



EBAC INFORMATION PACKAGE January 2007

Educational Programmes held during the ESC Congress 2007 in Vienna – Austria

	Pages
I. GENERAL INFORMATION - - - - -	2 - 9
Important before applying for EBAC accreditation - - - -	2
Deadlines and accreditation fee 2007 - - - - -	3
Promotional materials (printed & electronic) - - - - -	4
Recommendations on communication - - - - -	6
Disclosure of potential conflict of interest - - - - -	7
EBAC attendance certificates - - - - -	8
EBAC event report - - - - -	9
<hr/>	
II. EBAC POLICIES - - - - -	10-24
EBAC recommendations for CME providers - - - - -	11
Guidelines for commercial support for CME events - - - -	17
Use of EBAC logo and name - - - - -	20
Guide to EBAC on-line accreditation - - - - -	22
<hr/>	
III. TEMPLATES - - - - -	26 - 30
Course Director's commitment - - - - -	27
Letter of endorsement - - - - -	28
Voucher - - - - -	29
EBAC attendance certificate - - - - -	30



I. GENERAL INFORMATION

Important before applying for EBAC accreditation

Application for EBAC accreditation is possible only via the **EBAC on-line accreditation system**: www.ebac-cme.org

Paper EBAC registration and application forms may be downloaded from the EBAC website but **SHOULD NOT** be used for application. They are meant to help in preparing the information you will be asked for, when completing the application form **on-line**.

Please verify before submitting an application form to EBAC:

- ✓ **The CME provider must be a scientific/ academic entity**, such as:

an international or national professional medical society & associated working groups or affiliated societies or a **university**, or a **teaching hospital**.

- ✓ **An Endorsement Letter** should be provided by this CME Provider/ scientific entity, in which it takes responsibility for the content of the programme, and appoints a Scientific Director for the course. A template of the **Endorsement Letter** is available on the EBAC website.

- ✓ **The Course Director** should be affiliated with, and appointed by, the CME Provider in the Endorsement Letter.

The “Course Director’s commitment” must be signed by the Course Director and attached to the application form.

- ✓ **The scientific programme** of the EBAC Accredited Educational Programme must be **balanced** where possible and **placed in a general context**. A critical appraisal of the subject matter(s) adds greatly to the educational value of the programme. Uncritical and/or biased presentations of study results must be avoided.

- ✓ **The “Use of EBAC logo and name”** policy must be strictly applied. No commercial logos, links nor publicity might be placed in proximity of the EBAC logo. The logo of the financial sponsor of the CME programme must be **small in size** and may not compete with the CME provider nor the EBAC logos.

A template for printed documents has been proposed by the ESC and approved by the EBAC Board. All organisers of EBAC Accredited Educational Programmes should use this template for **all promotional materials** (printed and electronic). The template is available to download from the ESC website.

- ✓ **Distribution of CME certificates** should be organised in a way which will assure that only participants present during the **entire course** can receive it.

For more information you are welcome to visit the EBAC website www.ebac-cme.org or contact:

Ms Line Pereme (lpereme@ebac-cme.org), Accreditation Services, +33 (0)4 92 94 86 40.

Dr Joanna Ortoli (jortoli@ebac-cme.org), EBAC Coordinator, +33 (0)4 92 94 86 88.

Deadlines and accreditation fee 2007

- **January - March 2007: Recommended period**

to submit to EBAC a completed application form on-line (www.ebac-cme.org), including the scientific programme of the event, the faculty list, the endorsement letter, the Course Director's commitment.

Friday April 27, 2007: Last day to submit a complete application form on-line. Application forms received after this date will not be processed. Only complete application forms containing all requested documents (Endorsement Letter, Programme, Faculty, Course Director's Commitment) will be submitted for accreditation.

- **May – June 2007 : Review of printed and other promotional materials (including web pages)** related to accredited courses and according to the “**Use of EBAC logo and name**” policy.

A template for printed documents has been proposed by the ESC and approved by the EBAC Board. All organisers of EBAC Accredited Educational Programmes should use this template for **all promotional materials** (printed and electronic). The template is available to download from the ESC website.

NEW!

1- Invitations size

All invitations for EBAC Accredited Educational Programmes will have the same size (see template for more details).

2- Poster bearing the EBAC logo and the Scientific Institution (CME Provider) logo will have to be placed at the entrance of the lecture room.

No sponsor/ commercial logo nor information should be printed on this poster.

July 13, 2007: Last day for validation of printed or other promotional material.

**** No exceptions will be made to these deadlines ****

Accreditation Fee 2007

The Administrative fee is 150 EUR + 19.6% VAT. It needs to be paid at the submission of the application form. Only complete application forms containing all requested documents (Endorsement Letter, Programme, Faculty, Course Director's Commitment) should be submitted for accreditation.

The Accreditation fee is 850 EUR + 19.6% VAT and is to be paid only once the accreditation has been successfully awarded.

A single invoice – including both fees – will be raised to the “Invoicing Address” mentioned into the CME Provider's Registration Form.



