

CPD In Focus – Autumn 2026

A practical look at elements of the Mainpro+® certification standards to help our continuing professional development (CPD) providers plan ahead, support transparent learning, and prepare CERT+ applications with confidence.

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EDI: Practical Ways to Strengthen CPD Activities

Equality, diversity, and inclusion (EDI) does not need to be complicated to be meaningful. Small, intentional choices can help CPD activities better reflect the diversity of family physicians, their patients, and the communities they serve.

- Consider diversity across scientific planning committee (SPC) membership, panels, speakers, and presenters, including practice setting, geography, lived experience, language, and clinical expertise.
- Use patient cases and examples that reflect a range of practice realities, including barriers to care, resource availability, and regional differences.
- Add course evaluation questions that invite participants to share whether the activity reflected themselves, their patient populations, and/or practice context.

These questions should be optional and framed as a way to help the CPD provider and SPC better tailor future content – not simply a requirement for participants to disclose personal information.

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The goal is continuous improvement: identifying simple, practical opportunities to make certified CPD more relevant, inclusive, and useful for family physicians in varied practice contexts.

Read more: Mainpro+ Certification Standards – Promotion of social justice and accountability in CPD program development; and the Mainpro+ Education Standards and Quality Criteria sections related to needs assessment, learning objectives and content, instructional methods, planning committee composition, and program evaluation.

Guidance on Artificial Intelligence (AI) Disclosures

Supporting transparency in CPD activities

As AI tools become more common in planning, developing, and delivering CPD, transparency is increasingly important. When AI is used to support educational content, planning materials, case development, slides, handouts, or other learning resources, CPD providers should disclose this clearly to participants.

A simple way to disclose AI use

Consider adding a brief slide in the disclosure section of your activity materials. The disclosure does not need to be lengthy; it should simply tell participants whether AI tools were used and, if so, how they supported the activity.

- Example: “Artificial intelligence tools were used to support drafting/editing of educational materials. Final content was reviewed and approved by the scientific planning committee.”
- Where AI is used to generate cases, images, questions, summaries, or other learning materials, describe that use in plain language.
- AI use does not replace the SPC’s responsibility to confirm accuracy, balance, bias mitigation, relevance to family medicine, and alignment with certification standards.

Why disclosure matters

- Disclosure fosters trust by helping participants understand how educational materials were developed.
- It also reinforces the SPC’s role in reviewing content for accuracy, independence, and appropriate balance.

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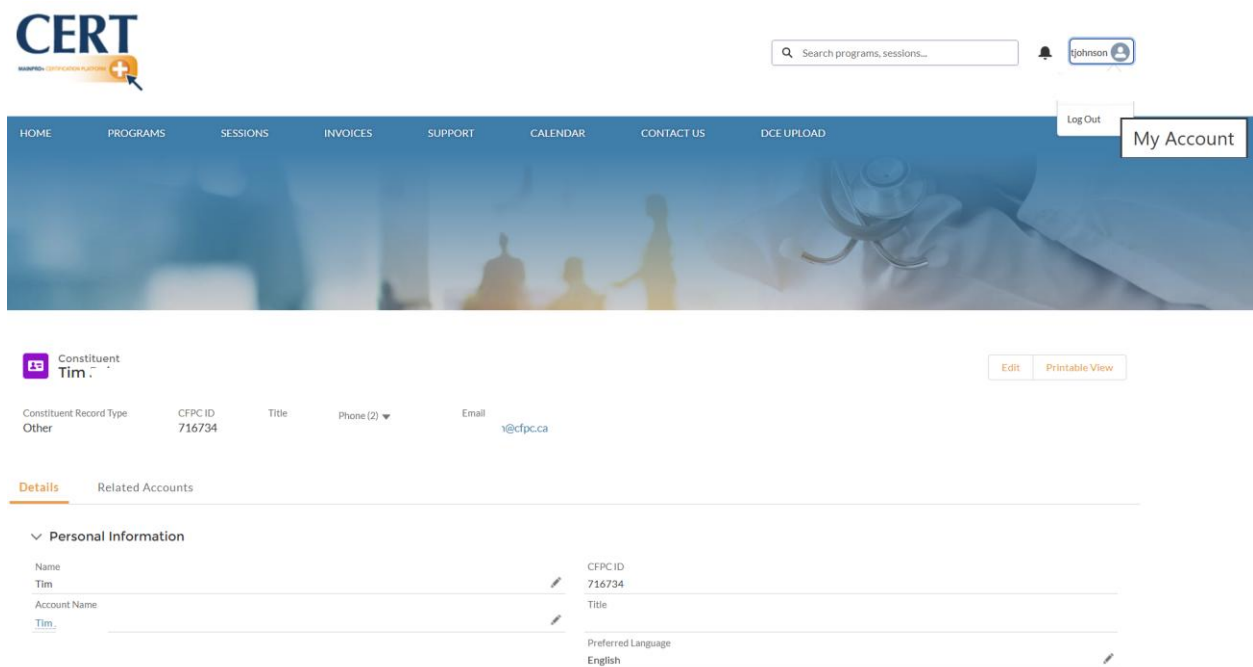
We encourage CPD providers to build AI disclosure into their standard disclosure process, just as they would for faculty conflicts of interest and financial or in-kind support.

