



CPD in Focus

Spring 2021

Highlights from the National Committee on Continuing Professional Development meeting (October 3 and 4, 2020)

Two- and three-credit-per-hour certification pilot

The College of Family Physicians of Canada (CFPC)'s National Committee on Continuing Professional Development (NCCPD) came to a decision regarding the future of the two- and three-credit-per-hour certification pilot. The purpose of the pilot was to create the opportunity for university CPD offices and CFPC Chapters to certify programs at two and three credits per hour, a process traditionally done through the CFPC's National Office. The pilot began in 2018 with the participation of five university CPD offices and one CFPC Chapter. At the end of the pilot four university CPD offices remained.

The Pilot Advisory Group presented the committee with a proposal outlining next steps and recommendations. The proposal was approved as written with one modification: The committee felt it was important that the review requirements for two- and three-credit-per-hour activities continue to include two CFPC members as reviewers even for activities that university CPD offices review (the current review requirement for all programs seeking two- and three-credit-per-hour certification).

The committee approved that the three CPD offices that completed the pilot (at the University of British Columbia, the University of Manitoba, and Dalhousie University) may review two- and three-credit-per-hour activities that were developed with significant involvement of their offices on a permanent basis. The University of Toronto's CPD office will remain in the pilot until the required pilot elements are completed.

The CFPC's CPD Department will take on new pilot sites for training in 2021. To express interest in joining a new round of pilot training, university CPD offices accredited through the Committee on Accreditation of Continuing Medical Education and CPFC Chapters may contact Jessica Black, Certification Manager, CPD, at jblack@cfpc.ca.

The CFPC's CPD Department thanks the members of the Pilot Advisory Committee for their work in developing the proposal and congratulates the units of the University of British Columbia, University of Manitoba, and Dalhousie University that have completed the pilot.

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Mainpro+ Standards Working Group

As part of our commitment to the process of continuous quality improvement, the CPD Department recommended the formation of a working group to review the Mainpro+® program. The NCCPD approved the terms of reference for the soon-to-be-formed Mainpro+ Standards Working Group. The mandate of the working group is to:

1. Establish, review, and potentially recommend changes to the participation standards of the Mainpro+ program, including annual/cycle-based reporting requirement(s), the role of minimum/maximum category-based requirements, and requirements for professional learning plans (PLPs).
2. Recommend whether the maintenance of certification (e.g., the CCFP Special Designation and Certificates of Added Competence) in the CFPC should include elements beyond CPD participation.
3. Direct the evolution of the Mainpro+ standards to reflect national and international CPD standards for physician organizations and allied health care professionals.
4. Ensure that the Mainpro+ standards reflect the needs of Mainpro+ participants while balancing them with the expectations of other stakeholders such as, but not limited to, medical regulatory authorities and the public.

The CFPC's CPD staff will begin seeking members to join the Working Group in early 2021. The Working Group will submit a final report to the NCCPD for consideration at its spring 2022 meeting. This will include recommendations on an evaluation framework to be consistent with the CFPC's approach to evaluation across the education continuum.

Topic eligibility: Repetitive transcranial magnetic stimulation

Repetitive transcranial magnetic stimulation (rTMS) is a Health Canada–approved treatment for patients with treatment-resistant depression. The CFPC's CPD Department was approached by a provincial regulator regarding the suitability of training on the delivery of this treatment for family physicians. The regulator deemed training on delivering and/or ordering the treatment to be outside the scope of family medicine.

The NCCPD discussed the topic and determined that CPD activities designed to educate family physicians on the risks and benefits of rTMS are eligible for Mainpro+ certification; however, programs designed to educate physicians on delivering or ordering the treatment are not eligible for certified credit as they are considered outside the scope of family medicine. Mainpro+ certification standards will be updated to reflect this decision.



Revisions to Understanding Mainpro+ Certification: Standards for continuing professional development program providers

We are pleased to share with you the newly revised *Understanding Mainpro+ Certification: Standards for continuing professional development program providers*. The Mainpro+ certification standards were updated to recognize policy changes that were approved in 2019 and 2020 and to improve the clarity and application of the document. In **Table 1** we provide a summary of the major changes in this revised document.

