Education (EACCME®), in January 2000, with the aim of encouraging high standards in the development, delivery and harmonisation of continuing medical education (CME). This was to be achieved through the international accreditation of CME events, and the establishment of a system for the international acceptance of CME credit points. After just over a decade of function, the UEMS-EACCME® (henceforth EACCME®) accredits around 1400 applications per year for meetings providing international CME. In 2009, the EACCME® introduced a system that provides for the accreditation of e-learning materials.

3) In its policy paper, from 2001, the Basel Declaration on Continuing Professional Development (CPD), the UEMS defined CPD as “the educative means of updating, developing and enhancing how doctors apply the knowledge, skills and attitudes required in their working lives”. The UEMS remains committed to this concept that encompasses educating medical specialists for the wider responsibilities required for specialist medical practice.

4) The UEMS acknowledges the need for CME credits as a simple means of confirming involvement in CME/CPD, hence has introduced a common “CME currency”: the European CME Credit (ECMEC). While the EACCME® provides a credit-based accreditation system, the UEMS draws attention to its policy, stated in the Basel declaration, that doctors should employ a range of educational methods and not rely solely on formally accredited CME for their continuing education.

5) The UEMS has agreements based on the mutual recognition of credit points with the American Medical Association – for live educational events and for e-learning materials – and with the Royal College of Physicians and Surgeons of Canada – for live educational events only.
Scope of this paper

6) In this paper the EACCME® describes the criteria and mechanisms for its accreditation of Live Educational Events (LEEs). This accreditation will apply for all European countries and specialities that have a recognition agreement with the EACCME®, and for countries providing CME/CPD events that will be attended by doctors who reside in Europe. The paper states what criteria will be applied for the accreditation of LEEs, and describes how the Provider of CME/CPD (henceforth referred to as “Provider” – see appendix 6) should apply for EACCME® accreditation.

7) The UEMS defines live educational events as meetings, the primary purpose of which is the provision of educational material of a medical nature to doctors, with the aim that they will achieve educational benefit. It is expected that, as a result of this educational process, patients also will benefit from the lessons, applied in practice, that their specialist doctors have learned.

8) The UEMS recognises that some educational activities employ a range of methodologies, hence straddle areas of definition. The EACCME® will consider the accreditation of such activities on the basis of:
   - the primary form of presentation;
   - the potential for the learner to engage, actively, with the educational event or material.

The EACCME® reserves the right to determine which, if any, of its procedures should be applied to determine the eligibility for accreditation of any application.

9) The UEMS draws attention to differences in national recognition arrangements for CME/CPD credits obtained from attending LEEs, and emphasises that doctors must refer to these when providing a record of their CME/CPD activities.

10) This document represents the updated criteria that will be applied by the EACCME® when considering applications for the accreditation of LEEs, as of 1st January 2013. This document supersedes all previous documents related to such accreditation, originally UEMS D9908 and subsequent revisions. This document will apply until reviewed, in no later than three years’ time.

Educational Objectives and Fulfilment of Learning Needs

11) The Provider must structure the LEE to fulfil defined educational needs.

The application must demonstrate that a “needs assessment” process has been completed, how that process was performed, and what relevant educational needs have been identified from that process.

(Essential criterion)

12) The Provider must define the “target audience” for whom the LEE is most likely to be suitable.

This must be explained in terms of the speciality/ies and seniority of doctor(s) most likely to benefit (henceforth referred to as the “Learner(s)”).

(Essential criterion)

13) The Provider must identify and communicate the expected educational outcome(s) of the LEE.

These must be explained in terms of the expected educational impact in knowledge, skills, attitudes or behaviours, or ethical lessons, and where in a doctor’s practice this will have an impact.

