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Council Postpones Action on ADA CERP Eligibility Criteria

Last year, the ADA Council on Dental Education and Licensure and the CERP Committee proposed that commercial entities—companies that produce, market, re-sell or distribute health care goods or services consumed by, or used on, patients—should no longer be considered eligible to apply for ADA CERP recognition. At its meeting May 2–3, 2012, the Council determined to postpone action on the proposed revisions. No date has been set for reconsideration of the proposal. However, while action on the Eligibility Criteria has been deferred, the Council and CERP Committee will develop new measures to monitor CE providers' compliance with existing Standards related to commercial conflicts of interest, and strengthen and enforce safeguards to ensure that continuing dental education is scientifically sound and independent of commercial bias.

The changes to the Eligibility Criteria proposed in 2011 would align CERP Standards with those of the accrediting agencies for continuing medical, nursing and pharmacy education, and reduce opportunities for commercial conflicts of interest in continuing dental education. The proposed changes would only apply to companies that manufacture, distribute or market healthcare products or services. These commercial entities would not be eligible to become ADA CERP approved providers of CE; however, they could still provide financial or in-kind support to independent CE providers in accordance with existing guidelines for commercial support, as set forth in CERP Standard V.

In considering whether to adopt the proposed revisions to the Eligibility Criteria, the Council reviewed comments submitted by a variety of stakeholders. Although many expressed support for the changes, citing inherent conflicts of interest that exist when companies with a vested interest in a product or service also control the content of CE on a related topic, others questioned whether this measure would be effective in eliminating commercial bias from CE. Some commentators suggested that enhanced enforcement of existing Standards might have a comparable effect.

In recent years regulatory agencies have placed increased emphasis on transparency and full disclosure. In November 2009 the Council modified the CERP Recognition Standards to include new guidelines on the separation of marketing and promotional activities from CE, and new requirements for published disclosure of relevant financial relationships. CERP approved providers were to demonstrate compliance with these criteria by July 2011. The Council has determined that ADA CERP's priority at this time will be the development, implementation, and assessment of new measures to monitor providers' compliance with the Recognition Standards. CERP will also evaluate its policies and procedures for addressing findings of significant non-compliance in a timely and effective manner. Additionally, CERP will place greater emphasis on outreach and education for all stakeholders regarding requirements for unbiased, scientifically sound CE. The proposed revisions to the Eligibility Criteria may be reconsidered at a future date.

The CERP Committee will begin drafting new compliance initiatives in the coming months and provide the Council with a progress report in November. Updates will be announced to CERP approved providers by email and in future editions of this newsletter.

Ensuring Sound Scientific Content in CE: Standard IX.8

The first cohort of CE providers to be evaluated on compliance with the new Criteria related to scientific content will be those submitting applications in Fall 2012. Revisions to CERP Standard IX approved in November 2010 now require providers to:

- Develop and implement written policies, procedures or guidelines stating that the provider will ensure that clinical and technical CE courses are grounded in a sound scientific basis;
- Ensure that all clinical/technical courses include Information on the scientific basis of course material and an assessment of the known risks and benefits of clinical therapies, techniques, etc., discussed in the course;
- Periodically review the content of any clinical or technical courses offered on a repeated or ongoing basis and update as needed to ensure that the courses present current scientific information and assessments of benefits and risks.

Answers to frequently asked questions regarding these requirements are posted on the ADA website at www.ada.org/cerp under "News and Announcements."

Providers may also take advantage of the ADA's Center for Evidence-Based Dentistry at <http://ebd.ada.org/>. This free, online resource offers clinical guidelines and recommendations, systematic reviews and critical summaries of the scientific literature on a wide variety of dental topics, with links to other resources. CE providers may find this information useful when assessing the need for educational courses, developing new courses and reviewing existing ones, conducting peer reviews of course proposals, preparing guidelines for authors and instructors, and developing reference lists and bibliographies for CE activities.

Annual Reports and Fees Due July 1

Invoices for the 2012 annual fee were mailed to all providers May 1st with the Annual Report form. The Annual Report requests current contact information and collects general information about your organization's CE program in 2011. ADA CERP is now collecting data on the number and type of courses each provider offers annually, as well as the number of CE credits offered, and the number of participants. Information provided will be aggregated in order to better assess the size and scope of the continuing dental education enterprise. Completed forms and fee payments are due by July 1.