Table 1. Summary of changes in the 2021 update of *Understanding Mainpro+ Certification*

Section Header	Description of Change
Frequently Asked Questions (FAQs)	A new question addresses the differences in requirements for online/virtual versus live in-person certified activities.
FAQs	The FAQs on the role of industry representatives at Mainpro+ certified events have been updated to reflect changes in policy. Representatives of health care/pharmaceutical industry (HPI) commercial interests may not assume an educator/presenter role in Mainpro+ certified activities under any circumstances.
FAQs	The participation of out-of-province participants in provincially certified self-study online activities has been clarified.
Throughout the document	Language has been revised to provide clarity on how the Mainpro+ standards apply to virtual CPD program delivery.
Defining CPD: Credit categories	Definitions of the three Mainpro+ credit categories are now included.
Defining Eligible CPD: Learning formats	Definitions of common learning formats for CPD activities (e.g., regularly scheduled series, journal club) have been added.
Defining CPD: Eligible CPD providers	Revised definitions of eligible CPD provider organizations, ineligible CPD provider organizations, and HPI commercial interests are outlined on these pages.
Defining CPD: Ineligible CPD topics	Programs on esthetic medicine procedures and on personal well-being have been removed from the ineligible topics list. Programs designed to provide education on delivering or ordering rTMS have been added to this list.
Scientific Planning Committee	The definition of a scientific planning committee was revised to match the definition included in the <i>National Standard for Support of Accredited CPD Activities</i> . This definition also includes encouragement for the development of diverse scientific planning committees and faculty for CPD activities (see more details in the next article in this newsletter, "Gender balance and diversity in Mainpro+ certified program planning").

Section Header	Description of Change
Provincial certification	The requirements for provincial certification of online self-study activities were clarified.
Application process	The description of content review requirements has been revised for greater clarity on application submission expectations.
Declaring and disclosing conflicts of interest	The CFPC conflict of interest disclosure and submission requirements have been updated to align more closely with those of the Royal College of Physicians and Surgeons of Canada. Please take note of the new form found in Appendix 1 of the document.
The three-step COI disclosure policy	The description of the disclosure process and requirements to accommodate online/virtual CPD activities were revised.
Standards for Mainpro+ program presentation and marketing materials	Language has been updated to clarify the standards for the marketing and delivery of online/virtual CPD activities.
Quality Criteria Framework tables	<p>Updates to the Quality Criteria have been incorporated to include revised certification requirements for Assessment activities and to clarify the requirements for the incorporation of evidence.</p> <p>Examples of activities that meet the Quality Criteria requirements have been added to the tables.</p>
Determining Credit Allocation	The explanation of how to manage activities that employ more than one credit category in program development, which appeared in previous versions of the Mainpro+ standards, has been removed and will not be employed going forward. Providers must apply to a single credit category per program. Select the credit category that fits the bulk of the programs' activity.
Quality Criterion 3: Incorporation of evidence	Additional information on sources of evidence for non-clinical topics has been incorporated in the description.
Quality Criteria 2: Interactivity and Engagement	Updates have been provided to clarify the interactivity requirements online/virtual CPD activities.
Online programs	Additional details and clarity have been provided on the program development/delivery requirements for online self-study programs.
Mainpro+ certification of programs delivered in the province of Quebec	There are minor updates in the language describing specific requirements for activities certified in Quebec.
Online/virtual learning programs	Further clarification of the requirements for online/virtual CPD, including the acknowledgement of sponsors and use of virtual exhibit halls, has been included.

Section Header	Description of Change
Chapter 6: Mainpro+ Certification Statements	The Mainpro+ certification statements have been revised and provided in a more visual layout to improve the clarity of and compliance with the requirements. There are also minor updates to the Mainpro+ certification statements for programs delivered in Quebec.
Marketing statements for certified programs	New marketing statements have been provided for use in the promotion of Mainpro+ certified activities under the circumstances described in the Mainpro+ standards.
Chapter 7: Standards for Partial Certification	Minor updates in language have been made to accommodate virtual CPD activities. Updates include language from the <i>National Standard for Support of Accredited CPD Activities</i> FAQs regarding non-certified activities.
Appendix 1: Conflict of Interest Disclosure Form	The Conflict of Interest Disclosure Form has been revised. Programs seeking certification after March 31, 2020, must use the new form.