Annual Attestations

Annual attestations will return this year. The process starts November 30, 2026. Please take a moment to confirm that your organization's primary contact is up to date in CERT+, as annual attestation communications will be directed to the primary contact. See images below to see how to confirm the primary contact for your CPD Provider account.

Steps to confirm the primary contact for your CPD Provider account

1. Log in to CERT+, click on the profile icon at the top right-hand corner, and select My Account.



The screenshot shows the CERT+ web application. At the top, there's a header with the CERT logo on the left, a search bar in the center, and a user profile icon on the right. Below the header is a navigation menu with links: HOME, PROGRAMS, SESSIONS, INVOICES, SUPPORT, CALENDAR, CONTACT US, and DCE UPLOAD. The user profile icon has a dropdown menu with 'Log Out' and 'My Account' options. The 'My Account' page is displayed, showing the user's profile information. It includes a 'Constituent' section with a name 'Tim', a 'Constituent Record Type' of 'Other', a 'CFPC ID' of '716734', a 'Title' field, a 'Phone (2)' field, and an 'Email' field with the address 'v@cfpc.ca'. There are 'Edit' and 'Printable View' buttons. Below this is a 'Details' section with a 'Personal Information' tab. The 'Personal Information' tab shows fields for 'Name' (Tim), 'Account Name' (Tim), 'CFPC ID' (716734), 'Title', and 'Preferred Language' (English).

2. Once on your profile page, select the Related Accounts tab and then click on the name of the CPD Provider of your choice.

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Constituent
Tim

Edit Printable View

Constituent Record Type: Other
CFPC ID: 716734
Title:
Phone (2):
Email: cfpc.ca

Detail **Related Accounts**

Related Accounts (2)

Account Name	Direct	Roles
CFPC CERT+	☐	
Tim J	☒	

View All

- Once in the CPD Provider account profile, you will see the name of the primary contact listed for that account. The primary contact is responsible for reviewing and confirming all accounts tied to the account. They are also responsible for submitting the annual attestation.

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Account
CFPC CERT+

Edit Provider Account Printable View

Account Record Type
CERT+ Account

Details

Account Name	Account Record Type
CFPC CERT+	CERT+ Account
Parent Account	Type
	Other
CFPC ID	Active
	✓
	Primary Contact
	<u>Tyrone Czernon</u>

Read more: [Administrative Standard 1.4: Maintaining eligible provider status](#), and [Administrative Standard 8.4: Provider organization audits](#). These sections help explain why current organization information and annual attestations matter.

Holiday Closures and Submission Planning

The CFPC national office will be closed beginning December 21st and will reopen January 4th. Applications submitted close to the closure period may not be reviewed until January. For example, an application submitted on Friday, December 18th will likely not be reviewed until the new year.

Planning tip: Submit early whenever possible to avoid the year-end rush and to leave enough time for payment processing, SPC member confirmation, reviewer questions, and any required revisions.