I. GENERAL INFORMATION

Promotional materials (printed and electronic)

EBAC recommends sending any promotional materials (printed and electronic) bearing the EBAC logo and relating to EBAC Accredited Educational Programmes (programmes, invitations, posters, folders, abstract books...etc) for review and validation to the EBAC office.

As most promotional materials also require approval from the ESC, please send the drafts - in electronic format – both to the attention of the ESC/ Mr Fabrice Calabrese and the EBAC office/ Ms Line Pereme (lpereme@ebac-cme.org).

A template for printed documents has been proposed by the ESC and approved by the EBAC Board. All organisers of EBAC Accredited Educational Programmes should use this template for **all promotional materials** (printed and electronic). The template is available to download from the ESC website.

IMPORTANT
Promotional materials (printed and electronic)
which are not using the above mentioned template will
neither be reviewed nor approved by EBAC.

NEW !

1- Invitations size

All invitations for EBAC Accredited Educational Programmes will have the same size (see template for more details).

2- Poster bearing the EBAC logo and the Scientific Institution (CME Provider) logo will have to be placed at the entrance of the lecture room.

No sponsor/ commercial logo nor information should be printed on this poster.

IMPORTANT COMMENTS:

- 1.** This template is meant to **facilitate the printed materials approval process**. Please make sure all promotional materials (printed and electronic) do **comply with the Policy on the “Use of EBAC logo and name”**.
- 2.** The **EBAC standard text on disclosure** must be printed inside promotional/ printed materials concerning the accredited event.

“In compliance with EBAC/ EACCME guidelines, all speakers/ chairpersons participating in this programme have disclosed or indicated potential conflicts of interest which might cause a bias in the presentations. The Organizing Committee/Course Director is responsible for ensuring that all potential conflicts of interest relevant to the event are declared to the audience prior to the CME activities.”

- 3.** If you refer to EBAC or EBAC CME credits in other sections of your printed materials please **always use the same phrasing than on the approved template.**

The **Accreditation Statement** should always be printed together **with the EBAC logo**

"This programme is accredited by the European Board for Accreditation in Cardiology (EBAC) for "xx" hour(s) of external CME credit(s);

Each participant should claim only those hours of credit that have actually been spent in the educational activity. EBAC works according to the quality standards of the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS)."

The review of the printed/ promotional materials will take place **between May – June 2007**

DEADLINE: JULY 13, 2007



I. GENERAL INFORMATION

Recommendations on communication

about EBAC Accredited Educational Programmes

Introduction

The EBAC policy on the **Use of the EBAC logo and name** (see section on: EBAC policies) applies to the **EBAC Accredited Educational Programmes** taking place during the World Congress of Cardiology, and should be complied with.

- a. Once accredited, the programme must be announced as an “**EBAC Accredited Educational Programme**”. The words “symposia” or “satellite” or “workshop” must not be used in any communication after EBAC accreditation is awarded and accepted.
- b. **Reminder:** An EBAC Accredited Educational Programme is:
 - **organised by a scientific/ academic institution** (university, medical professional society, teaching hospital) which is called the **CME Provider**.
 - developed under the responsibility of a **Course Director** appointed in the corresponding **Endorsement Letter**, issued by the scientific institution which is formally registered as a CME Provider
 - supported by an **unrestricted educational grant** from a commercial sponsor.

What should be done:

- a. **Comply with deadlines for recommended review of printed /promotional materials sent to the EBAC office** (see section on “printed/ promotional materials” for more details).
- b. **Comply with all EBAC policies** (available in the section “EBAC policies” of this document or on the EBAC website) namely: **The use of EBAC logo and name - Guidelines for commercial support for CME events - EBAC recommendations for CME providers –** and other.
- c. **Use the ESC official poster board (or dedicated area)** for EBAC Accredited Educational Programmes to display posters and/ or invitations.

What should not be done:

- Promote in any way the educational programme as a « XYZ company supported programme » or invite participants to « the symposium of the XYZ company ».
- **Use corporate colors**, logos, visuals (publicity item pictures) in communication and publicity concerning the accredited programme.
- Use items with corporate visuals during the programme (pens, banners, notepads, etc).
- **Distribute invitations** to the accredited CME programme **on the financial sponsor’s stand**, in the Exhibition area.
- **Commercial publicity** is not allowed prior, during or after an EBAC Accredited Educational Programme (such as banners, pens, commercial logo...etc).



I. GENERAL INFORMATION

Disclosure of potential conflict of interest

1. **“Course Director’s Commitment”**: This document describes the Course Director’s responsibilities with regards to the educational programme. It should be completed, signed and attached to the application form.
2. **Each speaker/ chairperson** participating in the EBAC Accredited Educational Programme must complete and **sign the EBAC Disclosure form** (available to download in the “Documents Library” Section of the EBAC website).
Disclosure forms should be sent to the EBAC **office prior to the programme**.
3. **Potential conflict of interest must be disclosed or indicated verbally by each speaker and included within the 2 first slides of his presentation.**

For example :

- I have no potential conflicts of interest to report.
- I have the following potential conflicts of interest to report:

Research contracts
Consulting
Employment in industry
Stockholder of a healthcare company
Owner of a healthcare company
Others – (specify)

4. **The EBAC text on disclosure should be included in the course’s programme/ course books / syllabus:**

“In compliance with EBAC/ EACCME guidelines, all speakers/ chairpersons participating in this programme have disclosed or indicated potential conflicts of interest that might cause a bias in the presentations. The Organizing Committee is responsible for ensuring that all potential conflicts of interest relevant to the event are declared to the audience prior to the CME activities.”