Gender balance and diversity in Mainpro+ certified program planning

In May 2020 endocrinologist Dr. Alice Cheng approached the CFPC's CPD Department about establishing a policy or requirement for gender balance on scientific planning committees for CPD activities. As a result of this discussion the CPD team updated the definition of a scientific planning committee in the Mainpro+ certification standards to the following:

The CFPC strongly encourages diversity in the selection of scientific planning committee members as well as speakers, moderators, facilitators, and/or authors to truly represent the target audience. This includes considering balanced representation for gender, race, ethnicity, and sexual orientation/identity. If the target audience for a CPD activity is interprofessional an interprofessional scientific planning committee is strongly encouraged. Planners of CPD activities are also encouraged to include the patient voice in the design of CPD. A good way to accomplish this is to invite patients to join scientific planning committees.

The CFPC's CPD team believes this is an important step toward addressing inequities in medical education at the CPD level. The CFPC's current demographics show that 51 per cent of members are female and 49 per cent are male, and 62 per cent of current family medicine residents have identified themselves as female in our database. While the CFPC does not collect data on our members' race, ethnicity, or sexual identity, it is important to recognize that family physicians come from all spheres of society and should be represented and considered when planning CPD activities. A 2018 report from the Canadian Medical Association and the Federation of

Medical Women of Canada, *Addressing Gender Equity and Diversity in Canada's Medical Profession: A review*, stated the importance of including voices from diverse backgrounds in designing programs and policies across the health care system to better represent the changing makeup of the medical profession and of society as a whole.*

There is evidence to support the Canadian notion that diversity is our strength. Research has found that organizations tend to have better, more innovative decision making and improved performance when their boards of directors have gender and ethnic diversity.† Catalyst, a research organization that aims to improve workplace inclusivity, has assembled 39 reasons why diversity matters (with the supporting evidence); they include points that are relevant to the development of CPD, such as a higher likelihood of being considered ethical, higher social sensitivity, increased creativity, and better problem-solving abilities.‡

The CFPC's CPD team recognizes this as a first step in bringing more balance and diversity to the CPD landscape in Canada, and we thank Dr. Cheng for starting us down this path. We want to learn from our CPD provider and learner communities. Please share with us how you approach diversity and inclusion in the development and presentation of CPD activities. Send your ideas to cpdinfofocus@cfpc.ca. With your permission we may use your feedback in a future Quick Tip and/or webinar.

* Canadian Medical Association and Federation of Medical Women of Canada. *Addressing Gender Equity and Diversity in Canada's Medical Profession: A review*. Ottawa, ON: Canadian Medical Association and Federation of Medical Women of Canada; 2018. Available from: <https://www.cma.ca/sites/default/files/pdf/Ethics/report-2018-equity-diversity-medicine-e.pdf>. Accessed July 6, 2020.

† Miller T, Del Carmen Triana M. Demographic diversity in the boardroom: mediators of the board diversity–firm performance relationship. *J Manag Stud*. 2009;46(5):755-786.

‡ Catalyst. Infographic: Diversity Matters. New York, NY: Catalyst; 2014. Available from: <https://www.catalyst.org/research/infographic-diversity-matters/>. Accessed July 6, 2020.

Ethical review requirements for live webinars

The purpose of the Mainpro+ ethical review process is to ensure that Mainpro+ certified CPD programs continue to focus on addressing the educational needs of family physicians and not on ancillary benefits such as meals, entertainment, and monetary rewards. The move to webinar-based CPD has raised questions from providers about the circumstances in which ethical review applies and to which CFPC Chapters ethical reviews should be submitted. Ethical review is required for each instance of delivery for live (in-person or online) activities that have received for-profit financial support. As is the case for live activities, the ethical review process examines:

- The logistical components of sessions (e.g., meals, breaks, entertainment, social events, venue, online platform, speakers, and presenters)
- Promotional materials, invitations, correspondence with potential attendees, participation certificates, and all other published announcements in print or electronic media (e.g., websites, blogs); this review includes verification that no sponsor branding is included in these materials and that appropriate Mainpro+ certification statements are in use
- Costs to be assumed by attendees (e.g., registration and social events); this review is to verify that attendees' costs are not being subsidized in such a way as to introduce sponsor influence on the educational content
- Completed conflict of interest forms and slides for speakers, moderators, and facilitators at the session being reviewed

Understanding where and in what circumstances ethical review is needed for live webinars can be complicated, especially when there is no specific venue to determine the location. **Table 2** presents a few scenarios to help providers better understand what to do. Please note these scenarios apply to programs that have for-profit financial support and are subject to ethical review.