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Priority Review Pilot update

The Priority Review Pilot for national applications will continue; however, the option will not be available from December 1, 2026, to January 4, 2027. If you are working with shorter timelines, please plan ahead and contact the appropriate CPD office early to confirm availability before preparing a submission.

Upcoming Changes to Our Application Pricing

Starting March [insert date], 2027, the price of applications will increase slightly to reflect ongoing inflation and rising operational costs. This change allows us to maintain support for our stakeholders and ensure that certified CPD activities continue to be balanced, evidence-based, and meet the needs of our members. We deeply appreciate your support and remain committed to delivering the best possible tools for you. If you have any questions, please reach out to our support team at certplus@cfpc.ca.

Recognizing Financial Support, Acknowledgement, and Promotion

When a certified activity receives financial or in-kind support, CPD providers must ensure that support is managed transparently, acknowledged appropriately, and avoids becoming promotional. These expectations work together across three related standards:

- **Standard 3.0: Receiving Financial Support and In-kind Support** sets expectations for how support may be received while maintaining the independence and integrity of the certified activity.
- **Standard 4.0: Recognizing Financial and In-kind Support** outlines how support must be acknowledged, including use of the standard acknowledgement statement.
- **Standard 5.0: Managing Promotion in Mainpro+ Certified Activities** addresses how promotion must be managed so that sponsor branding, advertising, or promotional language does not appear to influence certified educational content.

In practice, this means sponsor support may be acknowledged using the approved acknowledgement statement:

“This program has received an educational grant or in-kind resources from [name(s) of funding organization(s)].”

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When sponsor logos may be used

For Mainpro+ certified activities delivered outside Quebec, sponsor logos may be used only in the limited circumstances permitted by [Administrative Standard 3.2 General use of logos and branding](#) and the Ethical [Standard 4.0 Recognizing Financial and in-kind Support](#) and Ethical [Standard 5.0 Managing Promotion in Mainpro+ Certified Activities](#).

Where logos and sponsor levels may not be used

- Do not place sponsor logos in certified educational slides, handouts, assessment questions, cases, or other educational materials.
- Sponsor logos cannot be included at or appear in locations where certified CPD sessions are occurring (e.g., live or virtual lecture halls, small-group discussion rooms) immediately before, during, or immediately after a certified CPD activity.
- Do not attach sponsor names, logos, or branding to a specific session, module, presenter, topic, or section of a certified learning activity.
- Do not separate or identify sponsors according to levels, tiers, packages, or categories—such as platinum, gold, silver, bronze, presenting sponsor, or session sponsor—within the certified learning activity.
- If sponsor levels or tiered recognition are used, they must be kept outside the certified CPD activity and must not be connected to educational content.

Quebec: The rules in Administrative Standard 3.2 refer to activities delivered outside the province of Quebec. For Mainpro+ certified activities delivered in Quebec, the use of sponsor logos outside of an exhibit hall or on promotional material is prohibited. Questions about activities delivered in Quebec can be directed to the CQDPCM at info@cqdpcm.ca or CQMF at dpc@cqmf.qc.ca.

Read more: [Administrative Standard 3.2 General use of logos and branding](#); Ethical [Standard 4.0 Recognizing Financial and in-kind Support](#); and Ethical [Standard 5.0 Managing Promotion in Mainpro+ Certified Activities](#).

Upcoming Events

- National CPD Accreditation Conference (17NAC): Ottawa, October 26 –27, 2026. [Learn more.](#)

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- Family Medicine Forum (FMF): Toronto, November 11–14, 2026. [Learn more](#).
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Register for CPD In Focus Live Webinar

Join the CERT+ team for a live discussion of key reminders from this issue, including AI transparency, annual attestations, holiday submission planning, EDI, sponsorship questions, and common certification standards scenarios. Bring your questions for the Q&A.