I. GENERAL INFORMATION

Ebac attendance certificates

It is the CME Provider's responsibility to distribute individual CME certificates (EBAC attendance certificates) to participants and make sure that only participants who have effectively attended their programme obtain one single certificate with their name.

The EBAC Attendance Certificate must carry both the EBAC logo and the CME Provider's logo and be signed by the appointed Course Director (see template section at the end of the Information Package).

Several systems can be used by organizers to collect participants contact details (voucher, scanner...). In the case where certificates are mailed to participants **after** the event, they should be sent in a **neutral** envelop that **must not carry the sponsor name nor logo**.



I. GENERAL INFORMATION

EBAC Event report

This report **should contain the information listed below** and should be sent – **in electronic format** - to the EBAC office (lpereme@ebac-cme.org) within 4 weeks after the programme has taken place.

Post Course Report : “Programme Title and Date”

1. **Course title :** -----
2. **Course date :** -----
3. **Course location :** -----
 - a. Name : -----
 - b. Address : -----

4. **Speakers:**
 - a. Names
 - b. ...or attached list
5. **Number of participants :** -----
6. **Use of EBAC logo:**
(if possible attach a scanned copy to the report)
 - a. Course Final Programme: Yes/ No (if yes, see copy below or attached)
 - b. Final extended agenda: Yes/ No (if yes, see copy below or attached)
 - c. On the first / last presentation slides Yes/ No (if yes, see copy below or attached)
 - d. On the CME Certificates : Yes/ No (if yes, see copy below or attached)
 - e. On the final CD-Rom : Yes/ No (if yes, see copy below or attached)
 - f. Other (describe) :

(if yes, see copy below or attached)
7. **CME certificates**
 - a. How many were distributed : ----- Provide an electronic list (**Excel sheet recommended**)
8. **Last minute changes in the Course Programme**
Yes (If yes please describe:) / No

9. **Disclosure of Conflict of Interest**
 - a. Did all speakers sign?
Yes/ No (if no, how many and for what reasons?)
 - b. Potential Conflicts reported : -----
10. **EBAC Evaluation forms and comments from participants**
 - a. How many were collected?
 - b. Scores analysis
 - c. Comments (please list or attach)



II. EBAC POLICIES

- ✓ EBAC recommendations for CME providers
- ✓ Guidelines for commercial support for CME events
- ✓ Use of EBAC logo and name
- ✓ Guide to EBAC on-line accreditation



EBAC recommendations for cme providers

INTRODUCTION

Guidance

The principal responsibility of EBAC is assuring the quality of international CME in cardiology, as well as facilitating and stimulating participation of individual physicians in CME activities. By defining its Recommendations for CME Providers EBAC intends to present its requirements in a clear and explicit way. EBAC Policies, Procedures and Standard Documents and Texts comply with international and European standards in CME accreditation, with special regard to the requirements of EACCME.

Introduction/Background

Physicians have different CME needs and interests, individual learning patterns/styles, as well as clinical practice environments. The availability of given diagnostic procedures and treatment depend significantly on national healthcare system regulations, the country's economy, cultural patterns and many other factors.

EBAC therefore encourages CME providers to consider the CME needs and learning habits of physicians while preparing the CME activity. Definitions of learning objectives, targeting the audience, and assuring objectively presented scientific content are among the key features that will be considered by EBAC when accrediting a programme.

I. EBAC

What is EBAC?

The European Board for Accreditation in Cardiology is responsible for Accreditation of international CME programmes in cardiology for the European medical community. Both the competence and legitimacy of the Board are assured by its two parent organizations, the ESC and the UEMS. EBAC works in conjunction with the European Accreditation Council for Continuing Medical Education (EACCME)

EBAC mission and activities

The mission of EBAC is the assurance of quality of international CME and CPD programmes in cardiology in Europe. Accreditation, which means the approval of the scientific and didactic value of the programme, is awarded to those who comply with the quality requirements stipulated by EBAC. Every CME programme submitted to EBAC for accreditation is reviewed and assessed separately.

Independence and transparency

EBAC is an independent entity and its decisions are not influenced by any specific medical, scientific or professional institution or society. EBAC does not depend on sponsorship from the health industry.

The Internet – EBAC’s main communication tool

EBAC promotes the use of New Communication and Information Technologies (NCIT) and strongly believes in its impact on the quality of CME programmes and their accessibility/delivery. The EBAC website offers the necessary information on EBAC and its activities and is the access point for EBAC accreditation services, open to all registered CME Providers.

II. EBAC ACCREDITATION

What is accreditation?