Provider Workshop Planned for San Francisco

The ADA CERP Committee will once again offer an informational session for continuing dental education

providers in conjunction with the ADA Annual Session in San Francisco. The workshop will review the ADA CERP Recognition Standards and discuss ways in which providers can demonstrate compliance. The workshop is scheduled for Thursday, October 18, from 1:30 – 5 pm. The early registration fee is \$60; after September 21 the fee will increase to \$75. Register for the ADA CERP Provider Workshop, session #5134, online at www.ada.org/session.

CERP Web Address Change—Update Your Verification of Participation Forms!

CERP's web address has changed from www.ada.org/goto/cerp to the new, shorter address: www.ada.org/cerp. Providers are required to include the CERP web address with information on how to file complaints on verification of participation documents. Please update your verification of participation documents to include the new web address, as shown here.

<<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.

Is your organization using the CERP recognition statement correctly?

Have you reviewed your CE course brochures and web pages recently to be sure that you are using the correct language for advertising CE credits and your ADA CERP recognition status? Please refer to the [guidelines for use of the recognition statement](#) and the CERP logo (available on the ADA website at <http://www.ada.org/386.aspx>).

The authorized ADA CERP recognition statement indicates that the provider meets the CERP Recognition Standards, and assists dental professionals and licensing boards identify those providers that offer quality continuing dental education. The recognition statement also helps course participants identify the provider responsible for issuing verifications of participation and maintaining course records. In cases where two or more providers partner to jointly sponsor a CE activity, the joint sponsorship statement must also be used to identify the provider with ultimate responsibility for the program and for issuing CE credits.

Several other important points to remember:

Statements such as "ADA approved course," "ADA CERP credits," or "ADA CERP approved" must not be used. CERP approves providers, not individual courses, so these statements are inaccurate. The complete CERP recognition and credit designation statements must be used.

The CERP logo must always be accompanied by the full recognition statement; the logo may not appear alone.

The authorized recognition statement must be included on all publicity materials and verification of participation documents (with the joint sponsorship statement when applicable).

Program Participation—Spring 2012

ADA CERP currently recognizes 426 providers of continuing dental education. At its March 2012 meeting, the ADA CERP Committee acted on 18 new applications for recognition, 47 applications for continued recognition, three applications postponed from the previous cycle, and eight progress reports. The Committee granted recognition or continued recognition to a total of 65 providers of continuing dental education.

ADA CERP

Nationally Recognized Providers by Type Spring 2012

Dental Education Company	96
Specialty Society/Dental Association	61
Dental School	40
ADA Constituent	38
Pharmaceutical/Dental Materials, Equipment or Device Company	34
College/University	33
Study Club	21
Consulting Company	15
ADA Component	14
Hospital	12
Communications/Publishing Company	9
Insurance Company	7
Federal Agency	6
Other	40
Total	426

Providers Awarded 4-year Terms of Recognition

Congratulations to the following providers that were awarded four-year terms of recognition in March 2012:

American Academy of Dental Sleep Medicine
 American Academy of Implant Dentistry
 American College of Prosthodontists
 American Society of Geriatric Dental Practitioners
 dentassist
 iCON Articulation, LLC
 Indiana Dental Association
 Institute for Laser Dentistry
 International Congress of Oral Implantologists
 Louisiana State University School of Dentistry/Louisiana Academy of C.D.E.
 Marotta Dental Studio, Inc.
 Missouri College
 Ordre des Dentistes du Quebec
 Periodontal Specialists of Grand Blanc and Clarkston
 PRIME
 Professionals Advocate Insurance Company
 Southern Implants, Inc.
 University of Colorado School of Dental Medicine

Providers Awarded 3-year Terms of Recognition

Congratulations to the following providers that were awarded three-year terms of recognition in March 2012:

Academy of Laser Dentistry
 Alpha Omega International Dental Fraternity
 American Society of Dentist Anesthesiologists

Ark-La-Tex Academy of Dentistry
Canadian Implant Institute
Center for Continuing Dental Education
D4D Technologies LLC
Excellence In Dentistry LLC
gnathos, inc.
Implant Resource Center
Institute for Oral Health
Maine Dental Association
Nobel Biocare USA Inc.
OBI Foundation for Bioesthetic Dentistry
Ohio State University, College of Dentistry
R.D.H. Dental Services
Rocky Mountain Dental Institute
The Dale Foundation
University of Western Ontario - Schulich School of Medicine & Dentistry

Fall 2012 Application Deadline

Applications and progress reports for the Fall 2012 decision cycle are due June 29, 2012. If your organization's recognition term ends this December you should have received an email with the application for continued recognition and a packet containing tabs and a checklist.

If you have not received these materials, please contact ADA CERP staff at the numbers listed at the end of this document. If you do 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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www.ada.org/cerp

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

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