Table 2. Ethical review requirements for live webinars

Scenario	Ethical Review Expectations
<p>1. Physicians participate in a live webinar from their clinics with meals delivered by sponsor representatives. This could be happening at multiple clinics across the country for the same live webinar.</p>	<p>In this instance a single ethical review is required for each province in which this scenario occurs for the live webinar session. The ethical review submission should include details about the meal costs and who delivers the food.</p>
<p>2. Physicians view a live webinar in a restaurant or hotel (with or without a sponsor representative present).</p>	<p>A separate ethical review would be required for each specific venue where this scenario takes place (same process as with live, in-person presentations at a restaurant or hotel).</p>
<p>3. Physicians view a live webinar from their homes or clinics with food delivered by a delivery service and no contact with a sponsor representative.</p>	<p>A single ethical review submission per province where this scenario is taking place is required. This could be combined with the ethical review submitted for scenario one above.</p>
<p>4. Physicians view a live webinar from their homes or clinics with no food delivery or contact with a sponsor representative.</p>	<p>A single ethical review submission per province where this scenario is taking place is required. This could be combined with the ethical review submitted for scenario one above if both situations are true for a single webinar.</p>

Appropriate platforms and URLs for the delivery of virtual CPD

The delivery platform website or URL for Mainpro+ certified virtual CPD activities may not be housed or advertised on an HPI or commercial website. This includes online registration pages for Mainpro+ certified events. The URL for these activities cannot contain the names of sponsors or sponsor products; for example, “www.pharmaX.com/Mainpro+ events” is not acceptable.

Where a website for Mainpro+ certified events includes an active link to non-certified materials, content, or services, it must provide a pop-up warning to inform the user that the site and content are not part of the Mainpro+ certified program site and content.

The following conditions also apply:

- The destination page must appear in a new window or tab.
- Users must have the option to not click on an advertisement or link; the advertisement or link cannot be established in such a manner that requires the user to click on the advertisement or link to proceed.

Sponsor and/or product logos must not be included on the home page or landing page of the website for a Mainpro+ certified event. When logos must be used, the CFPC requires them to be reserved for a separate web page or tab where supporters are acknowledged. The company name or logo should not be on the same web page as the Mainpro+ certified program content (e.g., the agenda, speaker information, course outline link to a webinar, or online activity). Product-specific logos or branding may not be used in any capacity.

During the ethical review process providers may be asked to provide the URL and/or platform being used to host live webinars to ensure that no sponsor branding present. Activities that include this type of branding will not be approved.

CERT+ tips and tricks

Responding to financial questions on the application

The CERT+ online application asks several questions related to the financial support of activities seeking Mainpro+ certification. These questions can seem unclear to program providers as “support” can mean different things to different people. The CPD team is looking to make improvements to these questions in the future but, in the meantime, here is a quick primer to help you better understand how to answer these questions accurately.

The first financial question is: “Does this program receive financial or in-kind support from a for-profit company or organization?” Providers should respond “yes” to this question if they are seeking sponsorship for the program from external for-profit organizations. When “yes” is selected, providers are prompted to indicate whether the support is financial or in-kind (both may be selected). In-kind support includes services, tools, or human resources that have a monetary value and are provided to an organization in support of an educational activity (e.g., the distribution of invitations, a loan of equipment). Providers are required to list the financial supporters of the program by name and the total amount of financial support sought and/or received. Live in-person and live online programs that have support

from for-profit organizations are subject to ethical review.

The question “Does this program receive financial or in-kind support from a not-for-profit organization?” refers to financial or in-kind support from external not-for-profit organizations. Providers should check “yes” only if they receive financial support from external organizations. If the program provider is a not-for-profit organization and is self-funding the educational activity, they should select “no” in response to this question.

When providers respond “no” to financial and in-kind support from both for-profit and not-for-profit organizations they are prompted to respond to one final qualifying question regarding the financial arrangements of the educational activity. They are asked: “Is this program self-funded by a for-profit organization?” Providers should respond “yes” to this question if they are a for-profit CPD organization (e.g., a CPD travel, a medical education company). If “yes” is selected and the activity is live in-person or live online, then ethical review is required.