Accreditation means the decision by EBAC that a CME provider has fulfilled the EBAC quality requirements for a CME programme. A CME activity will be accredited by EBAC if it has high quality scientific content, if it is free of commercial bias (see EBAC quality policy) and has an appropriate didactic approach.

Accreditation as a service to the medical community

At present, an important number of scientific programmes, symposia and conferences are organized in the field of cardiology. EBAC accreditation is a kind of “quality seal” that indicates to doctors those programmes with both high quality scientific and also didactic value.

Advantages of EBAC accreditation

There are several reasons for applying for EBAC accreditation. The two main ones are that:

- more and more European countries are running CME systems for physicians, some being mandatory. Doctors therefore prefer to attend accredited meetings earning CME credits that will be recognized by their National Accreditation Authorities;
- The accredited CME activity distinguishes itself from other potential educational activities by the fact that its quality has been confirmed by an impartial Board of specialists widely recognized in the field of cardiology.

Who can apply for EBAC accreditation?

EBAC will accredit meetings, which are the responsibility of International and National Medical/Cardiac Societies, Universities and their associated working groups or affiliated societies. Accreditation of CME Programmes presented by professional health education organizations can be entertained.

To be eligible for EBAC accreditation, other organizers, individual cardiologists or groups of cardiologists, working in conjunction with commercial organizations, should work in cooperation with, or within the structure of those scientifically recognized organisms.

Recognition of EBAC accreditation

The EBAC accreditation system and procedures are based on the EACCME Charter on CME and other relevant documents. EACCME is an institution of the UEMS, which formally represents European countries, and its credits should thus be recognized by National Accreditation Authorities. As EBAC accreditation concerns only international CME programmes in cardiology, it is not competitive, but rather complementary to the competence and activities of National Accreditation Authorities.

Accreditation of different types of CME activities

At present, EBAC is accrediting CME events; in the near future it plans to accredit CME programmes in cardiology provided at distance.

III. ACCREDITATION PROCEDURE

In brief

The accreditation procedure defined by EBAC is meant to be user/provider friendly. EBAC accreditation is awarded to organizers/CME providers that apply for accreditation through the special service developed and accessible only through the EBAC website. The Provider has to register and complete an Application Form (AF) that consists of questions concerning the scientific content of the programme, the faculty, the didactic approach and information on commercial support to the programme. The completed AF is reviewed by EBAC and accreditation is granted, or rejected. Requests for complementary information should be rare, as an AF completed correctly should provide the necessary information to judge the programme's quality. After the accreditation and the number of CME credits are awarded to the CME programme, the provider receives the Accreditation Certificate, which is the formal basis on which Attendance Certificates with the indicated number of CME credits can be delivered to participants. A fee is requested by EBAC for the accreditation service.

How to apply for EBAC accreditation?

The application for EBAC accreditation can be submitted on-line only (via the Internet). To apply please go to the section "CME Providers" on the EBAC website homepage, and follow the instructions. It is extremely important to carefully complete data such as e-mails, telephone, and fax numbers, and to update them regularly! Internet is the main communication tool of EBAC, so incorrect data might cause delay in the accreditation process.

Registering as a CME Provider

It is necessary to register as a CME Provider in order to have full access to EBAC accreditation services. Registration is completed in the "CME Provider" section of the EBAC website.

The Application Form (AF) and Glossary

The Application Form is the main document on the basis of which the quality of the CME programme is assessed, and accreditation awarded. The AF contains questions concerning the programme, scientific committee, faculty, language, didactic approach and commercial support.

In order to facilitate the task of completing the AF, a special glossary has been prepared that precisely defines the information EBAC is asking for.

EBAC requirements towards the Provider of the accredited CME event

Besides completing the Application Form, the CME Provider is expected to fulfill several other requirements concerning the CME programme.

Most of them belong to normal procedures and are widely used, nevertheless a complete list of what EBAC expects from the provider is given below.

EBAC expects the Provider to:

- 1. Place on the promotional materials/brochures concerning the CME programme information on**
 - a. the learning objectives of the programmes,
 - b. the targeted audience

- c. possible/disclosed conflicts of interest (CME faculty or provider relationships with commercial supporters of the CME event should be disclosed to participants prior to educational activities and briefly indicated in course materials such as brochures, syllabi, exhibits, poster-sessions and also in post-meeting publications.
 - d. Source(s) of commercial funding
 - e. Information that satellite symposia (if any) are excluded from EBAC accreditation.
- 2. Prepare the event's programme in such a way that the possible accompanying satellite sessions and/or commercially sponsored social events would not interfere, nor compete with, the accredited CME event.**

3. Attendance Certificate

Deliver Attendance Certificates to participants at the end of the programme. Those certificates should contain the standard text proposed by EBAC, in compliance with the EACCME requirements. The text is available from EBAC as are other important documents.

4. Evaluation of CME activity by participants

At the end of every activity participants should complete Evaluation Forms. The use of the EBAC Standard Evaluation Form is recommended, as it is an easy-to-use one page document, and its subsequent processing is simple. The results have to be transmitted to EBAC in the Report after the accredited CME activity.

