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ADA CERP Web Address Changes

The CERP Web address (previously [www.ada.org/goto/cerp](http://www.ada.org/goto/cerp)) has been revised. The new, shorter address is [www.ada.org/cerp](http://www.ada.org/cerp). Providers are required to include this address as part of the ADA CERP recognition statement on verification of participation documents and other course materials:

*<<Name of provider>> is an ADA CERP Recognized Provider.*

*ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.*

*Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at [www.ada.org/cerp](http://www.ada.org/cerp).*

Please update all verification forms to reflect this change and use the shortened address on all new documents.

Accredited CE on Long-Acting/Extended-Release Opioid Medications: Opportunity for CE Providers to Assist with Public Health Initiative

The Office of National Drug Control Policy has identified the misuse and abuse of prescription drugs as a major public health crisis. In concert with a multi-agency initiative to protect patients from serious harm due to the misuse, abuse and diversion of prescription drugs, the Food and Drug Administration (FDA) now requires manufacturers of long-acting, extended-release (LA/ER) opioid analgesics to develop risk evaluation and mitigation strategies (REMS) for this class of drugs.

As one of the elements of the REMS, the FDA will for the first time require manufacturers of LA/ER

opioids to support accredited continuing education for prescribers of these drugs, with the goal of reaching as many of the estimated 750,000 prescribers as possible. The FDA expects the prescriber training to be conducted by accredited, independent continuing education (CE) providers, without cost to the healthcare professionals. The manufacturers of these drugs will provide funding for these courses to accredited CE providers through a grant application process. An FDA-approved course "blueprint" will contain a basic outline and the core messages that FDA believes should be conveyed to prescribers in a basic two to three hour educational module. The FDA blueprint is currently being reviewed. After it is completed and approved as part of the REMS, it will be posted on the FDA web site for use by CE providers in developing CE courses.

ADA CERP and accrediting agencies for continuing medical, nursing and pharmacy education have participated in discussions with representatives from the FDA and the drugs' manufacturers to ensure that the processes for developing and funding the REMS CE courses comply with accreditation standards for independence and commercial support.

Course proposals from CE providers will be expected to include a needs assessment, course design, and knowledge assessment that is appropriate to the target audience for the course, since training for prescribers in different healthcare settings may need to emphasize different aspects of the material. It is also not expected that the format or length of the training be uniform, or that standardized questions be used to measure the knowledge outcomes.

More information about opioid REMS is available on the FDA web site at <http://www.fda.gov/Drugs/DrugSafety/InformationbyDrugClass/ucm163647.htm>. ADA CERP approved providers interested in developing CE activities to meet this need should check the FDA site in the next few months for more information on the course blueprint and the grant application process. ADA CERP will circulate more information on this initiative as it becomes available.

#### Proposed Changes to ADA CERP Eligibility Criteria—Comment Period Extended until Feb. 1

The ADA Council on Dental Education and Licensure has proposed that "commercial entities," defined by CERP as companies that produce, market, re-sell or distribute health care goods or services consumed by, or used on, patients should no longer be eligible to apply to become ADA CERP approved providers of continuing dental education (CE).

The proposed change would only apply to companies that manufacture, distribute or market healthcare products or services. It would not apply to dental organizations or schools, education companies, or providers of patient care such as hospitals, group practices, etc. The proposed change would not prohibit commercial entities from providing commercial support to independent CE providers in accordance with existing ADA CERP standards.

The Council believes that the proposed changes will:

- Reduce opportunities for commercial bias in continuing dental education. A conflict of interest exists when a company with a vested interest in a product also controls the content of continuing education on that topic.
- Bring ADA CERP into accord with FDA and other federal and state agencies' guidelines requiring that CE for the healthcare professions be controlled by CE providers independent of commercial interests.
- Align ADA CERP eligibility requirements with accreditation standards for continuing medical, nursing, pharmacy, osteopathy and optometry education.

In response to feedback to the Call for Comments circulated earlier this year, the Council has proposed

an additional clarification stating that all providers will be screened during a pre-application process to determine whether they are commercial entities, even though they fall in categories that may be eligible to participate. The updated revisions proposed to the CERP Eligibility Criteria and FAQs are posted at [www.ada.org/cerp](http://www.ada.org/cerp). The comment period on the proposed changes has been extended until February 1, 2012.

All interested parties are invited to submit written comments on the proposed revisions by February 1, 2012. Comments may be forwarded by e-mail, fax or mail to [cerp@ada.org](mailto:cerp@ada.org), Fax: 312-440-2915, or ADA CERP, 211 East Chicago Ave, Chicago, IL 60611. If you have any questions, please contact the ADA CERP.

#### Publication and Expiration Dates Required on all Self-instructional Activities in 2013

Providers that offer self-instructional activities, such as journal articles, taped webinars, online articles or videos, DVDs, etc., are now required to publish release and expiration dates on all new self-instructional activities and on the publicity materials for these activities (CERP Recognition Standards VI.8e and XI.1). The expiration date must be 3 years or less from the release/publication date. Activities may be reviewed and re-released. Providers should develop and implement regular review processes so that all self-instructional activities offered, whether new or existing, include the required information by July 2013. Review the 2010 announcement regarding criteria for self-instructional activities at [www.ada.org/cerp](http://www.ada.org/cerp).