(Essential criterion)
Description of the Live Educational Event

14) The Provider must provide the title of the LEE, its venue, date(s), and a clear description of the nature of the event.
This must indicate whether the LEE will involve lectures, discussions, workshops and/or other educational methods, single or multiple sessions, and whether these will be sequential or in parallel. The EACCME® will consider applications for whole meetings, or, where these fulfil minimum time-based criteria (see paragraph 17), for specific components of a meeting. Separate applications for accreditation will be required for academic satellite symposia that are not part of the conference programme.
(Essential criterion)

15) The LEE must be presented in a manner suitable for an international audience.
The LEE will need to demonstrate that it can accommodate the educational needs of an international audience with the primary language determined by the composition of the audience and facilities available for interpretation as required. International terminology for procedures and therapeutic agents must be used.
(Essential criterion)

16) The LEE must include methods to promote active learning.
The application should state how this will be achieved. Examples include: multimedia presentations; protected time for question and answer sessions; opportunities for audience participation; key-pad votes and discussion.
(Essential criterion)

17) The Provider must provide detailed information on the duration of the LEE.
This is particularly important in order that the EACCME® can determine the maximum number of ECMECs that may be claimed by a Learner who has attended the LEE. This must be a minimum of one educational hour, with each hour of educational time expected to count as one ECMEC, up to a maximum of 3 ECMECs for a half day and 6 ECMECs for a full day. The educational time can be structured flexibly throughout the day. The scale used by the EACCME® to define the number of ECMECs that will be allocated is set out in Appendix 4.
(Essential criterion)

18) The Provider must indicate the mechanism(s) by which it will be verified that the Learner has engaged with the LEE in order to fulfil the educational objective(s).
As a minimum this must involve a mechanism for confirmation of attendance at the LEE. The UEMS encourages the use of more sophisticated methods, such as smart cards confirming attendance at specific sessions, requiring the Learner(s) to complete questions based on the LEE material, requiring the Learner(s) to complete feedback forms, etc. An online evaluation system linked with the provision of a CME certificate also will be acceptable.
(Essential criterion)

19) The LEE must be conducted in compliance with all relevant ethical, medico-legal, regulatory, industry-based and legal requirements.
For example, this should include: confirmation of confidentiality for patients and other participants, or consent to inclusion of non-identifiable details within LEE presentations, compliance with research ethics requirements, compliance with data-protection legislation, and copyright arrangements. It is essential to ensure that patients
are not, and cannot be identified in any of the materials presented. The relevant legal, regulatory and industry-based standards will be those for the country in which the LEE is being held.

(Essential criterion)

**Details of the Provider**

20) *The Provider must provide a short description of the Provider organisation(s).*

The Provider must submit a short description of their own organisation, and any other(s) with which they are working with regard to this specific LEE, specifying, in each case, the organisation’s contribution to the LEE. Where the Provider is a CME company producing a programme on behalf of another organisation (e.g. pharmaceutical or device manufacturer) their relationship must be fully disclosed.

(Essential criterion)

21) *The Provider must state the names and job titles of the individual(s) responsible for preparing the LEE.*

The name and contact address of the person/organisation primarily responsible for the delivery of the LEE must be provided. In addition, if these are from different organisations, the names and contact addresses must be provided of the persons/organisations responsible for the planning of the LEE, the administration of the LEE, the scientific programme content of the LEE, and for billing purposes.

(Essential criterion)

22) *The Provider must provide the name, title and contact details of a medical practitioner who will take responsibility for the application for accreditation of the LEE. This doctor must be registered with a Medical Regulatory Authority, and his/her registration details must be provided.*

Normally this will be a senior member of the Organising Committee for the LEE. In all circumstances, this doctor will be expected by the UEMS to have verified the information submitted on behalf of the Provider in the application for accreditation.

(Essential criterion)

**The Scientific and/or Organising Committee**

23) *The Provider must provide the name(s), job title(s) and contact details of the head, and all other members of the Scientific and/or Organising Committee.*

The person responsible for, or in charge of the committee responsible for, the planning of the scientific content of the LEE must be clearly identified.

(Essential criterion)

24) *The Provider must ensure that all members of the Scientific and/or Organising Committee provide written declarations of potential or actual conflicts of interest.*

All declarations of potential or actual conflicts of interest, whether due to a financial or other relationship, must be provided to the EACCME® upon submission of the application. Declarations also must be made readily available, either in printed form, with the programme of the LEE, or on the website of the organiser of the LEE. Declarations must include whether any fee, honorarium or arrangement for re-imbursement of expenses in relation to the LEE has been provided.

