

Continuing Education Program Development Operations Manual

Professional Seminars, LTD

2016

Credits: Adopted from Donis Gil at Professional Seminars, LTD

MISSION STATEMENT:

Professional Seminars, LTD seeks to provide quality continuing education to enhance the knowledge and skills of all of our participants. In seeking to provide quality continuing education to Physicians, Nurses and Athletic Trainers, we will ensure that this is done in an ethical manner, and that course participants are satisfied with our facilities, staff and curriculum.

VISION STATEMENT:

Professional Seminars, LTD strives to comply with all required standards established by various National and State accrediting bodies; and in doing so Professional Seminars, LTD will ensure the continued provision of high quality continuing education programing, to all of its program participants. Professional Seminars strives to be the provider of choice for those seeking to enhance their clinical knowledge and skills.

PROVIDER RESPONSIBILITIES

Professional Seminars, LTD (Professional Seminars) participates in the BOC Approved Provider Program. BOC Approved Providers are responsible for providing continuing education (CE) programs to Athletic Trainers and complying with the *Standards for BOC Approved Providers* and the *BOC Approved Provider Handbook*.

- Professional Seminars is approved to offer Level I continuing education (CE) activities to BOC Certified Athletic Trainers (ATs). These are Category A CEUs.
- BOC Approved Provider status expires December 31, 2016
 - Renewal consists of a \$250 annual renewal fee due 12/31/2017
 - Completion of the Annual Report for ***all*** programs offered to ATs in early 2017
- The provider status is a blanket approval, which is granted annually and covers all Category A live events and home study programs offered by Professional Seminars.
- Evidence Based Practice (EBP) Category events are approved on an individual basis under a separate application. Allow additional time for review.

This operations manual serves to comply with the Standards for BOC Approved Providers. A complete list of administrative requirements and expectations are in Section 1 of the *Standards for BOC Approved Providers*.

ADMINISTRATION

As a BOC Approved Provider, Professional Seminars must:

- Comply with BOC guidelines
- The Director of Continuing Education serves as the contact person who will be responsible for communicating with the BOC and disseminating information to anyone who will provide instruction to ATs
- The Director will:
 - Read and maintain compliance with the Standards and Handbook
 - Be knowledgeable of the domains of athletic training
 - Document changes in the primary contact
 - Ensure that the new primary contact understands and is in compliance with the Standards
 - Respond to all BOC staff inquiries and customer complaints within 1-2 business days
 - Notify the BOC of any organizational changes and update our online BOC Approved Provider Profile
 - Not assign or transfer our provider number to another individual

or organization. Agreements clearly defining the working relationship between parties must be developed for co-sponsorship opportunities (see below)

Cosponsor Agreement

In the event that Professional Seminars cosponsors a program, a written agreement that clearly defines the working relationship between parties shall be developed, agreed upon and documented..

The cosponsor agreement shall dictate which party is to complete the following tasks:

- Prior to the Event
 - Secure date, location and food
 - Determine audience
 - Determine topic and content development
 - Secure speakers and forms
 - Determine Level of Difficulty
 - Create program schedule and assign CEUs
 - Determine registration procedures
 - Develop marketing materials
 - Create attendance roster
 - Create statement of credit
 - Create participant assessment
 - Create program evaluation
 - Post program to BOC Provider Directory
- During the Event
 - Collect registration and fees
 - Provide attendance roster
 - Provide participant assessments and program evaluations
 - Distribute statements of credit
- After the Event
 - Retain records
 - Process complaints
 - Participate in Annual Review
 - Complete Annual Report

BUSINESS PRACTICES

BOC Approved Providers adhere to the Code of Ethics, appropriate language guidelines, copyright and conflict of interest outlined in Section 2 of the *Standards for BOC Approved Providers* and the *BOC Approved Provider Handbook*.

Appropriate Language

Use correct terminology on marketing materials and during programs when referring to the professional terms, credentialing, organizations, etc. Educate speakers on terms. Commonly confused terms include:

AT vs. ATC

Athletic Trainer vs. trainer

BOC vs. NATA

Non-Discriminatory Policy

No individual should be denied participation in Professional Seminars' CE programs on the basis of race, color, national origin, religion, sex, disability, military status, sexual orientation or age. We must consider ADA requirements

Copyright Policy & Procedure

Professional Seminars uses a Speaker Release Form, leasing agreement and other documentation to identify the permission of use for protected program materials. Professional Seminars will ensure that copyright permission of materials used by program developers, instructors or others are identified on program materials, including audio-visual and program related materials. Program instructors and sponsors will be required to complete a Release Form stating the use of copyrighted materials prior to participating in the program.