5. Disclosure Form and compliance to the EBAC Disclosure Policy

Every member of the Faculty and Scientific Committee must complete and sign the EBAC Disclosure Form. Signature of this document discloses the **existence of any financial interest or other relationship a person, or the provider has with the supporting company or any commercial products discussed during the CME course.**

Additionally, potential relationships of faculty members or Provider with commercial supporters of the CME event should be disclosed to participants prior to educational activities and briefly indicated in course materials such as brochures, syllabi, exhibits, poster-sessions and also in post-meeting publications (see Disclosure Text).

In case of existing conflicts of interest, they should be indicated to the audience before the activity and/or in the above mentioned materials.

6. EBAC Monitor – visiting the accredited CME event

Occasionally EBAC will be represented, at certain CME events, by a Monitor. The CME Provider is expected to provide the Monitor with accommodation and other facilities, according to the standard service offered to participants. Transport costs will be at the charge of the CME Provider, that will be informed of the Monitor's presence in advance.

7. Report

EBAC requires the Provider of the accredited CME activity to prepare and send to EBAC a report concerning the activity. The content of the report is pre-defined, and possible to download from the EBAC website.

8. Use of EBAC logo and name

The circumstances in which a CME Provider can use the EBAC logo are defined in a separate document. **The Provider is allowed to place the information on EBAC accreditation, as well as the EBAC logo on his promotional materials, only after accreditation has been granted and the Certificate of Accreditation issued.**

Abuse of the EBAC name and logo will provide a basis for legal proceedings.

IV. ASSURING THE QUALITY OF ACCREDITED CME PROGRAMMES

1. EBAC POLICIES

Disclosure Policy (Disclosure of potential conflicts of interest) EBAC Policy on Quality

Careful planning, professional organization and subsequent evaluation are key features of a successfully conducted CME activity.

The evaluation of the accredited event has four main parts:

- The planning and content will be evaluated on the basis of the submitted application form;
- Participants evaluate the event by completing the Evaluation Form;
- The CME provider has to participate in this process also, completing the Report sent to EBAC after the event has taken place;
- An EBAC Monitor will evaluate some of the EBAC accredited events.

EBAC Guidelines on Commercial Support

Financial support from commercial companies to organize CME activities is very widespread. EBAC encourages CME providers to establish a form of cooperation that will enhance the quality and accessibility of a CME activity.

EBAC has defined in its Guidelines on Commercial Support the rules that must be respected by both the CME provider and supporting company or institution.

In any case, the supporting company cannot influence nor control the scientific content of the CME programme, nor make any kind of pressure on the Provider.

An unrestricted educational grant is regarded as the recommended form of support.

2. QUALITY OF THE DIDACTIC APPROACH

Working language, course materials

For international programmes English is the working language which is recommended. However, for meetings with a different official working language, availability of the course materials in English is encouraged.

Interactivity and use of multimedia

For the scientifically valuable content of a course, the presentation is a very important factor. Its form and level of interactivity will have an influence on how the participants assimilate this new information.

In education, "multimedia" means the integrated use of digitized text, audio, graphics, animation, and video to present the course content. A mixture of these technologies will always produce better results than any single technology.

Teaching methods

The classical teaching models in medicine, mostly based on passive knowledge acquisition, are less effective than the more modern methods. Recent adult learning theories point to clinical practice and problem solving as key areas of interest. Therefore, incorporation in CME programmes of problem-based learning, interactivity and stimulating self-learning are highly recommended.

3. COMPLYING TO EBAC REQUIREMENTS

Professional honesty

The role of EBAC is to stimulate, coordinate and evaluate international CME in cardiology. Its vocation is not to control. EBAC does not wish to set up complex and cumbersome control mechanisms, and has trust in the good faith and professionalism of CME Providers.

Transparency and simplicity - the same rules for all

The requirements settled and described above are seen as the minimum requirement and must be fulfilled. All CME providers, regardless of the size and importance of their institution are submitted to the same rules, procedures, and have to comply with EBAC Policies, Procedures and Requirements.

Control

EBAC reserves the audit compliance with its requirements. When irregularities are noticed, the Provider will be awarded "negative points" that will accumulate over time. In case of serious and /or intentional disregard of EBAC regulations, EBAC has the right to refuse accreditation for future events.

V. COMMUNICATION WITH EBAC

EBAC website

Please use the website to communicate with EBAC. Accreditation services are accessible through the "CME Provider" section and are designed in such a way that eliminates the necessity of using other communication tools.

All matters concerning accreditation should be communicated to EBAC via e-mail only.

Payments and EBAC services

EBAC offers several payment possibilities. Payment with a credit card is recommended as it assures the most prompt treatment of the application.

Applications will be reviewed only after reception of the administrative fees.

An invoice will be provided on request.

Questions and comments

EBAC has an open-door communication policy. All comments, suggestions, and criticisms are welcome. They should be addressed via e-mail to the EBAC office.



Guidelines for commercial support for CME events

PREAMBLE

The European Board for Accreditation in Cardiology (EBAC) recognizes the important contribution of the healthcare industry to continuing medical education (CME). In recent years, however, the impact of promotional information on the content of CME activities has received increasing attention.