(Essential criterion)
25) The Provider must confirm that any actual conflicts of interest have been resolved.
Where there has been an actual conflict of interest involving a member of the Scientific and/or Organising Committee, the EACCME® must be informed of how this has been resolved. The EACCME® considers it a responsibility of the head of the Scientific and/or Organising Committee to ensure that actual conflicts of interest are addressed.
(Essential criterion)

26) The Scientific and/or Organising Committee must ensure that the LEE will provide a programme that presents a scientifically balanced perspective of the subjects included.
This must include impartiality in the scheduling of subjects, lecturers and opportunity for discussion. Challenge through peer-review by participants during discussion sessions within the LEE can provide an effective safeguard.
(Essential criterion)

The Faculty

27) The Provider must ensure that all members of the Faculty provide written declarations of potential or actual conflicts of interest.
These declarations must be made publicly available, either in printed form, with the programme of the LEE, or, in electronic form, on the website of the organiser of the LEE. The EACCME® considers it a responsibility of the head of the Scientific and/or Organising Committee to ensure that actual conflicts of interest are resolved. The EACCME® has provided a template, available on the EACCME® website, that provides a guide as to what information must be declared. These declarations must be retained for at least one year after the event for potential review by the EACCME®.
(Essential criterion)

The Programme

28) The Provider must provide the latest version of the programme of the LEE at the time of application.
The information provided must include the required details of Faculty members and the titles of lectures, etc. that they will be delivering, and the expected learning outcomes. Details regarding the duration of individual lectures, workshops and sessions must be included, making clear the planned number of educational hours per day. The EACCME® will not permit major changes to the programme following confirmation of accreditation.
Following the LEE, the Provider must also send the final version of the programme to the EACCME® highlighting any differences from the version submitted with the original application for accreditation. (Essential criterion)

Funding of the LEE

29) The EACCME® will only consider for accreditation LEEs that fulfil specific requirements related to their funding. Accordingly, events provided by the pharmaceutical and medical equipment industries will not be considered for accreditation.
30) The source(s) of all funding for the LEE must be declared, and be made available to Learners in a readily accessible manner.
Failure by a Provider to disclose the means of funding of a LEE will lead to rejection of its application. The Provider must provide documentation confirming the basis of the funding for the LEE, whether this is by sponsorship, educational grant, or any other means. While all sources of funding must be declared, the actual amounts provided need not be.
(Essential criterion)

31) The Scientific and/or Organising Committee must confirm that it has determined the content of all aspects of the LEE to be free of any attempt by sponsors to influence the Committee's decisions.
All funding must be provided free of any attempt to influence the programme, individual sessions, subjects for discussion, content or choice of Faculty members.
(Essential criterion)

32) The Provider must submit information regarding the expected total number of Learners attending the LEE and the schedule of fees for these Learners.
The EACCME® recognises that, prior to the LEE, only provisional figures can be provided. The final figures must be included in the feedback report of the event that must be submitted to the EACCME® following completion of the LEE. Grossly or significantly inaccurate attendance declarations will lead to automatic rejection of an application and/or future applications.
(Essential criterion)

Promotional material

33) All educational material must be free of any form of advertising and any form of bias (see appendix 6).
The EACCME® will reject any application that, in its opinion, includes advertising of any product or company directly related to any educational material.
(Essential criterion)

34) Specific examples that will lead to automatic rejection of an application include: the use of a sponsor’s name in the title of the scientific programme, a scientific session or a scientific lecture; the display of brand names and/or individual company logos in scientific lectures or in the scientific programme. The EACCME® will accept a single page acknowledgement, in the scientific programme, where all sponsors are recognised for their support of the LEE and programmes that include the names of satellite symposia only if they are clearly identified as industry sponsored. All advertising components (including the listing of exhibitors) must be clearly separated and distinguished from the scientific/educational components of the programme and identified as such.

35) Where there is a valid evidence base for a specific therapy or agent, this may be stated, but this must be referenced in a manner that is appropriate for a scientific journal.

36) The Provider must confirm that it will comply with the applicable national rules, regulations and industry standards regarding exhibition areas where companies are permitted to present their products.
(Essential criterion)
Review by Learners

37) The Provider must provide a reliable and effective means for the Learners to provide feedback on the LEE, including the extent to which the educational objectives of the LEE were met. The Provider must commit to make available to the EACCME® a report on this feedback and on the Provider’s responses to this. These reports, and the responses to them by the Provider, will inform the EACCME® of the Provider’s track record for future applications for accreditation. The EACCME® will make available, as examples of good practice, suitable feedback forms.
(Essential criterion)

38) The EACCME® reserves the right to request doctors, who will be attending the LEE, to provide independent reports on the fulfilment of the criteria set out in this policy.

