

ADA CERP Provider Newsletter Spring/Summer 2010

Reminder: New ADA CERP Recognition Statement Required by July 2010

Approved providers are reminded to use the expanded recognition statement on publicity materials, course materials and verification of participation documents. As announced last August, providers will be expected to use the updated recognition statement on all materials by July 2010.

The following recognition statement must be used on publicity materials for all new CE activities:

<<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.

<<Name of provider>> designates this activity for <<number of credit hours>> continuing education credits

The following variation must be used on at least one document available to participants during the CE activity (for example, the program guide, the course evaluation form, the home page for an online CE activity) and on all verification of participation forms issued after July 1, 2010:

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

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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 ADA.org/goto/cerp.

Guidelines on the use of the ADA CERP logo and recognition statement are available on the ADA's website.

Providers are also encouraged to use the new ADA CERP logo. Please contact ADA CERP staff at 800-621-8099 ext. 2869 if your organization has not yet received an electronic file of the new logo.

Statement of Joint Sponsorship--NEW

In addition to the ADA CERP recognition statements, providers that enter into joint sponsorship agreements with another provider for the purpose of offering CE credits for a particular course, will now be required to use the following statement in publicity materials and verification of participation documents for that course:

This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Recognition Program (ADA CERP) through joint efforts between <<Name of CERP recognized provider>> and <<Name of joint sponsor(s)>>.

This statement will help participants identify the provider that is responsible for the course and for issuing the CE credits when two or more providers have partnered to offer the activity. The statement should be listed after the authorized recognition statements described in the previous article in this newsletter.

Please note that joint sponsorship is not the same as corporate sponsorship or commercial support. In the ADA CERP Lexicon, joint sponsorship refers to the arrangement between two CE providers (whether one or

both are ADA CERP recognized) to organize and host a CE activity together. In this situation, one provider must be identified as the official CE sponsor, and take responsibility for issuing credits and maintaining participant records.

Companies that provide financial or in-kind support (donation or loan of equipment, etc.) for a CE activity are considered commercial supporters. Commercial supporters, sometimes referred to as corporate supporters or corporate sponsors, must be acknowledged in publicity and course materials. (For example: "Support for this activity generously provided by . . . ") The joint sponsorship statement should *not* be used to describe commercial support relationships.

Providers should review the most current version of the [ADA CERP Recognition Standards and Procedures](#) (see the following article in this newsletter) and the Lexicon of Terms. [Guidelines](#) on the use of the ADA CERP logo and recognition statement, are available on the ADA's website.

Revised ADA CERP Recognition Standards Approved

At its November 2009 and April 2010 meetings, the Council on Dental Education and Licensure approved revisions to the ADA CERP Recognition Standards. Providers will be expected to demonstrate compliance with the revised Standards beginning in 2011.

The process for revising the ADA CERP Standards involved dialogue with the Academy of General Dentistry's Program Approval for Continuing Education (AGD PACE) to promote consistent standards for continuing education. Feedback submitted by the communities of interest in response to a call for comments on the proposed revisions was also considered.

Many of the revisions serve to provide additional clarification of existing Standards. In these instances providers that are currently in compliance with the Standards may not need to make any modifications to their policies and practices. However, some of the changes introduce new requirements. All providers should review the current version of the [ADA CERP](#)

Recognition Standards and assess internal policies and procedures to identify any changes that may need to be made to bring their CE programs into compliance.

The first cohort of providers to be evaluated on compliance with the revised Standards will be those with recognition terms expiring December 2011. All applications submitted after January 14, 2011, will be assessed for compliance with the revised Standards.

Key changes are summarized below, with numerical references to specific criteria. All references are from the April 2010 ADA CERP Standards.

- **Eligibility criteria:** Beginning in January 2011, individual, or "sole" CE providers, will be considered eligible to apply for recognition. Individual providers will be expected to meet the same Standards and Criteria as institutional providers, including requirements for an independent advisory board or committee for the provider's CE program.
- **Continuing education advisory committee:** The composition of the advisory committee/board has been redefined, and oversight responsibilities expanded (Lexicon of Terms, Standards I.5, II.3, IV.5, V.13, IX.3).
- **Commercial activities:** Guidance was added regarding separation of marketing and promotional activities from CE, management of commercial funding and disclosure of relevant financial relationships (Standard V, Lexicon of Terms).
 - **V.2:** New criterion emphasizing distinction between continuing dental education and promotional activities. "CDE providers must ensure that continuing dental education activities promote improvements in oral healthcare and not a specific drug, device, service or technique of a commercial entity."
 - **V.3, V.4, V.8:** Guidelines for separating marketing and promotional activities from CE activities. The new guidelines address the management of advertising and commercial

exhibits and other marketing and promotional activities in conjunction with CE activities.