EBAC believes that it is necessary to adopt a principled but balanced approach that will guarantee unbiased CME as well as promote and enhance cooperation with the healthcare industry for the benefit of physicians, and in turn their patients.

Although the objective of EBAC is to preserve the integrity of the medical profession in relation to CME and Continuing Professional Development (CPD), it also recognizes the rights of the pharmaceutical and equipment/device industries as business entities to represent their own interests. EBAC wishes to avoid conflicts of interest between the medical profession and the industry.

EBAC believes in the ethical conduct of those involved in organizing medical education, and the following guidelines are meant to be a formal expression of the principles already well known to and accepted by the above mentioned parties.

GUIDELINES

Guiding principles

- **A CME activity has a scientific and educational purpose only. Undue promotion of specific industry products during the training courses is not permitted.** If this principle is not respected, EBAC will refuse further accreditation to the Provider.
- The Provider has the exclusive right to design and to execute the CME activity. This includes the definition of the scientific programme, choice of speakers, and the content of the course.
- The industry partner granting financial support may suggest one or more speakers for the CME course (activity), but the Provider is not obliged to accept the proposal.
- In any CME activity a balanced presentation of the topic must be given.
- The supporting company will be acknowledged on CME materials as having provided the sponsorship.
- The supporting company must not use the EBAC logo or its name in any of its own promotional activities. The company's support is acknowledged directly on the sponsored CME activity materials. The CME course materials are supposed to serve specific educational purposes and cannot serve for promotional activities of the supporting company.

Acknowledgement

- Educational support can be acknowledged in the CME activity's promotional brochures, syllabus, final programme and other CME course materials.
- Reference to specific products using trade names should be avoided.

Exhibits and promotion

- When commercial exhibits are part of the CME activity, arrangements for the commercial exhibition shall not influence planning or interfere with the presentation of the CME activity.
- No promotional activities should be held in the CME course room. The only form of promotion permitted is the acknowledgement that the company has contributed to the educational programme by way of a grant.

Commercially organized satellite sessions and social events

- **The accredited CME event/activity should be clearly distinguished from commercially organized sessions, known as “satellite sessions”.**
These and accompanying social events should not compete with, nor take precedence over, the accredited CME courses.

Disclosure

- Speakers have to disclose existing financial arrangements with the commercial company contributing to the CME event.
The Disclosure Form has to be signed by Speakers and Organizing/Scientific Committee members, be archived by the Provider, and shown to EBAC monitors on request (the form can be downloaded from the EBAC website)

Financial

Management of funds from commercial supporters

- The following forms of grants are recognized:
 - An **unrestricted educational grant** is recommended. This grant should be paid to the Provider directly without additional conditions.
 - **Restricted grants to reimburse expenses** for:
 - Speakers (all expenses, travel only, accommodation only, honorarium, etc)
 - Support for catering
 - Other expenses (e.g. printed materials, equipment loan etc.)
- In the case of an unrestricted educational grant the Providers are independent in their use of contributed funds. In this situation, they receive funds from the commercial company and then pay all expenses, including the honoraria of the faculty.
- In the case of restricted grants, Industry should not provide honoraria, accommodation or travel expenses for speakers beyond those considered reasonable to accomplish the educational task.
- **Written agreement between the supporting company and the Provider of the CME Programme is recommended**, stating that the activity is educational and non-promotional, and that the company will play no role in the design or conduct of the programme.
- **Transparency** – the Provider must be accountable and, upon request, be able to report information concerning the expenditure of funds received from the supporting industry.

Documentation

EBAC requires the following documentation concerning commercially supported CME activities:

- A letter of agreement with the industry sponsor specifying the conditions of acceptance of the educational grant (and the details of the support provided in case of restricted grants) and a clear statement of provider responsibility for planning, content, and execution of the educational activity;
- The disclosure of conflict of interest forms, signed by the speakers;
- Any letters and follow-up documents concerning a problem or complaint related to the industry commercial support of the accredited CME activity.



Use of EBAC logo and name

1. Purpose of the regulations concerning the EBAC logo and name

- The EBAC logo marks all documents issued by EBAC. The logo distinguishes the CME activities that have been accredited by EBAC.
- The use of the logo and name shows the links between the CME programme or materials and EBAC. It is a mark of quality and therefore those who use it must comply with regulations defined below.

2. Using the EBAC logo and name for accredited CME courses

- The logo can be used by the provider of the accredited CME activity on the promotional and course support materials for the accredited CME activity only.
- It should be used together with the EBAC accreditation statement, which is provided with the accreditation certificate on paper and PDF file.

Please note: The use of the logo and name for other non-accredited activities of the same provider is not allowed.

- The provider of the EBAC accredited CME activity which cooperates with a commercial company or other organization/institution, may use the EBAC logo and name on the promotional and course support materials, provided that the following conditions are met:
- No confusion must be created in the mind of the CME activity participants between the EBAC accredited CME activity and the activities or products of the supporting company.
- The provider must care that the logo is not used by the supporting commercial company or institution for commercial purposes.