Mechanism of Application

39) In order to have an application for accreditation considered by the EACCME®, the Provider (in this section known as the “Applicant”) must:
- submit a fully completed application, in English, using the specific EACCME® application form;
- provide this completed application form, with all relevant attachments and full payment for the application, no less than fourteen weeks from the planned start date of the LEE, and preferably more than sixteen weeks;
- ensure that suitable responses have been provided for each of the essential criteria;
- provide confirmation by the medical practitioner who is taking responsibility for the application (see paragraph 22).

The only application form that will be accepted is that made available at www.eaccme.eu
No applications sent on paper or by email will be considered.
The EACCME® will not accept late applications.
As applications can only be received in English, Applicants will be responsible for the translation of all submitted materials.
(Essential criterion)

40) The Applicant must not attempt to influence the decision of the EACCME®.
Specifically, any attempt to contact the Reviewers of the application will result in automatic rejection of the application and forfeiture of the fee.
(Essential criterion)
41) The EACCME® commits to:

- providing, on its website, an EACCME® application form, based on the criteria set out in this paper;
- ensuring confidentiality regarding the application submitted;
- confirming for the Applicant the following dates:
  a) on which the completed EACCME® application form was received,
  b) on which the application fee cleared, and
  c) the “starting date” – on which the EACCME® has begun its accreditation – which will be determined by the above two criteria having been met
  d) completing the accreditation process within ten weeks of the starting date, except in the case of an appeal being lodged, when the process will take no longer than thirteen weeks;
- following its published accreditation process;
- providing, via the EACCME® website, a progress record that is accessible by the Applicant;
- ensuring that a decision is provided to the Applicant within ten weeks of the starting date or, at nine weeks, if this cannot be achieved, providing an explanation, and an offer of a full refund of the application fee;
- publishing, on the EACCME® website, the list of events submitted for accreditation and the outcome of the accreditation process.

Criteria and Decision-Making for Accreditation

42) The Material and the application form will be reviewed simultaneously by the two EACCME® designated evaluation bodies: a) the National Accreditation Authority of the country within which the LEE will be held, and b) the relevant Speciality-based organisation, whether UEMS Section and Board, or partner European Speciality Accreditation Board. The EACCME® will be solely responsible for appointing these designated evaluation bodies.

43) For a positive decision by the EACCME® designated evaluation bodies, all essential criteria set out in this document must be confirmed. The two designated evaluation bodies also will be required to confirm whether, according to their assessment of the information provided, the application is for an activity that fits within the UEMS definition of a LEE, and whether the stated learning objectives are likely to be achieved.

44) In order for the EACCME® to accredit the Material, both designated evaluation bodies must support the application.

Amendment Procedure

45) The EACCME® recognises that some applications will fulfil almost all the criteria needed for accreditation but may not achieve the standard required in one or two. In accordance with its remit to encourage the improvement of the quality of CME/CPD, the EACCME® will permit the Applicant, following request by the EACCME®, one opportunity to provide additional information.

46) In order to achieve decisions within the tight timescales that apply for LEEs the Applicant will be permitted one week to provide the requested information. If this is not fulfilled, the EACCME® will reject the application without further consideration.
47) Following activation of the amendment procedure, the EACCME® commits to providing a decision within twelve weeks of the original “starting date” of the application. Other than through the mechanism of appeal (see below), this decision by the EACCME® shall be final.

**Automatic Reconsideration**

48) Should the two EACCME® designated evaluation bodies differ in their assessment, an automatic reconsideration will be triggered by the EACCME® system. This automatic reconsideration will be performed at no further cost to the Applicant and will be completed within the timescale applicable for any application. Automatic reconsideration will involve review by the two EACCME® designated evaluation bodies and the Secretary-General of the UEMS (or his/her nominee).

**Appeal**

49) Should both EACCME® designated evaluation bodies reject the application, the Applicant may still appeal. A decision to appeal must be lodged within one week and must be accompanied by full payment of the appeal fee. The appeal process will require a further two weeks from the date that the appeal was received. The fee will be 250 € for all such appeals.

50) The mechanism of the Appeal will be:

- the Secretary General of the UEMS (or his/her nominee) will review all the information provided on the application form and any additional permissible correspondence. The Secretary General will then discuss the application with the two EACCME® designated evaluation bodies;
- the three will vote on the Application, with a majority (2:1) decision being permitted to confirm accreditation;
- the appeal decision of the EACCME® will be final.