Conflict of Interest Policy & Procedure

All individuals in a position to influence the content of a program to be offered for continuing education credits must disclose any relevant financial or nonfinancial relationship(s) that might affect independent involvement in the proposed program. Any speaker or planning committee member who refuses to disclose financial or nonfinancial relationships will be disqualified from participating in the planning and implementation of the program.

Sponsors will be listed in the promotional materials. No registered, trademarked or copyrighted material, products or techniques will be used within the program. Eliminate product specific narrative from program. CEUs will not be given for time if products are mentioned, goods and services are promoted per the *BOC Approved Provider Handbook* and ACCME requirements.

Identifying and resolving relevant financial and nonfinancial relationship(s)

Professional Seminars requires that all individuals involved in the development and deliverance of program content offered for continuing education credit to disclose relevant financial and non-financial relationship(s).

- a. Prior to participating in the development of program content and/or in the deliverance of such content, individuals must complete a disclosure form. Individuals who refuse to complete the disclosure form will be disqualified and may not participate in the developing or delivering of program content.
- b. Professional Seminars reviews the completed disclosure forms.
- c. In the event of an identified financial or nonfinancial relationship, one or more of the following actions will take place to resolve the potential COI:
 - We will engage the planner/instructor in a guided interview process

which seeks to understand how the relevant financial or nonfinancial relationship may influence the content of the program

- The individual may withdraw from the planning committee or from being an instructor
- The individual may be excluded from the planning or delivery of the parts of the program related to the COI
- The program may be subject to peer review by the remainder of the planning committee or an outside objective entity to ensure the absence of bias in its content
- The program may be submitted for peer review to an external content expert

All actions to identify and resolve conflicts of interest among the individuals developing and presenting the program will be documented and retained for a minimum of 5 years.

Unresolved Conflicts of Interest

If a conflict is identified for any speaker or individual involved in the development of program content and cannot be resolved by the mechanisms described above, further action must be taken to prevent the introduction of bias into the activity. Such actions may include:

- Removal of the speaker or individual involved in the development of program content from the program
- Offering the program or session, but not for continuing education credits

These requirements are also applicable to a speaker or individual involved in planning program content who refuses to disclose financial relationships. These individuals are considered to be in conflict until appropriate disclosures are completed.

Disclosure to potential registrants and program attendees

Professional Seminars must disclose to potential registrants and at the start of the program each instructor's relevant financial and nonfinancial relationships to the program content. The provider must also disclose when instructors have no relevant financial and nonfinancial relationships.

1. This disclosure information must be available in promotional efforts and at the start of the program.
2. The following information must be disclosed to learners:
 - The name of the instructors;
 - Relevant financial relationship(s): Listing the name of the organization and the type of financial relationship; and/or
 - Relevant nonfinancial relationship(s): Listing the name of the organization and the type of nonfinancial relationship; or
 - No relevant financial or nonfinancial relationships exist.

Cancellation and Refund Policy

Cancellations received at least 7 business days before the event are 100% refundable. There will be no refund for cancellations received later. If participants register and do not attend, they are still responsible for full payment.

Participants will need to contact Professional Seminars via phone or email with a request for refund.

Telephone #: (555) 555-5555

Email: seminars@professionalseminars.com

Professional Seminars will process the participant's refund within 3-5 business days from the day the request is received.

Grievance Policy & Procedure

Professional Seminars is committed to conducting all activities in strict conformance with accreditation agencies and boards. Professional Seminars will comply with all responsibilities to be nondiscriminatory in activities, program content and in treatment of participants. Professional Seminars will provide participants with the ability to raise any complaints or concerns they may have.

While Professional Seminars attempts to assure fair treatment of all participants, we recognize grievances that may require intervention. Grievances are handled in the following manner:

- When a participant, either orally or in written format, files a grievance/complaint, the Continuing Education Committee will evaluate the nature of the complaint. If it is meritorious, the Continuing Education Committee will instruct the staff to implement any necessary changes in the course. The complainant will receive a response from the Continuing Education Committee or designated staff within 5 working days.

Participants may file a complaint by telephone or email.

Telephone #: (555) 555-5555

Email: seminars@professionalseminars.com

For a complete list of program development requirements adhere to the Sections 3, 4, 5, and 6 of the *Standards for BOC Approved Providers* and the *BOC Approved Provider Handbook*.