- **V.9, V.12, V.13, Lexicon of Terms: Conflict of interest disclosure requirements have been expanded. Providers have always been required to publish an acknowledgement of any commercial support received for a CE activity, or any relationships that the *provider* has with companies whose products are discussed in the provider's CE activities. Providers are now *also* required to publish any relevant financial relationships the individual *instructors and planners* may have.**

In the past, providers were required to collect information from instructors regarding any potential conflicts of interest they may have. The Standards now require providers to: (1) collect disclosures of any relevant financial relationships that instructors, authors and planners of a CE activity may have had within the last 12 months, and (2) *publish* these disclosures so that the information is available to participants *before* the CE activity begins.

Disclosure must be complete. If instructors and planners have no relevant financial relationships to disclose, providers must publish a statement to that effect. Disclosure must include the name of the instructor/author/planner, the nature of the relationship (for example: honoraria, speakers bureau, consultant, shareholder, etc.), and the name of the company with which the instructor has a financial relationship. Definitions of "relevant financial relationships" and "conflict of interest" have been added to the Lexicon.

- **Instructors: Several new requirements for instructors were added (Standard VII).**
 - **VII.3: Providers must require instructors/ authors to support clinical recommendations with references to the scientific literature whenever possible.**

- **VII.5: Hands-on participation courses must have a ratio of at least 1 instructor per 15 participants.**
- **VII.8: Providers must require instructors to attest that images used in CE activities have not been falsified to misrepresent treatment outcomes.**
- **VII.9: Providers must develop and operate in accordance with written policies regarding payments of honoraria and expense reimbursements to instructors/authors.**
- **Self-instructional activities: Providers are now required to publish the release date on all self-instructional activities and the expiration date for the activity, after which credits will no longer be granted. The expiration date may be a maximum of 3 years from the release date, or less if the provider determines appropriate. Providers may review activities and release them again. The original publication/release date, review date (if applicable), and expiration date must be included in publicity materials and advertisements for self-instructional activities, and in the activity itself (VI.8.e, XI.1.k).**

To assist providers in interpreting requirements for different educational formats, definitions for the terms Electronically Mediated Learning, Live Activities, and Self-instructional Activities were added to the ADA CERP Lexicon of Terms.

- **Standards combined: The Standard on Electronically Mediated Distance Learning (formerly Standard XV) was combined with Standard VI. Educational Methods. As a result, there are now only 14 Recognition Standards.**
- **Joint sponsorship: Clarification was added regarding the responsibilities a CE provider must assume when partnering with another CE provider for the purpose of offering CE credits (Standard IX.12, IX.13, Joint Sponsorship Policy). Joint sponsorship is not the same as corporate sponsorship or commercial support; the term refers to the relationship between two CE providers that**

share responsibilities for planning and implementing a continuing education activity.

- **New statement required in publicity and verification of participation documents in conjunction with the ADA CERP recognition statement to identify activities that are jointly sponsored as well as the names of the co-sponsoring organizations (Regulations Governing the Recognition Process, Standard XI.1):**

This continuing education activity has been planned and implemented in accordance with the standards of the ADA Continuing Recognition Program (ADA CERP) through joint efforts between <<Name of CERP recognized provider>> and <<Name of joint sponsor(s)>>.

- **Letters of agreement for joint sponsorship outlining each party's responsibilities must be signed by each party (IX.12, IX.13, Joint Sponsorship Policy).**
- **Verification of participation: Verification documents issued to course participants must now include notification of opportunities for filing a complaint. This is included in the authorized recognition statement (XIV.4, Regulations Governing the Recognition Process; also see the article on the revised recognition statement in this newsletter).**
- **Record keeping: Providers must keep accurate records of individual participation in its CE activities for 6 years; previously providers were required to maintain records for 3 years (XIV.5).**

Information to help providers interpret and implement the ADA CERP Recognition Standards will be posted on the ADA website in the coming months.

Recognized providers will be notified by email as supplemental information becomes available. For more information about ADA CERP policies and procedures contact ADA CERP staff at 800-621-8099 ext. 2869 or visit ADA.org/goto/cerp.

Provider Workshop Planned for Orland

Members of the ADA CERP Committee will host "ADA CERP Recognition: A Workshop for Providers" during the ADA 2010 Annual Session in Orlando. The workshop will present an overview of the application and recognition process, review specific recognition standards and criteria, and discuss ways in which providers can demonstrate compliance. The session will also include a discussion of recently approved revisions to the ADA CERP Recognition Standards. The workshop will be informational for CE providers already approved by ADA CERP as well as for those that are considering applying for recognition. The session is scheduled for Sunday, October 10, from 1:00—4:00 pm. Registration and information is available online through the ADA Annual Session website at ADA.org/345.aspx. There is a \$55 registration fee (\$75 after September 10) to attend.

Program Participation—Fall 2009 and Spring 2010

ADA CERP currently recognizes 411 providers of continuing dental education. At its October 2009 meeting, the ADA CERP Committee acted on 21 new applications for recognition, 68 applications for continued recognition, three applications postponed from the previous cycle, and 12 progress reports. The Committee granted recognition or continued recognition to a total of 96 providers of continuing dental education.