**Fees**

51) The fee for an application to the EACCME® for the accreditation of LEEs is determined in accordance with the expected total attendance of Learners and is not dependent on the number of ECMECs awarded. As with any contractual agreement, all invoices must be paid. The EACCME® scale of fees is:

- From zero to 250 participants: 350 Euros
- From 251 to 500 participants: 650 Euros
- From 501 to 1000 participants: 950 Euros
- From 1001 to 2000 participants: 1250 Euros
- From 2001 to 5000 participants: 2450 Euros
- More than 5000 participants: 4250 Euros

The Applicant will have no right to reduce the expected number of participants after submission of the application. The full amount paid by the applicant will only be refundable if the EACCME® cannot provide the Applicant with a decision within ten weeks of the confirmed “starting date” of the application, or within twelve weeks if the amendment procedure was activated.
52) The EACCME® reserves the right, in its sole discretion, to change its fees at any time. An application already submitted will be charged at the rate applicable at the time that it was made.

53) The EACCME® currently only accredits individual applications for e-learning materials and live educational events and does not provide for the accreditation of Providers. An extended statement on this matter is provided as Appendix 5.

Outcomes

54) Until confirmation of accreditation has been sent to the Provider, the only permissible statement that can be made by the Provider on material related to the LEE is “An application has been made to the EACCME® for CME accreditation of this event”. The use of any statement by the Provider that suggests that accreditation has been granted, or has been provisionally granted will result in automatic rejection of the application.

55) Confirmation of accreditation of the LEE by the EACCME® will permit the Provider to use a statement to this effect (prepared by the EACCME®) on and within the Material. This will be confirmed on the EACCME® website, where the maximum number of ECMECs (as one ECMEC per hour of education) will be stated. Only after confirmation of accreditation has been made can the Provider use the UEMS and EACCME® logos on material related to the LEE. Any unauthorised use of these logos will result in action being taken by the UEMS.

56) Accreditation by the EACCME® of a LEE will be for the specific event designated on the application form. It is not permissible to transfer this accreditation to any other event.
Check-list of criteria to be met by the Provider

Appendix 1

Essential criteria

i. The Provider must structure the LEE to fulfil defined educational needs.

ii. The Provider must define the “target audience” for whom the LEE is most likely to be suitable.

iii. The Provider must identify and communicate the expected educational outcome(s) of the LEE.

iv. The Provider must provide the title of the LEE, its venue, date(s), and a clear description of the nature of the event.

v. The LEE must be presented in a manner suitable for an international audience.

vi. The LEE must include methods to promote active learning.

vii. The Provider must provide detailed information on the duration of the LEE.

viii. The Provider must indicate the mechanism(s) by which it will be verified that the Learner has engaged with the LEE in order to fulfil the educational objective(s).

ix. The LEE must be conducted in compliance with all relevant ethical, medico-legal, regulatory, industry-based and legal requirements.

x. The Provider must provide a short description of the Provider organisation(s).

xi. The Provider must state the names and job titles of the individual(s) responsible for preparing the LEE.

xii. The Provider must provide the name, title and contact details of a medical practitioner who will take responsibility for the application for accreditation of the LEE. This doctor must be registered with a Medical Regulatory Authority, and his/her registration details must be provided.

xiii. The Provider must provide the name(s), job title(s) and contact details of the head, and all other members of the Scientific and/or Organising Committee.

xiv. The Provider must ensure that all members of the Scientific and/or Organising Committee provide written declarations of potential or actual conflicts of interest.

xv. The Provider must confirm that any actual conflicts of interest have been resolved.

xvi. The Scientific and/or Organising Committee must ensure that the LEE will provide a programme that presents a scientifically balanced perspective of the subjects included.

xvii. The Provider must ensure that all members of the Faculty provide written declarations of potential or actual conflicts of interest.

xviii. The Provider must provide the latest version of the programme of the LEE at the time of application.

xix. The source(s) of all funding for the LEE must be declared, and be made available to Learners in a readily accessible manner.

xx. The Scientific and/or Organising Committee must confirm that it has determined the content of all aspects of the LEE to be free of any attempt by sponsors to influence the Committee’s decisions.