PROCEDURES FOR PROGRAM DEVELOPMENT

Professional Seminars' Courses/Seminars/Programs ("Programs") are created, developed and/or approved by Professional Seminars' Continuing Education Committee. The committee is led by the Director of Continuing Education and comprises subject matter experts in the field of orthopedics, sports medicine and

athletic training. The Continuing Education Committee members are knowledgeable about the required standards established by ACCME, ANCC and BOC. CE activities must be intended for healthcare providers and focus on knowledge, skills and abilities related to healthcare activities. Programs should not include patients, parents, coaches, administrators or teachers.

Determine Program Type

Live Event vs. Home Study

Live events are programs that involve interaction between the instructor and participant in real time. Programs may be in person or online. Conferences, conventions, grand rounds, labs, symposiums, webinars and workshops are acceptable methods of instruction for live events.

“Home study” is defined as an individually-completed course whose content is contained in written, computerized or videotaped media. Home study programs do not have a live facilitator or presenter, but may have an instructor via video, CD or web recording. Home study programs must meet the same standards as any other CE program. BOC Approved Providers must use specific criteria when determining the number of CEUs for recorded and text-based or non-timed courses.

Determine Program Topics

Topics are determined to address a needs analysis in the field of orthopedics, sports medicine and athletic training. Content is based on a knowledge, competency or performance gap, to identify current, valid findings in the literature. Content must fall within the practice analysis for invited participants and be delivered at or above entry-level knowledge and skill for the associated profession. Topics are also presented to the Continuing Education Committee by potential instructors to be reviewed and approved for program creation.

Learning Objectives/Program Content

Learning objectives are the basis for an educational program. Once a topic has been determined, course outcomes/learning objectives that define the knowledge and/or skills that program participants are expected to gain through the completion of the course are created. Each program must have corresponding learning objectives. Learning objectives shall be formulated using Bloom’s Taxonomy (See Handbook). Avoid using: appreciate, comprehended, experiences, know, learn or understand as they are not measureable.

Program content is then created based on these learning objectives. The creation of the content is done by either the Continuing Education Committee or in conjunction with the chosen program instructors.

Program instructors must submit their program content and materials to the Continuing Education Committee for review. Once all content is submitted and reviewed, suggestions are made to the program instructors (if warranted) to ensure they meet the goals of the program. Revisions are made and reviewed until the course learning objectives are appropriately met.

Choosing Qualified Instructors

Instructor Qualifications

Instructors are selected based upon their knowledge of the subject matter; experience and teaching ability; and ability to meet the educational needs of the course participants.

Instructor Requirements

Professional Seminars instructors must provide the following documents prior to the provision of any course:

- Curriculum vitae
- Speaker release form (see ***Handbook***)
- Current bio – to be used in all marketing materials
- Written statement declaring any conflicts of interest or lack thereof. This can be included at the beginning of the course presentations
- List of at least 10 references supporting course content. References must be from within the last 5 years
- All presentations in hand-out format at least 45 days prior to the course. These are needed to create course materials/handouts
- Outline/agenda of lectures
 - Title of presentation and learning objectives
 - Estimated time of each lecture (for CEUs)
 - Proposed method of instruction

Instructor Compensation

Instructor honoraria is \$200 per presentation. Expense Reimbursement will be provided for any expense that the instructor incurs in association with the program they are instructing. Instructors are required to submit all appropriate receipts for expenses incurred (i.e. flights, accommodations, meals, etc.) to Professional Seminars within 2 weeks following the completion of the course.

Determine Program Format and Size

The format of the program will be determined based on the content created by the program instructors and the Continuing Education Committee. The inclusion of breaks such as breakfast, lunch and coffee breaks will also be determined by the program instructor and the Continuing Education Committee. The format is also dependent on what will best achieve the program's chosen learning objectives.

The size of the program will be determined based on the format of the educational program as well as the number of available qualified instructors. Lab and hands-on programs beyond will be limited to 1 instructor per 12 participants. Lecture-based programs may be larger and would then be limited by the size of the venue.

Determine Program Date and Location

Choosing a Date

Program dates will be determined and approved by the Continuing Education Committee. These dates will be chosen based on the following guidelines:

Professional Seminars program dates shall not interfere with major federal or religious holidays, nor with any major national conferences held by relevant national associations (i.e. AAOS, AAPA, NATA).

Instructors may suggest potential dates for courses to the Continuing Education Committee for approval.