- **English:** October 7, 2026 @ 3 pm ET | [Register today](#)
 - **French:** October 8, 2026 @ 1 pm ET | [Register today](#)
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Resources

We encourage CPD providers to continue exploring ways to increase elements of EDI within their activities, and we recommend reviewing the following resources:

- [Quick Tips: Guide for integrating patient perspectives into CPD activities](#)
- [Quick Tips: Guide for Meeting Equity, Diversity, and Inclusion \(EDI\) Criteria in Mainpro+® Certification](#)
- [Quick Tips: Using the Combined Alternative COI Disclosure Template](#)

You can find all resources on the CFPC website under [CPD Program Certification](#).

Test Yourself Challenge

To check your answers, please use the following link - [CPD In Focus: Test Yourself Challenge](#). Please be advised that the options in the online challenge may vary.

1. Provincial vs. national certification

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Scenario: A CPD activity will be promoted in more than one province. Should the application be submitted for provincial or national certification?

- A. Provincial certification, because the provider is located in one province
 - B. Provincial certification, if the activity is delivered virtually
 - C. National certification, because the activity is marketed to physicians in more than one province
 - D. Either provincial or national certification, depending on which office has the shortest review timeline
-

2. Scientific Planning Committee (SPC) makeup for provincial applications

True or false: An SPC may consist of a single person as long as they're from the province of delivery.

- A. True
 - B. False
-

3. Sponsor acknowledgement

Question: Which sponsor acknowledgement approach is acceptable for a certified activity?

- A. Listing sponsors by tier, such as Gold, Silver, and Bronze, on the accreditation disclosure slide
 - B. Including the approved acknowledgement statement for financial and in-kind support, without linking sponsor names to specific sessions or sections
 - C. Placing sponsor logos within slides if the sponsor supported that session
 - D. Naming the sponsor in the title of the sponsored educational session
-

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4. Shorter marketing statements

Question: Once an activity has been approved/certified, which two shorter marketing statements are permitted?

- A. Earn up to [insert # of credits] certified Mainpro+® credits.
 - B. This activity has been certified for up to [insert # of credits] Mainpro+® credits.
 - C. This program is officially endorsed by the CFPC.
 - D. This activity is guaranteed to meet all family physicians' learning needs.
-

5. Required elements of a certified assessment activity

Question: Which of the following are elements of a certified assessment activity? Select all that apply.

- A. An analysis of practice data
 - B. An opportunity to reflect on current practice
 - C. Feedback to the participant based on their responses or performance
 - D. An objective measurement of change in their practice
 - E. Reflection on their results and/or practice
-

6. Optional enhanced activities

Question: What are optional enhanced activities?

- A. Activities that replace the need for certification
- B. Additional components that may be added to a certified activity to support deeper learning, reflection, assessment, or practice application
- C. Activities that allow sponsors to provide additional educational content
- D. Administrative activities completed by the CPD provider after certification

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7. Three steps of disclosure

Question: What are the three steps of disclosure?

- A. Collection of conflict of interest forms, SPC review, and disclosure to participants
 - B. Disclosure of support for activity (if applicable), SPC/presenter disclosure, mitigation of bias strategy
 - C. Needs assessment, learning objectives, and evaluation
 - D. Speaker invitation, honorarium payment, and certificate distribution
-

8. AI disclosure

Scenario: A presenter used artificial intelligence (AI) to help draft patient cases and slide content. What should be disclosed to participants?

- A. Nothing, because AI use does not need to be disclosed if the presenter reviewed the material
- B. The name of every AI platform used and the full prompt history
- C. A plain-language statement that AI was used to support development of educational materials, with confirmation that the SPC/faculty reviewed the content
- D. Only a verbal statement if a participant asks

Correct answer: C.

9. Sponsor logos in slides

True or false: Sponsor logos may be used in slides when disclosing financial or in-kind support of a certified activity.

- A. True
- B. False

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10. Sponsorship of individual sessions or modules

Scenario: A larger certified activity includes several modules. Can an individual session or module within the activity be sponsored?

- A. Yes, if the sponsor only supports that module financially
- B. Yes, if the sponsor logo appears only at the beginning of the module
- C. No. Beyond the standard acknowledgement of financial and in-kind support, a sponsor's name or branding may not be linked or aligned to a specific educational session, module, or section within a certified learning activity
- D. Yes, if the SPC approves the sponsor

Correct answer: C

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