

ADA CERP Provider Newsletter—Summer 2014

Registration Now Open for CERP Workshop in San Antonio

ADA CERP will again offer an informational session for continuing dental education providers in conjunction with the ADA Annual Meeting in San Antonio. The workshop—always well attended—will include an overview of the new application form, discuss documentation requirements, and help providers identify ways to demonstrate compliance with ADA CERP Recognition Standards. The session will be held Thursday, October 9, from 2:30-6 pm. Register for Session #5146 at ADA.org/meeting.

Compliance with Privacy Laws

Providers of continuing dental education should review their policies and practices to ensure that personal information and personal health information that may be collected in preparation for or presented in CE activities is protected as may be required by local, state and federal law, or that appropriate releases are obtained. When submitting application materials to CERP, providers should carefully review documents to make sure that no protected information is included. Examples of protected information include, but are not limited to:

- Protected health information subject to HIPAA, such as full face photos and other information that identifies or could be used to identify a patient;
- Photographs and videos for which a signed release must be obtained prior to publication;
- Information protected by data breach laws, such as Social Security numbers, credit and debit card information, and driver's license numbers and state ID numbers.

Any personal identifying information or protected health information contained in documents submitted with application materials or other reports should be blacked out.

Beginning in 2015, providers submitting applications for recognition, progress reports or reports of substantive change will be asked to sign a statement certifying that no protected information is contained in the submitted materials. The complete statement is included in the CERP Policy on Compliance with Privacy Laws, adopted in May 2014, and is published in the CERP [Recognition Standards and Procedures](#).

Update on Proposal for New ADA Commission to Oversee CERP

As previously reported, the ADA Council on Continuing Education and Licensure and the CERP Committee are advancing a proposal to shift oversight of CERP from the Council to a new ADA agency. Currently, the Council oversees both CERP and the ADA's own CE programming. The Council believes that separating CERP from other ADA CE activities will better support CERP's mission, enhance its impartiality and objectivity and reduce the potential for conflicts of interest. The proposal was circulated to the communities of interest in 2013. The vast majority of comments were supportive of the proposal, as reported in the Winter/Spring 2014 newsletter.

The Council is therefore submitting a resolution to the 2014 House of Delegates proposing amendments to the ADA Bylaws to establish the ADA Commission for

Continuing Education Provider Recognition. As proposed, the commission's rules and annual operating budget would be subject to approval by the ADA House of Delegates. The board of the proposed commission would include members of all stakeholder groups currently represented on the CERP Committee, including general dentists, the nine dental specialties, and representatives of the dental education and regulatory communities. The recognition status of CE providers approved by CERP would be maintained in accordance with CERP Recognition Standards and Procedures.

The ADA House of Delegates will meet October 13-14, 2014, in San Antonio. A two-thirds majority of the House is required to amend the Bylaws.

Compliance with Standard V. Commercial Conflicts of Interest—A Review and Examples

A fundamental goal of CERP is to promote continuing dental education that is scientifically valid and not biased by commercial interests. CERP Standard V sets guidelines for managing commercial conflicts of interest through independence and transparency. Key criteria for ensuring independence and transparency require that:

- Providers have policies in place to ensure that CE activities are developed independent of commercial interests (V.1);
- Activities designated for continuing education credit do not promote commercial products or services (V.2, V.4);
- Promotional or other marketing activities are separated from CE activities, i.e., no ads or marketing materials distributed in CE courses, or interleaved with course content, no CE credits offered for marketing activities such as exhibits (V.3);
- If a provider accepts commercial support for its CE activities, the supporter must agree not to direct or influence the course content; the support must be documented in a letter of agreement between the supporter and the provider describing the support (V.7), and the support disclosed to course participants (V.6);
- Providers collect information from course planners and instructors about any relevant financial relationships they may have had in the previous 12 months (V.12) and screen these for conflicts of interest (V.13)
- Any relevant financial relationships the instructors or planners have disclosed must be published in course materials (V.14).

Examples to assist providers develop policies and forms for managing commercial conflicts of interest are available on the [Resources for Providers](#) page at ADA.org/CERP.

Provider Feedback on the Revised CERP Application Forms

Revised application forms were introduced in Spring 2014. The forms were completely reorganized and now include a general information section, activity documentation files, and a self-assessment questionnaire. The first cohort of providers to use the revised forms provided feedback through an online survey, and responses compared with post-application surveys from previous years. The most recent survey results suggest that the new forms have improved the clarity of the questions and reduced redundancies. However, some providers expressed dissatisfaction with the organization of the new application. Based on feedback received, the CERP Committee determined that, beginning with the Spring 2015 application, the self-assessment section will be moved to the end of the application. Some additional modifications to instructions will also be made to offer additional clarification in areas where providers had questions.

ADA CERP recognition is based on a periodic, comprehensive review of a provider's policies and practices for developing and administering continuing dental education. The application process permits the CERP Committee to assess the provider's compliance

with the Recognition Standards and Criteria, through a review of documentation and information about the provider's continuing education program. The self-assessment questionnaire that has been incorporated into the application form is designed to assist the provider in assessing its own compliance with the Standards, and encourage continuous quality improvement.

Providers are encouraged to view the [instructions](#) and the Standard Application form that is posted on ADA.org/CERP and to contact staff with any questions.