Choosing Location

Location will be chosen based on the following criteria:

- Comfortably accommodates the predetermined number of attendees
- Is accessible via all forms of transportation
- Provides appropriate space/facilities for the format of the program
- Has nearby access to food and drink options for programs for which lunch is not provided
- Access to A/V equipment (if available)

Continuing Education Credits/Approval

Accreditation Council for Continuing Medical Education (ACCME)

Follow: <http://www.accme.org/cme-providers>

Professional Seminars, LTD designates this live activity for a maximum of [number of credits] AMA PRA Category 1 Credit. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

American Nurses Credentialing Center (ANCC)

ANCC recognizes the development and delivery of high quality continuing nursing education by organizations worldwide, including health ministries, nursing organizations, employers and education providers.

Professional Seminars, LTD is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Board of Certification (BOC)

Professional Seminars, LTD (BOC AP# P1234) is approved by the Board of Certification, Inc. to provide continuing education to Athletic Trainers. This program is eligible for a maximum of (#) Category A hours/CEUs. ATs should claim only those hours actually spent in the educational program.

Professional Seminars, LTD shall apply for EBP category continuing education approval when applicable.

Professional Seminars, LTD shall utilize and adhere to the BOC Approved Provider Handbook and the 2016 Standards for BOC Approved Providers, when creating educational programming for Athletic Trainers (ATs).

Calculate Amount of Contact Hours/CEUs

Professional Seminars utilizes guidelines provided by the various national and state boards in order to calculate the appropriate amount of contact hours/CEUs available for a program. Credit shall not be awarded for educational programs that 1) do not fall into one of these domains or 2) are presented below the level of an entry-level certified Athletic Trainer. Below are some of the guidelines available:

ACCME and BOC Calculation for Live Programs

For live **Category 1/Category A** programs, one contact hour is equal to 1.0 CEUs, in which the contact hour is defined as 60 minutes of instructional time during which the participants are engaged in educational activities. Contact hours are rounded to the nearest quarter hour.

BOC Calculation for Home Study Programs

For Text Based and non-timed **Home Study** Programs, utilize the Mergener formula. (See *Handbook*)

Determine Program Difficulty Level

Based on the content of the program, a difficulty level will be determined using the categorization criteria developed by the NATA Professional Development Committee (PDC) (See *Handbook*):

PROGRAM LOGISTICS

I. Prior to the Program

Create Online Registration Page

The program's online registration page will be created, linked and posted to the main Professional Seminars site (www.professionalseminars.com/seminars) prior to the creation and distribution of any marketing materials related to the program. This will allow the attendees to electronically register and pay for the program.

Marketing

All programs, including in-house events, must have corresponding promotional materials. Coordinate a marketing campaign with the marketing department that would be able to appropriately reach the chosen target audience in order to ensure optimal attendance. Target audience will be determined based on the topic and content offered by the program.

Create Program Brochure (See *Handbook*)

Program brochures will be created in conjunction with the marketing team in order to maintain brand consistency and must include requirements outlined in the Handbook.

Brochures will be distributed via postal mail, email and/or both. Distribution method will be determined in conjunction with the marketing team.

Distribution list consisting of specific target audiences may also be purchased from reputable sources and used to market the program.

Program Materials

The purchasing of program materials such as pens, folders, flash drives, binders, etc., will be determined by the Clinical Education Committee in conjunction with the marketing team.

Course booklet/handouts will be created using the presentation materials created and submitted by the program instructor and/or by the Continuing Education Committee. These booklets/handouts may be compiled in either print or electronic format for delivery during or prior to the start of the program.

Submit Program to BOC Program Directory

In accordance with the *Standards for BOC Approved Providers*, all continuing education programs aimed at ATs must be submitted to the BOC Program

Directory. List all recognized continuing education programs available to ATs, including both live events and home study programs, and to promote the provider.

Procedures

- A completed electronic event form must be submitted to the BOC at least 10 business days prior to the program start date
- The electronic form is available within the BOC Approved Provider Profile
- List all continuing education programs available to ATs on the Program Directory, including both live and home study, private and open registration
- Programs that are not posted to the directory 10 business days prior to the program date shall not be eligible for Category A continuing education
- Providers who offer programs not listed on the directory must notify participants that the programs are not eligible for Category A CEUs

II. During the Program

Attendance Roster/Sign-in Sheet

All program participants will be required to sign in at the beginning of all live programs.