Please note: The use of EBAC logo by the commercial company supporting financially the accredited CME programme is not allowed.

- When the EBAC logo should be used/displayed:
 - Together with the accreditation statement
 - On the Attendance Certificate
 - On the EBAC Disclosure Form
 - Together with the EBAC Standard Evaluation Form

3. Commercial companies supporting an accredited CME event

- The EBAC logo shall never be associated or placed in proximity, to a logo, sign or the name of any commercial company associated with the healthcare industry. All association of the logo with a commercial product, drug or medical device must be avoided. It is the responsibility of the provider to prevent this from happening.
A lack of control from the provider can lead to immediate withdrawal of CME credits and prevention from further application for accreditation.

4. Cooperation with institutions & organizations

- EBAC may wish to use jointly its logo with that of other accreditation authority or scientific/cardiac society in the event of a specific undertaking. Such use should promote the awareness of the value of EBAC accreditation and not give rise to confusion in the public mind between EBAC and the cooperating authority or society.
- In order to use the EBAC logo for other purposes than the accredited CME event, the institution/organizer should have a written consent of EBAC.

5. EBAC logo and name is a legally protected mark

- EBAC can allow third parties to use its logo. It reserves the right to withdraw this authorization at all times and with immediate effect.
- EBAC may authorize the use of the logo by institutions whose purpose is not commercial but solely to make known or to promote the activities of EBAC. In this case EBAC will require that the third parties provide all facilities necessary to exercise control on the use of the logo at any time, with the possibility of withdrawing its authorization with immediate effect.

6. Misuse of the logo and name

- Misuse of the logo and name will lead to the withdrawal of the EBAC accreditation and suspension of the institution as an EBAC registered CME provider.

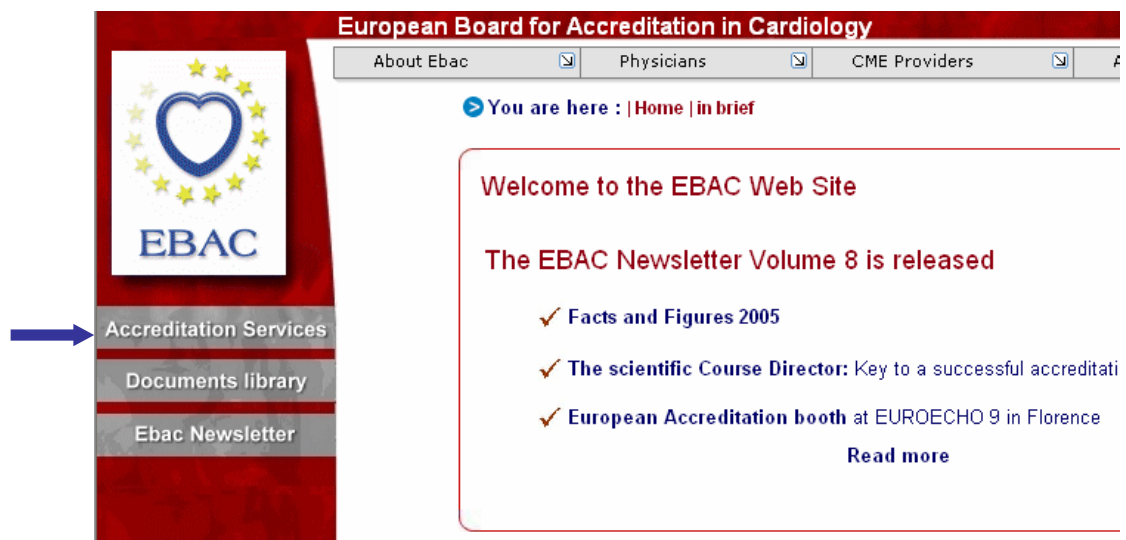
Guide to EBAC on-line accreditation

In order to make the application process as simple and provider-friendly as possible, EBAC created a special system that will assist you in the application process.

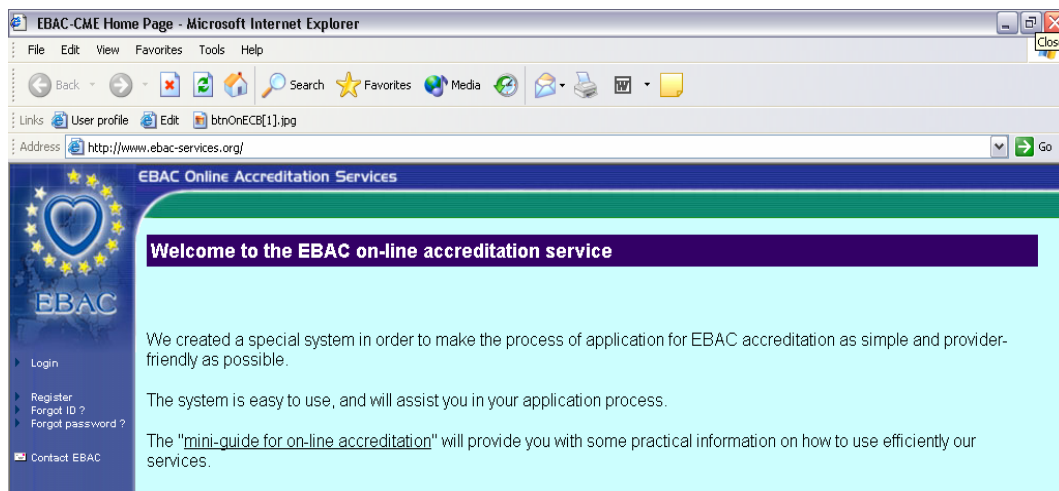
1 - EBAC On-line Accreditation Services

To access the on-line accreditation system you need to:

