

June 2009

ADA CERP QUESTIONS AND ANSWERS
REVISIONS TO THE RECOGNITION STATEMENT

1. What is the rationale for the expanded recognition statement?

While the format of the recognition statement has changed, this does not reflect any fundamental change to the ADA CERP program or policy. The recognition statement identifies the provider as an organization that has met the ADA CERP standards for quality continuing dental education. The revised statement is intended to make it clear to participants that the role of the ADA CERP is to approve providers that meet established standards for developing and administering continuing dental education, and that approved providers are in turn responsible for ensuring that all CE courses they offer meet these standards. The recognition statement now includes several elements that clarify these responsibilities.

2. Why are there 2 versions of the recognition statement?

The two versions of the recognition statements are identical with the exception of the third component; this element changes depending on where the statement is being published.

The first part of the recognition statement clearly identifies the name of the continuing education provider and indicates that this entity that has taken responsibility for ensuring compliance with ADA CERP requirements and for issuing credits. This part of the recognition statement is unchanged.

The second element of the statement is new. It states that the role of the ADA CERP is to approve providers that have demonstrated that they meet established standards for developing and administering continuing dental education, but that ADA CERP does not approve or endorse the courses providers offer. The statement also includes a disclaimer, advising participants that whereas credits offered for by ADA CERP recognized providers are accepted by most boards of dentistry, individual boards may have additional requirements or restrictions related to the acceptance of continuing education credits.

The third part of the recognition statement will include one of two new elements, depending on where the statement is published. On publicity materials, the credit designation statement provides a template for advertising the number of credits available for CE courses using accurate, consistent language. The statement is intended to eliminate misconceptions that ADA CERP has approved or accredited the individual course or the credit hours. On course materials and verification of participation forms, the recognition statement must include the notification of the opportunity for filing complaints. The ADA CERP supports sustained quality

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of continuing dental education programs and believes that dental professionals should be informed about avenues for filing a complaint in the event that a program or a provider is not in compliance with ADA CERP standards and policies.

3. Does the recognition statement have to be included on all publicity materials?

ADA CERP Standard XI, Publicity, requires that providers publish complete information about each CE activity offered in advance of the activity so that members of the potential audience may make informed decisions regarding participation. The recognition statement, including the disclaimer and credit designation, are among the items that must be published and available to potential participants prior to registering for a course. Course brochures and web pages are examples of publicity materials where the recognition statement should be published.

Providers are not required to include the recognition statement and all other items on save-the-date post cards or other short announcements of upcoming courses. However, post cards or announcements should include directions on where to obtain complete course information, such as a web site, or a phone number or email address where a detailed brochure may be requested.

4. In publicity materials for large meetings with multiple sessions, must the full recognition statement and credit designation statement be listed after the description of each session?

No. For large, multi-session educational activities such as a conference, or a multi-week program, it is sufficient to publish the full recognition statement once in a publicity piece. The credit designation statement should state the maximum number of credits an individual can earn by participating in the entire activity.

For example, a 3-day conference with CE sessions scheduled from 8–10 am, 10:30 am–12:30 pm, and 2–4 pm each day, would offer a maximum of 18 hours of education (excluding breaks, meals and registration periods). Therefore, the credit designation portion of the recognition statement would be as follows: “<<Provider name>> designates this activity for 18 continuing education credits.” (Note that for the example above, even if multiple sessions are offered concurrently during any of the time periods listed, participants can only attend one session at a time, and so can only earn up to 18 credit hours.)

For large, multi-session activities, providers should also break out the number of credits offered for each session. The number of credits designated for each session may be listed in publicity materials in an index of courses or session table, included with the detailed descriptions of the sessions, etc. In these contexts it is acceptable to simply list the number of credits. It is not necessary to include the credit designation statement for each session, provided that the full recognition statement with credit designation statement is included elsewhere in the publicity materials. It is not acceptable to refer to “ADA CERP hours” or

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“ADA CERP approved credits.” Since the ADA CERP does not approve individual courses or credits, this terminology is incorrect.

5. Why does ADA CERP require providers to publish information about filing complaints?

The ADA CERP supports sustained quality of continuing dental education programs. Because ADA CERP evaluates a sampling of providers’ policies and activities during the application process, but does not review and approve each CE activity a provider offers, ADA CERP believes that dental professionals should be informed about avenues for filing complaints in the event of concerns about a program or provider.

ADA CERP expects that participants in CE activities who have questions or concerns about a program will contact the provider directly, and that most issues can be resolved by the provider. In some instances a participant may wish to file a formal complaint. The new notification statement directs participants to the existing ADA CERP Complaints Policy which states that formal complaints must be submitted to ADA CERP in writing and must document substantial noncompliance with ADA CERP standards, criteria and policies for recognition.

6. Must the recognition statement with information about filing complaints be published on all course materials?

This version of the statement must be distributed in materials available to participants during the CE activity. It is not necessary to publish the statement on multiple documents, but it is required that the statement be published and distributed to participants so that it is available to them during the activity. Examples of acceptable vehicles for publishing the recognition statement and information about filing complaints include, for live, in-person CE activities, conference program guides, schedules, handouts, or session evaluation forms. For self-instructional activities the complete statement may be included in introductory pages of online or print-based courses, on the cover or package inserts of CDs or DVDs, etc, or in other materials distributed with the course. Providers may also include the credit designation statement in course materials if they wish.

The complete recognition statement with information about filing complaints must always be included on the verification of participation document for CE activities.

7. To save space in publicity and course materials and verification of participation documents, may the ADA CERP logo be used alone, without the recognition statement?

No. As stated in the Regulations Governing the Recognition Process and the license agreement for use of the ADA CERP service marks, the logo must always be used in conjunction with the appropriate recognition statement. However, providers may use the recognition statements alone; the use of the logo is recommended, but it is optional.

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8. Is it acceptable to use a shortened version of the recognition statement?

No. The full recognition statement with disclaimer and credit designation statement must be included on publicity materials containing complete information about a CE activity. The recognition statement with disclaimer and information about filing complaints must be published in at least one document that is available to participants during the CE activity and on all verification of participation documents.

It is not necessary to include the recognition statement on short announcements or post cards advertising a CE activity, as described in answer to question 3 above. However, if the recognition statement is included, the complete statement must be used. Shortened versions are not acceptable.

For more information, contact ADA CERP at 800-621-8099 ext. 2869.