#### CERP Workshop Planned for San Francisco in 2012

The ADA CERP Committee will once again host an informational session for providers of continuing dental education in conjunction with the 2012 ADA Annual Session in San Francisco. More than 75 people attended the CERP workshop in Las Vegas this past October. Participants came from a wide range of backgrounds, representing all provider types, with experience in CE ranging from less than 1 year to more than 10 years. The session covered recent revisions to the ADA CERP Recognition Standards and discussed ways for providers to demonstrate compliance. Participants found the session informative and appreciated the opportunities to interact with members of the CERP Committee and staff. If you were not able to attend this year's workshop, plan to attend the ADA Annual Session, October 18-23, 2012, in San Francisco. Details about the workshop will be emailed to ADA CERP approved providers in the coming months.

#### Program Participation-Fall 2011

ADA CERP currently recognizes 426 providers of continuing dental education. At its September 2011 meeting, the ADA CERP Committee acted on 10 new applications for recognition, 52 applications for continued recognition, one application postponed from the previous cycle, and 16 progress reports. The Committee granted recognition or continued recognition to a total of 64 providers of continuing dental education.

#### ADA CERP Nationally Recognized Providers by Type Fall 2011

Dental Education Company	99
Specialty Society/Dental Association	55
Other	41
Dental School	40
ADA Constituent	38
Pharmaceutical/Dental Materials, Equipment or Device Company	37
College/University	33

Study Club	17
Consulting Company	16
ADA Component	14
Hospital	13
Communications/Publishing Company	9
Insurance Company	8
Federal Agency	6
Total	426

#### Providers Awarded 4-year Terms of Recognition

Congratulations to the following providers that received 4-year terms of recognition during the Fall 2011 review period.

- American Dental Institute
- Astra Tech Inc.
- Baltimore College of Dental Surgery University of Maryland School of Dentistry
- Clinical Foundation of Orthopedics and Orthodontists
- College of Dental Medicine, Medical University of South Carolina
- Dental Learning Systems, LLC
- Dental Service - VA Western New York Healthcare System
- Indian Health Service, Division of Oral Health
- International Association for Dental Research
- Kerr Corporation
- Legacy Advisory Group, LLC
- Massachusetts Dental Society
- Michigan Dental Association
- New Jersey Association of Endodontists
- Oregon Health & Science University - Continuing Dental Education
- Peak Compliance Services LLC
- PennWell Corporation
- Second District Dental Society of New York
- Temple University Kornberg School of Dentistry
- Tennessee Dental Association
- Tufts University School of Dental Medicine
- University of Texas Houston - Houston Health Science Center Dental Branch
- Zimmer Dental

#### Providers Awarded 3-year Terms of Recognition

Congratulations to the following providers that received 3-year terms of recognition during the Fall 2011 review period:

- American College of Oral and Maxillofacial Surgeons
- American Academy of Cosmetic Dentistry
- C3 Marketing & Communication Group, LLC
- Canadian Academy of Restorative Dentistry and Prosthodontics
- Canadian/Comprehensive Straight Wire and Functional Orthodontic Program
- Chicago Dental Society
- Dagher Implant Institute
- Dental Doctors

- Dental Tribune America LLC
- Global Institute for Dental Education (gIDE)
- Misr International University
- New Jersey Dental Association
- Perio Institute, Inc.
- Rhode Island Dental Association
- The Doctors Company
- Total Medical Compliance

## Reporting Provider Changes

Substantive changes to a provider's CE program must be reported to ADA CERP in writing. Substantive changes, as defined by the ADA CERP Policy Statement on Reporting Substantive Changes, may include, but are not limited to: changes to a CERP provider's program administrator and any change of address, phone, fax or email address for the provider's primary CERP contact; changes to the provider's ownership, legal status, or form of control; changes in the CE program's sources of financial support; or the introduction of a new educational method. Please refer to the [Policy Statement on Reporting Substantive Change](#) or the ADA CERP Recognition Standards and Procedures for more information on reporting substantive changes.

## Deadline for Submitting Applications and Progress Reports

January 6, is the deadline for submission of applications and progress reports for the Spring 2012 decision cycle. Providers whose recognition term ends June 2012 were notified by email that their applications for continued recognition will be due in January. Application packets containing preprinted tabs were also mailed. If your organization's recognition term ends in June 2012 and you did not receive any application materials, please contact ADA CERP staff at the numbers listed at the end of this document.

If your organization does not intend to apply for continued recognition, please submit written notice of your intent to withdraw voluntarily from the program on your organization's letterhead.

## Comments, Suggestions, or Questions about ADA CERP

The purpose of the ADA CERP Provider Newsletter is to inform recognized providers and other interested audiences about issues and changes related to ADA CERP. We welcome your inquiries and input about ADA CERP. Suggestions for content for the newsletter are also appreciated.

## CDEL/ADA CERP Leadership

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Chair, Council on Dental Education and Licensure

Dr. Jade Miller  
Chair, ADA CERP Committee

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[www.ada.org/cerp](http://www.ada.org/cerp)

*This email has been distributed to all ADA CERP recognized providers.*

## Quick Links

- ADA CERP info
- Resources for CE providers
- Center for Evidence-based Dentistry
- ADA News

## ADA Tools

- Add us to your address book
- Update your preferences
- Forward to a friend

## Important Practice Links

- Dental Practice Hub
- Member Center
- ADA Catalog
- Legislative News