New Pre-Application Process for International Providers

CERP has introduced new eligibility criteria and a pre-application process for CE providers based in countries other than the U.S. and Canada. The Pre-Application Process for International Providers (PIP) will require that international providers submit a pre-application survey prior to submitting an application for CERP Recognition. The survey will allow the CERP Committee to determine whether the provider meets the eligibility criteria for international providers, and to identify any additional information about the provider and/or its regulatory setting that may be needed in order to evaluate the provider. Information about the process can be found under "[Information for International Providers](#)" on ADA.org/CERP. International providers that are already CERP approved will receive further instructions about this process. Please contact CERP staff with any questions.

Annual Reports and Fees Due by July 1

A link to the online annual report form was emailed to all CERP approved providers on May 28. The online form is only accessible through the unique link contained in the email. If you did not receive this email, please contact [ADA CERP staff](#). In addition, invoices for the 2014 annual fee were mailed to all providers in early May. Reports and fees are due by July 1. Data collected from providers will be aggregated and published in the [ADA CERP Annual Report](#) as a service to the continuing dental education community. Review the most recent CERP Annual Report at ADA.org/CERP.

CERP Recognition Actions—Spring 2014

ADA CERP now recognizes a total of 441 national providers of continuing dental education. At its March 2014 meeting, the CERP Committee reviewed a total of 15 applications from new providers, 48 applications for continued recognition and 16 progress reports.

Congratulations to the following CE providers that were awarded **four-year terms** of recognition:

- Academy of Osseointegration
- Advanced Continuing Education Systems
- American Association of Dental Consultants
- American Association of Oral and Maxillofacial Surgeons
- Association of Vietnamese American Dentists
- Baylor College of Dentistry, Texas A&M Health Science Center
- Belmont Publications, Inc.
- Center for Oral and Maxillofacial Surgery
- College of Diplomates of the American Board of Orthodontics
- DENTSPLY International Inc.
- Greater Houston Dental Society
- Institute for Advanced Laser Dentistry
- Jamaica Dental Association
- Kennedy Professional Educational Seminars
- Las Vegas Institute for Advanced Dental Studies, LVI Global

Misch Implant Institute
Ohio Dental Association
South Carolina Dental Association
Spear Education
U.S. Navy Dental Corps
University of Detroit Mercy - School of Dentistry
University of Pennsylvania -School of Dental Medicine
University of Rochester Eastman Institute for Oral Health
Virginia Dental Association

Congratulations to the following CE providers that were awarded **three-year terms** of recognition:

American Academy of Maxillofacial Prosthetics
CDEC, Faculty of Oral and Dental Medicine, Cairo University
Center for Advanced Dental Education at Saint Louis University
Hispanic Dental Association
Idaho State Dental Association
Illinois State Dental Society
International Marketing Ventures Ltd.
Montana Dental Association
Northwest Foundation for Maxillofacial Research and Education
St. Barnabas Hospital
Staten Island University Hospital, Department of Dentistry
The Center for Exceptional Practices
Vident, Inc.
Virginia Commonwealth University School of Dentistry
Western Society of Periodontology

List Your Courses on ADA.org/cerp

Approved providers are encouraged to post information about their courses in the ADA's online [course listing](#). To submit information, login to the maintenance page using the user ID and login assigned by CERP. Contact Kim Hendricks at hendricksk@ada.org for assistance.

Application Dates for 2015

Providers with recognition terms ending in 2015 should plan ahead and begin assembling course files to submit with their applications for continued recognition. The revised application forms request providers to document one or two complete activities held in 2014. CERP will email application materials as described below.

- Providers with recognition terms ending June 2015 will receive application forms in July 2014. Applications are due January 9, 2015.
- Providers with recognition terms ending December 2015 will receive application forms in January 2015. Applications will be due June 26, 2015.

Review application requirements, instructions and other [resources for providers](#) at ADA.org/CERP.

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 Leadership

Dr. Teresa A. Dolan, Chair, Council on Dental Education and Licensure
York, PA

Dr. James M. Boyle, Vice chair, Council on Dental Education and Licensure, York, PA

ADA CERP Committee

Dr. James M. Boyle, Chair, York, PA

Dr. Eva F. Ackley, New Port Richey, FL

Dr. Brian A. Beitel, Huntsville, AL

Dr. David T. Brown, Indianapolis, IN

Dr. Laurie C. Carter, Richmond, VA

Dr. Hardeep K. Chehal, Omaha, NE

Ms. Carol J. Dingeldey, Southington, CT

Dr. Alan L. Felsenfeld, Los Angeles, CA

Ms. Janice L. Gibbs-Reed, Newark, NJ

Dr. Timothy C. Kirkpatrick, Biloxi, MS

Dr. Kenneth A. Krebs, Glenview, IL

Dr. Paul Leary, Smithtown, NY

Dr. Eugene J. McGuire, Allentown, PA

Dr. Ann Steiner, Yucaipa, CA

Dr. Mary A. Tavares, Boston, MA

Dr. Timothy T. Wheeler, Gainesville, FL

CDEL/CERP Staff

Ms. Karen M. Hart

Director, CDEL

hartk@ada.org 800-621-8099, x2825

Ms. Mary Borysewicz

Manager, CERP

borysewiczm@ada.org 800-621-8099, x2704

Ms. Kimberly A. Hendricks

Program Assistant, ADA CERP

hendricksk@ada.org 800-621-8099, x2869

American Dental Association - ADA CERP

211 East Chicago Avenue

Chicago, IL 60611

Fax: 312-440-2915

www.ada.org/cerp



Quick Links

- ADA CERP info
- Resources for CE Providers
- CERP Course Listings
- List of Recognized CERP Providers