



## NEW FACES IN THE CPD Department

In June 2012, **Tessa Conliffe** joined the CPD department as our new MAINPRO® Assistant Coordinator. Tessa earned her BA (Honours) from Carlton University and also holds a diploma from Fanshawe College.

On August 20<sup>th</sup>, **Amy Outschoorn** joined the department as the new CPD Manager. Amy earned her Master's degree in Education from York University and is also a certified training and design professional. She brings strong management experience from a career that has included roles such as Learning Consultant, which involved designing continuing health education programs for physicians; Senior Instructional Designer; and most recently, Senior Account Supervisor.



### In this issue

New Faces in the CPD Department	1
2012 CPD Program Award Winner	1
Highlights from the National Committee on Continuing Professional Development (NCCPD)	2
Nominations for the 2013 CPD Program Award	2
MAINPRO® Changes	2
Commercial Involvement and Program Development	2
Accreditation FAQs	3
General Reminders	4
Important Changes Regarding Disclosure of Commercial Support	4
Institute for Healthcare Communication – Canada (IHC-C)	5

## 2012 CPD Program Award Winner

The CFPC CPD Program Award recognizes Mainpro-accredited educational programs that provide exceptional learning experiences. Many programs were nominated, each demonstrating innovative, high-quality education.

Congratulations to the Foundation for Medical Practice Education for their winning program **Practice Based Small Group (PBSG) Learning**. The CPD department presented the award to Dr Tom Elmslie and his team on behalf of the Foundation at Family Medicine Forum (FMF).

This year is the **20<sup>th</sup> anniversary** of the PBSG Learning Program, which started in 1992 as a collaborative project led by Dr John Premi, with 117 physicians in 16 small groups across Ontario. The program has grown to become a national-level program covering all provinces and territories, and currently has more than 5,000 members in over 650 small groups with trained peer facilitators.

Groups of five to 10 family physicians form a PBSG Learning group in their own community, meeting for an average of 1.5 to 2 hours approximately once a month at a mutually agreeable time and place. During

the small-group sessions, the facilitator focuses the discussion on patient cases, best practice information provided in the module to identify practice gaps, and strategies to narrow these gaps and enhance practice change. Group discussion allows for sharing of practice experiences about how to implement practice changes and overcome anticipated barriers. At the conclusion of each group meeting, using a practice reflection tool, members are guided to reflect on the discussion, to envision how strategies might be translated into daily practice, and to explicitly commit to make a change in practice or confirm their current practice. Ongoing meetings provide the opportunity to reflect on the success of the planned practice changes. Over time, small groups evolve into communities of learners.

The PBSG Learning Program is organized through the Foundation for Medical Practice Education, which incorporated in 1997 as a not-for-profit organization and is based out of McMaster University in Hamilton, Ontario.

The PBSG Learning Program was **the first** accredited Mainpro-C® program of the College.

## Highlights From the National Committee on Continuing Professional Development (NCCPD) Fall Meeting

The NCCPD met for two days in September at the Novotel Toronto Centre in downtown Toronto. The following is a highlight from the meeting that is relevant to CME/CPD providers.

In an effort to monitor program bias, CPD piloted an evaluation process with satellite symposia at FMF 2012. Program providers were aware of the evaluation process, which was performed by members of the NCCPD. The objective

was to have a minimum of two auditors for each session to ensure that each satellite symposium presented information in a balanced, unbiased manner. The auditors provided CFPC with their evaluation summaries, and a common participant evaluation question addressing bias was used for all satellite symposia. Results of this audit will be made available to symposia presenters and sponsors, as well as to the NCCPD.

## NOMINATIONS FOR THE 2013 CPD PROGRAM AWARD ARE NOW BEING ACCEPTED!

The submission deadline for the 2013 CPD Program Award is March 31, 2013. For more information and to access the nomination form, click [here](#) or contact the Mainpro Accreditation Coordinator ([mainpro@cfpc.ca](mailto:mainpro@cfpc.ca)).



## Changes are coming in 2013...

Over the next few years, based on member recommendations, the CFPC will make some significant changes to Mainpro to help all Mainpro participants meet their changing learning requirements. The system changes will also ensure that appropriate mechanisms are in place to allow Mainpro to evolve and improve over time.

Two important changes will take place to Mainpro credit reporting as of January 2013:

- All Mainpro participants will be required to report a minimum of 25 credits per year during their five-year cycle. The annual minimum may be comprised of any combination of Mainpro-M1, Mainpro-M2, and/or Mainpro-C credits. A minimum of 250 credits are still required within the five-year cycle
- All credit reporting must be done online



## Commercial Involvement and Program Development

Effective January 2013, representatives of commercial organizations (pharmaceutical industry, communication firms, etc.) will not be permitted to participate in nor attend scientific and content planning committee meetings for programs seeking Mainpro accreditation. They will not have any role whatsoever in the program content development. Program committees primarily concerned with program logistics are considered different and would not exclude representatives of commercial interests.