At its March 2010 meeting, the ADA CERP Committee acted on 15 new applications for recognition, 48 applications for continued recognition, 2 requests for reconsideration, and 13 progress reports. The Committee granted recognition or continued recognition to a total of 70 providers of continuing dental education.

ADA CERP Nationally Recognized Providers by Type Spring 2010

Dental Education Company	94
Specialty Society/Dental Association	56
Dental School	45
ADA Constituent (state) Society	39
Other	37

Pharmaceutical/Dental Materials, Equipment or Device Company	37
College/University	25
Study Club	15
Consulting Company	13
Communications/Publishing Company	12
Hospital	12
ADA Component (local) Society	11
Insurance Company	8
Federal Agency	7
Total	411

Providers Awarded 4-year Terms of Recognition

Congratulations to the following providers that were awarded four-year terms of recognition in November 2009:

- **Academy for Advanced Dental Education**
- **Academy of Gp Orthodontics**
- **Academy of Microscope Enhanced Dentistry**
- **AEGIS Publications, LLC**
- **American Academy of Oral and Maxillofacial Pathology**
- **American Academy of Periodontology**
- **American Dental Education Association**
- **American Dental Society of Anesthesiology**
- **Arizona Dental Association**
- **Aurum Ceramic, Classic Dental, Space Maintainers Lab**
- **Benco Dental Company**
- **CME Resource**
- **Columbia University School of Dental and Oral Surgery**
- **Dallas County Dental Society**
- **Dentistry Today, Inc.**
- **Department of Veterans Affairs**
- **Eastern Dentists Insurance Company**
- **Forward Dental**
- **Health Studies Institute, Inc.**
- **Henry Spenadel Continuing Education Program**
- **IDEA (Interdisciplinary Dental Education Academy)**
- **Jacobi Medical Center Department of Dentistry**
- **Jamaica Dental Association**
- **Kuraray America**
- **Lehigh Valley Hospital**

- **Medical College of Georgia School of Dentistry**
- **New York University College of Dentistry**
- **Oral Health Network of Missouri**
- **Organization for Safety & Asepsis Procedures**
- **Ormco Corporation**
- **Procter & Gamble Company**
- **Professional Education Society**
- **Quintessence Publishing Co., Inc.**
- **U.S. Army Dental Corps**
- **U.S. Navy Dental Corps**
- **UCLA School of Dentistry**
- **United States Dental Institute**
- **University of Iowa**
- **University of Medicine and Dentistry of New Jersey**
- **University of Michigan School of Dentistry**
- **University of Minnesota School of Dentistry**
- **University of Mississippi**
- **University of Pittsburgh - School of Dental Medicine**
- **University of Victoria**
- **University of Washington Continuing Dental Education**
- **Virginia Commonwealth University School of Dentistry**
- **West Virginia University School of Dentistry**

Congratulations to the following providers that were awarded four-year terms of recognition in April 2010:

- **Academy for Sports Dentistry**
- **Academy of Osseointegration**
- **American Association of Dental Consultants**
- **American Association of Oral and Maxillofacial Surgeons**
- **Baylor College of Dentistry**
- **California Dental Association**
- **Center for Oral and Maxillofacial Surgery**
- **College of Diplomates of the American Board of Orthodontics**
- **DENTSPLY International Inc.**
- **Esthetica-Maxillofacial & Dental Hospital**
- **Greater Houston Dental Society**
- **Greater New York Academy of Prosthodontics**
- **Greater St. Louis Dental Society**
- **Holiday Dental Conference Foundation**
- **Illinois State Dental Society**
- **Lutheran Medical Center**
- **National Institute of Dental and Craniofacial**

Research

- **Northeastern Gnathological Society**
- **Ontario Dental Association**
- **Seton Hall University**
- **St. Barnabas Hospital**
- **Staten Island University Hospital**
- **Straumann Canada Limited**
- **Sybron Implant Solutions**
- **The Dental A.R.T.S. Center**
- **University of Detroit Mercy**
- **University of Missouri-Kansas City School of Dentistry**
- **University of Pennsylvania**
- **Virginia Dental Association**
- **Western Society of Periodontology**

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 & Procedures for more information on reporting substantive changes.

Deadline for Submitting Applications and Progress Reports

July 9, 2010, is the deadline for submission of applications and progress reports for the Fall 2010 decision cycle. Providers whose recognition term ends December 2010 were notified by email that their applications for continued recognition will be due in July. Application packets containing preprinted tabs were also mailed. If your recognition term ends in December 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 standard letterhead.

ADA Launches Redesigned Website

The ADA's website has been rebuilt to give professionals and the public easier access to a wealth of information pertinent to oral health and organized dentistry. ADA CERP information can still be found at www.ada.org/goto/cerp. Recognized providers should bookmark the CERP home page as a favorite and check regularly for updates and resources.

To ensure timely receipt of important communications from ADA CERP, providers are also asked to notify ADA CERP when the provider's administrative authority or primary CE staff changes.

Comments, Suggestions, or Questions about ADA CER

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.

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