Legal documents/agreements/consents

Some programs may require that participants provide legal consent in order to participate in the programs labs/activities. In such event, the documents will be provided at the beginning of the program so that the participants may read and sign the consent. A copy of the signed document may be provided upon the participant's request.

Conflict of Interest

Professional Seminars program instructors, as well as program sponsors, are required to declare any and all potential or actual conflict of interest at the beginning of each program. No registered, trademarked or copyrighted material, products or techniques will be used within the program. Eliminate product specific narrative from program.

Participant Assessments

Professional Seminars creates participant assessments to measure participants' mastery of the program content. The assessment allows participants to explain how they plan to incorporate the new skill and/or knowledge into their clinical practice to improve patient outcomes. Assessments must reflect the educational methods, measure the learning objectives of the program and provide participant feedback.

For lecture programs, a pre- and post-test will be used to determine each participant's mastery of the content. Lab, hands-on or other participation programs will require a rubric to assess mastery of the learning objectives.

Program Evaluations

Program evaluations must be developed and conducted for each educational program. See *Handbook* for list of requirements. Completed evaluations are reviewed and feedback is summarized for future program improvements.

The information collected from the program evaluations will be used to make improvements/adjustments to future programs as needed. Feedback about the program and its instructor may also be used to evaluate the instructor's performance.

III. After the Program

Distribute Statements of Credit

Statements of Credit will be provided to all program participants after they have satisfied all of the following requirements:

- Signed in
- Completed the program
- Passed participant assessment
- Completed program evaluation
- Signed out (when applicable)

Document must include requirements outlined in the *Handbook*.

Program Feedback

Data and feedback from program evaluations will be compiled, thoroughly evaluated and synthesized. A summary of all feedback will be provided to the Continuing Education Committee for later review.

Feedback information will also be provided to all of the program instructors within 8-10 business days, so that they may make any necessary adjustments to their program content.

Internal Program Review

Professional Seminar's Continuing Education Committee conducts an annual internal review of all of the program offerings each March. During this annual review, the Continuing Education Committee will evaluate the programs' efficacy and will provide recommendations for improvements based on the available feedback.

The Continuing Education Committee will also evaluate the program instructors

and will provide them with feedback to help improve or refine their teaching and learning methods as well as their presentation materials.

Program Records

Professional Seminars will keep program records for a total of **5 years** following the completion date of the program. Participants will be allowed to request a copy of their statement of credit at any point within that time period. The fee for replacement statements of credit is \$10.

Process Complaints

Any complaints or concerns raised by program participants will be addressed in a timely manner and in accordance with Professional Seminars' Grievance Policy.

SAMPLE

Speaker Release Form

Provider Name makes *program title* presentations available to participants through audio, video and print. We request your permission to duplicate, distribute and/or perform the presentation which you deliver at the upcoming session in any and all media now existing or hereafter developed. We further request the nonexclusive rights to reproduce and distribute any audio, visual or written material submitted in connection with your presentation, in whole or in part, in any media, as part of a course book or any other publication which may be published under the auspices of the *Provider Name*.

As an invited speaker, please complete the agreement below and return to *Provider Name*.

Speaker Contact Information

Name: _____
Title: _____
Institution: _____
Address: _____
Email: _____
Telephone: _____

Presentation Information

Presentation title: _____
Program title: _____
Date(s): _____
Location: _____

- I agree to participate as a speaker in the [program title] in [location] on [date].
- I grant [Provider Name] the right to use my name, voice and presentation content, if [Provider Name] chooses.
- I warrant that my presentation and any material(s) I submit do not infringe on the rights of others.
- I agree to obtain such permission(s) from the copyright owner(s) should my presentation or the material(s) I use during or in connection with my presentation require permission for use.
- I agree to inform any material co-authors of this presentation and obtain such permissions as needed.
- I grant [Provider Name] permission to distribute or sell these recordings, videos or resources as they see fit.
- I understand that execution of this Agreement does not obligate [Provider Name] to publish my presentation or the materials used therein.
- I verify that I am the author of this presentation, I have authority to enter into this agreement and that I will be bound by its terms.

Speaker name (print): _____

Speaker name (sign): _____

Date: _____

Statement of Credit

This certificate is presented to

Participant Name

for attending the

Title of the Activity

BOC Approved Provider Name

Event Date

BOC Approved Provider Representative's Signature



Company XYZ (BOC AP#: PXXXX) is approved by the Board of Certification, Inc. to provide continuing education to Athletic Trainers. This program is eligible for a maximum of # Category A hours/CEUs. ATs should claim only those hours actually spent in the educational program.