If at any time you are unsure of how to respond to the financial questions or any other questions on the CERT+ application please contact a member of the certification team at certplus@cfpc.ca or toll free at 1-866-242-5885.

Save the date

CPD in Focus Live

English: Tuesday, June 1, 2021, at 11:30 a.m. (ET)

French: Tuesday, June 1, 2021, at 2:30 p.m. (ET)

This live webinar will explore the contents of the *CPD in Focus* newsletter in depth and allow program providers to pose questions and seek clarifications. The hosts will discuss the impact of the pandemic on CPD delivery and address questions regarding the Mainpro+ certification standards and virtual CPD. Register for the English webinar at https://cfpc.zoom.us/webinar/register/WN_7Fv1ggqoS1i1FPWWIR0T4g. Register for the French webinar at https://cfpc.zoom.us/webinar/register/WN_mFnFvezCTf6_ZM7xqLxzFA. The webinars will be recorded for those who are unable to attend live.

Mainpro+ 101

English: Wednesday, June 9, 2021, at 11:30 a.m. (ET)

French: Wednesday, June 9, 2021, at 2:00 p.m. (ET)

Are you new to Mainpro+ certification or looking for a refresh on the Mainpro+ certification standards? If so, this webinar is for you. The speakers will provide an overview of the standards and processes for program certification. This session will cover eligible topics and CPD provider organizations, the conflict of interest disclosure process, and tips and tricks for meeting the application submission requirements. We will explain the credit categories, the review processes for provincial and national certification, and the quality criteria requirements for one-, two- and three-credit-per-hour programs. Frequently asked questions related to Mainpro+ certification and program development will also be discussed.

Register for the English webinar at https://cfpc.zoom.us/webinar/register/WN_J6ol_lgeSKmbmnJVbyZ48Q. Register for the French webinar at https://cfpc.zoom.us/webinar/register/WN_lzBn4LOBQDKqK8dmhuQ8rA. The webinars will be recorded for those who are unable to attend live.

Thank you

The past year has been extraordinary. The staff of the CFPC's CPD Department extend our gratitude to CPD program providers and scientific planning committee members for all you have done to pivot with the CPD you create to meet the needs of family physicians during the COVID19 pandemic. Thank you for adapting and innovating to ensure that Mainpro+ certified CPD continues to be available for Mainpro+ participants. We look forward to continuing to collaborate with you in 2021.



What we are reading: A CPD bibliography

Below are scholarly literature titles and other CPD-related articles that have recently come to our attention. These publications have attracted our interest because they address recent trends in CPD, support the principles of Mainpro+ certification standards, or introduce unique concepts in adult learning. We hope you find this information helpful as you develop CPD activities.

Catalyst. *Infographic: Diversity Matters*. New York, NY: Catalyst; 2014. Available from: <https://www.catalyst.org/research/infographic-diversity-matters/>. Accessed July 6, 2020.

Kitty D, Funnell S, eds. *CanMEDS-FM Indigenous Health Supplement*. Mississauga, ON: College of Family Physicians of Canada; 2020. Available from: <https://www.cfpc.ca/CFPC/media/PDF/CanMEDS-IndigenousHS-ENG-web.pdf>. Accessed December 1, 2020.

Outschoorn A, Harvey J, Black J, Lujan M, Warsi Z, Girouard A. Mainpro+® evaluation. *Can Fam Physician*. 2020;66(9):e240-e246. Available from: <https://www.cfp.ca/content/66/9/e240/>. Accessed December 1, 2020.

Ratelle JT, Wittich CM, Yu RC, Newman JS, Jenkins SM, Beckman TJ. Effect of pause procedures on participant reflection and commitment-to-change in continuing medical education. *Teach Learn Med*. 2020:1-9.

Shah S, Diwan S, Kohan L, Rosenblum D, Gharibo C, Soin A, et al. The technological impact of COVID-19 on the future of education and health care delivery. *Pain Physician*. 2020;23(4S):S367-S380. Available from: <https://www.painphysicianjournal.com/current/pdf?article=NzEwNw%3D%3D&journal=129>. Accessed December 1, 2020.





Meet the Continuing Professional Development team

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