# Accreditation FAQs

At CPD, we are committed to providing you with the ongoing support required to understand the Mainpro accreditation process. Below are a few frequently asked questions from CPD providers.

**Q:** What is Quick Connect?

**A:** QuickConnect is the College of Family Physicians of Canada's (CFPC's) online application system for MAINPRO® accreditation. QuickConnect allows CME/CPD providers to complete application forms online, upload all supporting documents, and make payments with just a click of the mouse. For more information go to <http://www.cfpc.ca/QuickConnect/>.

**Q:** Are industry representatives allowed to attend Mainpro-accredited events?

**A:** Industry (pharmaceutical/biotechnology company) representatives may attend live accredited CME/CPD programs as **non-contributing** members to the discussion to provide logistics support such as facilitating registration, audiovisual setup, seating, and distribution of certificates of attendance. They may attend a live accredited program only with the consent of the chair and only if seating remains, preferably at the back of the room. They must wear no commercial identifiers (eg, corporate logos).

**Q:** Does the College allow for industry representatives to assume an educator/presenter role at Mainpro-accredited events?

**A:** A representative of a commercial organization (pharmaceutical company representatives, medical device company engineers, etc.) cannot assume the role of speaker/educator at Mainpro-accredited events. The only exception is where a demonstration of a product or device is considered to be an essential component of the educational event, and no physician or other health care professional is qualified to perform this role. This type of participation must be approved and rationalized by event planning committee members and outlined as part of the initial accreditation application.

**Q:** What are the branding parameters for CME providers?

♦ **A:** CME provider and sponsor logos or other branding must not be included as part of the content presented during a

Mainpro-accredited CME/CPD event. For example:

- ♦ It is not permissible to include logos within the header or footer for PowerPoint slides, handouts, etc.
  - ♦ It is not permissible to use colours and/or colour schemes commonly associated with a company or one or more of its products for PowerPoint slides, handouts, etc.
- Further details can be found in *A Guide to Mainpro Accreditation*, Appendix 9.

**Q:** If program content has been changed after it was approved/accredited, does it need to be resubmitted to the College?

**A:** For National Mainpro-M1- or Mainpro-C-approved programs, please contact the CPD department at the National Office ([quickconnect@cfpc.ca](mailto:quickconnect@cfpc.ca) or 1-866-242-5885) to discuss the desired changes. For provincial Mainpro-M1-approved programs, please contact the appropriate Chapter office. If content changes are deemed to be significant, a new application for approval/accreditation may be required.

**Q:** May we run webcasts within a province using a single ethical review if participants are accessing the program from different locations?

**A:** A separate ethical review is required for each venue (hotel, conference centre, physician's office, etc.) where food and/or beverages are provided and/or an industry representative is present to assist with logistics, such as audio-visual equipment setup, distribution of learning materials, etc. If multiple webcasts are occurring without food/beverages provided and/or industry presence, only one ethical review is required.

**Q:** When do I submit conflict of interest (COI) information?

**A:** COI slides and related information (including planning committee COI as of June 2012) are to be included with the application for accreditation, not during the ethical review process. If the speaker's name or information is not known at the time of application submission, a template slide should be submitted to identify how the information will be later presented. For more information, go to [http://www.cfpc.ca/Conflict\\_of\\_Interest\\_Form/](http://www.cfpc.ca/Conflict_of_Interest_Form/). Please note that if you have not submit-

ted speaker COI information with the application, it must be submitted with the ethical review.

**Q:** Is a program considered accredited before it goes to ethical review?

**A:** **Final accreditation for provincial and national M1 programs is contingent on ethical review, as conducted by the pertinent CFPC Chapter office.** The ethical review process addresses the logistical components of sessions (eg, meals, entertainment and social events, venue, cost to participants, speakers, and presenters) and assesses compliance with CFPC accreditation standards and ethical guidelines, including those set forth by Rx&D and the Canadian Medical Association.

**Q:** What is the process for program evaluation?

**A:** Participants must have an opportunity to evaluate the program. Evaluation may be completed through use of forms, discussion groups, or other techniques deemed appropriate and useful.

- ♦ The evaluation must include a question on **content and presenter bias**.
- ♦ CPD providers must retain copies of completed evaluation forms or response summaries for at least one year in the event that the program is audited by the CFPC.
- ♦ The CFPC recommends that organizers provide a summary of the evaluations to all speakers and presenters for personal and professional development.
- ♦ Feedback sought from participants should be used by CPD providers to improve future presentations of the program.