xxi. The Provider must submit information regarding the expected total number of Learners attending the LEE and the schedule of fees for these Learners.

xxii. All educational material must be free of any form of advertising and any form of bias.

xxiii. The Provider must confirm that it will comply with the applicable national rules, regulations and industry standards regarding exhibition areas where companies are permitted to present their products.
xxiv. The Provider must provide a reliable and effective means for the Learners to provide feedback on the LEE, including the extent to which the educational objectives of the LEE were met. The Provider must commit to make available to the EACCME® a report on this feedback and on the Provider’s responses to this.

xxv. In order to have an application for accreditation considered by the EACCME®, the Provider must:
   a. submit a fully completed application, in English, using the specific EACCME® application form;
   b. provide this completed application form, with all relevant attachments and full payment for the application, no less than fourteen weeks from the planned start date of the LEE;
   c. ensure that suitable responses have been provided for each of the essential criteria;
   d. provide confirmation by the medical practitioner who is taking responsibility for the application.

xxvi. The Applicant must not attempt to influence the decision of the EACCME®.

Decisions to be made by the designated EACCME® Evaluating Bodies
Appendix 2

1) Does the educational event fit within the UEMS definition of a LEE?
2) Have all the essential criteria been fulfilled?
3) On the basis of the application submitted, in your judgement, will the stated learning objectives be fulfilled?
4) How many ECMECs do you recommend can be claimed by a learner for full attendance at this LEE?
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Allocation of European CME Credits (ECMECs) for live educational events

Appendix 4

The EACCME® awards ECMECs on the following basis:

- One hour: 1 ECMEC
- Half a day: 3 ECMECs maximum
- Full day: 6 ECMECs maximum

It must be emphasised that:

- the EACCME® does not award fractions of credits.
- these are maximum allocations, i.e. no more than six ECMECs per day can be awarded, even if the LEE lasts for longer than six hours.

Doctors must only claim ECMECs for those LEEs, or parts of LEEs that they have attended, and should ensure that they do so in accordance with their home country’s criteria.

Potential for Provider Accreditation

Appendix 5

The EACCME® provides a system of accreditation that is based on considering applications related to individual live educational events and individual e-learning materials.

With the increase in applications that has occurred over the last decade, it has become apparent that some providers submit many CME/CPD materials or meetings for accreditation. When such a provider consistently has such applications approved as fulfilling the EACCME®’s criteria for accreditation, this confirms the quality of the provider and their CME/CPD materials.

Accordingly, the EACCME® is exploring the potential for a system of “Provider Accreditation” that may be suitable for such providers. In doing so, the EACCME® is considering the suitability of such a system within the European context, noting the experience of such systems in the USA. It is important to emphasise that, until a policy decision is made by the UEMS Council, such work does not commit the EACCME® to such a system, nor does it exclude the potential for this.

Providers are encouraged to submit applications for the accreditation of individual LEEs which, if accredited, will continue to strengthen their reputation as a high-quality provider.
Definitions
Appendix 6

Bias
Bias is a term used to describe a tendency or preference towards a particular perspective, ideology or result, especially when the tendency interferes with the ability to be impartial, unprejudiced or objective. Bias may be scientific, political, economic and financial, religious, gender-related, ethnic, racial, cultural or geographical. Bias may occur in relation to a particular industry or commercial product such as a mechanical device or pharmaceutical agent, or in relation to a particular intellectual, political or other view, in situations where a range of products or views may be equally useful or valid.

Continuing Professional Development
The educative means of updating, developing and enhancing how doctors apply the knowledge, skills, attitudes, behaviours and the ethical standards required in their working lives.

e-Learning Material
Includes recorded audio, recorded visual, recorded on Compact Disc (CD), recorded on Digital Versatile Disc (DVD), available on Personal Digital Assistant (PDA), available online via an educational website, any mixture of the preceding, and any media supported by electronic digital storage.

Live Educational Event (LEE)
Meetings, the primary purpose of which is the provision of educational material, of a medical nature, to doctors, with the aim that they will achieve educational benefit.

Needs assessment
An evaluation of the learning needs of a group of individuals who are likely to be representative of the intended target audience.

Provider
The individual or organisation responsible for the content, production and marketing of the LEE or, when a number of organisations are providing part of this, the organisation that has lead responsibility.

Target audience
Specific group of doctors identified as the intended recipients of a CME/CPD activity.