**Q:** Where can I find an example of a Certificate of Attendance for participants?

**A:** Providers have requested we provide guidance on wording for certificates to be distributed to participants upon course completion. Appendix 11 of *A Guide to Mainpro Accreditation* contains a sample of what an ideal certificate might include. The CPD department is currently developing sample templates for certificates, evaluations, etc. that providers will be able to download and repurpose for their programs. Look for more news on the launch of these items in the months to come.

## General Reminders

### *Changes to approved content*

Once program content has been submitted and approved or accredited, changes cannot be made without prior approval from the CFPC. Minor changes can be submitted to the CFPC for approval but making substantial changes to content requires the submission of a new application.

### *Evaluation forms*

Participants must have an opportunity to evaluate the program. Evaluation may be completed through the use of forms, discussion groups, or other techniques deemed appropriate and useful. However, evaluations must facilitate candidate feedback, both with respect to program content and to its delivery. It is not appropriate for speakers, presenters, or facilitators to collect and/or review feedback from participants unless it is or has been made anonymous (eg, there are no identifiers, such as a participant's name).

### *French content*

If it is a National Mainpro-M1/Main-

pro-C program in which French-speaking family physicians are included in the target audience, CPD providers must submit French translations of the program to the CFPC National office for review. Providers need only submit the French content once the English version has been approved.

### *Webinar/Webinex/Teleconferences*

If a provider is planning on linking a webinar/webinex to a live event, it should be indicated on the initial application. A separate application will be required if this component is added after the fact. Because of the format, a teleconference requires a separate application.

### *Multi-session programs*

If a provider knows that a program will offer both accredited and unaccredited sessions, this information must be included at the time of application. When planning for different sessions, providers must group all of the accredited sessions separately from the unaccredited sessions (eg, all accredited sessions can be held in the morning or at the beginning, and all unaccredited sessions in the afternoon, or at the end, or vice versa).

## HOLIDAY OFFICE CLOSURE

Please note that the CFPC national office will be closed for holidays from December 21, 2012 to January 1, 2013. The office will re-open on Wednesday, January 2, 2013.

*Best wishes for a safe and happy holiday season!*

## Important Changes Regarding Disclosure of Commercial Support in March, 2013

In an effort to ensure full disclosure of all accredited programs, effective March 1, 2013, presenters will be required to incorporate three slides at the onset of their presentations. The slides must include the following:

### 1. Faculty/Presenter disclosure

- ✦ Speaker's name and any relationships with commercial interests (grants/research support, consulting fees, etc.)

### 2. Disclosure of commercial support

- ✦ Overview of financial and in-kind support received
- ✦ Potential for conflicts of interest

### 3. Mitigating potential bias

- ✦ Explanation of how potential sources of bias identified in the previous two slides have been mitigated

The incorporation of the revised disclosure of commercial support slides was piloted with satellite symposia at FMF in November 2012.

Further communication on this initiative, including copies of the template slides to be used, will be shared with providers and Chapters well in advance of March 2013.

## QuickConnect



### QuickConnect Helpline

For more information on **QuickConnect**, to receive a tutorial, or to register for a QuickConnect account, please contact **Michelle Chen:**  
**1-800-387-6197 +1 ext. 461**  
 or [mchen@cfpc.ca](mailto:mchen@cfpc.ca)



Institute for  
Healthcare  
Communication



Meeting the challenge of providing effective clinician-patient interactions

The Institute for Healthcare Communication – Canada (IHC-C) is a nationally accredited, non-profit organization, whose mission is to enhance the quality of health care by improving communication through education, advocacy, and research. The IHC-C works with health care organizations to provide educational opportunities for clinicians and other health care staff to develop the communication skills they need to be effective.

The programs offered include the following:

- Treating Patients with C.A.R.E.
- Conversations at the End of Life
- Strangers in Crisis: Communicating with Patients, Families and Your Team in the Emergency Department
- Disclosing Unanticipated Medical Outcomes
- Coaching for Impressive C.A.R.E.
- Connected: Communicating and Computing in the Exam Room

### Coming soon....

- Team and Patient-Centered Communication: Patient-Centered Medical Home (PCMH Focus)

For more detailed information, visit [www.ilhcc.ca](http://www.ilhcc.ca) and [www.healthcarecomm.org](http://www.healthcarecomm.org), or contact **Katheryne Stewart** at [ks@cfpc.ca](mailto:ks@cfpc.ca).



## Reader Comments or Suggestions?

The goal of **CPD In Focus** is to provide a forum for ongoing communication with our CPD partners and providers. We value your feedback. If you have an item or issue that you would like to see addressed in future editions of CPD In Focus, let us know! Send your feedback to **Amy Outschoorn** at [aoutschoorn@cfpc.ca](mailto:aoutschoorn@cfpc.ca)

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