- Log into the EBAC web site: www.ebac-cme.org
On the home page you will be able to access the EBAC accreditation on-line services by simply clicking on the button: **Accreditation Services**



- You will access the EBAC **on-line services system** (<http://www.ebac-services.org>)
For both, new users or already registered providers the screen home page will always be the same. It is the procedure to enter the secured area that will differ.



2 - Registering as a CME Provider

If you are a new provider of CME programmes, EBAC requires a formal registration in order to learn to know your organization or institution.

The registration form contains questions concerning the provider's status, activities, and contact information.

- You will be asked to provide EBAC with an ID and a password. This will identify you as a provider of CME services.

The screenshot shows the 'EBAC Registration Form' with the following fields and instructions:

- User name / ID :** [input field] from 2 to 8 characters
- First name :** [input field]
- Last name :** [input field]
- E-mail address :** [input field] This is the address we will use to contact you
- Name of your Society / Institution :** [input field]
- Password :** [input field] from 2 to 8 characters
- Re-type your password :** [input field] For verification

Disclaimer :
It is within the responsibility of the CME Provider to request prior authorisation from all persons whose personal data (name, address, ...) will be indicated to EBAC when completing the forms necessary for EBAC accreditation.

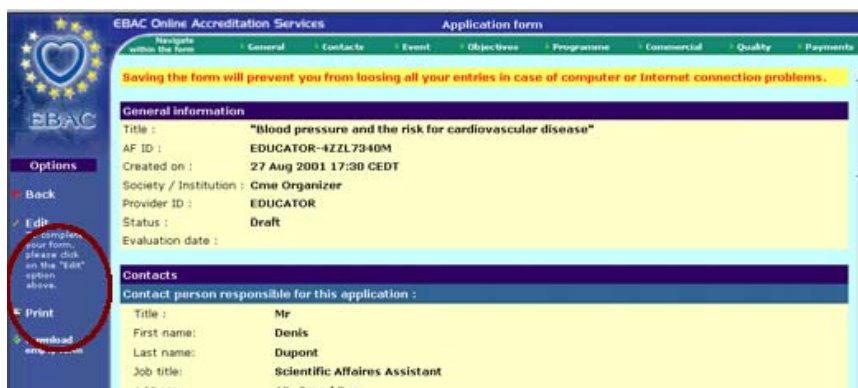
- You will also need to indicate the relevant information about your institution or organization

The screenshot shows the 'Registration Profile for providers' page with the following information:

- User ID :** EDUCATOR
- Created on :** 04/12/2001
- Status :** Registration form completed, can submit application forms
- Society / Institution**
 - Name of your Society / Institution :** Cme Organizer
 - Address :** 12 Grand Rue
 - City :** Paris
 - Code :** 75002
 - Province / State :**
 - Country :** France
 - Telephone :** 01 23 67 54 34
 - Fax :** 01 23 67 54 56
 - Web site :** www.cme.organizer.com
 - E-mail :** info@cme.organizer.com
- Description of your Society / Institution**
 - Who are you :**

An organization or institution can register only once, and the assigned ID and password should be used by all members of this entity applying for EBAC accreditation.

- Contact information concerning the registered provider should be correct and **updated**. The contact person indicated in the registration form should be the person responsible for all CME issues in the society/ institution.
- To make the information flow easier for every single application form submitted by the same provider, you can indicate a different contact person responsible for this particular application form. E-mails, telephone and fax number of this person should be valid and indicated correctly.
- Once the registration as a CME provider is complete, your ID and password are valid to submit application forms.



- You can attach documents to the application form such as: Final programmes, faculty list, etc. You will be able to view the attachments at the bottom of the application form. **Please use PC base format such as Word, Power Point and Excel. All the Apple Mac documents will need to be converted prior to submission.** To make your task as easy as possible, the application form is accompanied by its glossary.

5 - Administrative Cost and Accreditation Fee

Administrative costs (150 Euros + VAT) should be paid at the same time as the submission of the application form. The accreditation fee should be paid once the accreditation is awarded. The pricing for EBAC services can be obtained from EBAC, contact@ebac-cme.org.

You may pay either by: credit card, bank transfer or check. We recommend the use of the credit card.

6 - Decision on Accreditation

The decision on accreditation and the number of credits awarded will be communicated to the contact person responsible for the application from via e-mail. The Certificate on Accreditation will be delivered via e-mail once the accreditation fee is settled.

7 - Number of CME credits awarded

CME credits will be awarded according to the EBAC accreditation system. The average number is up to 6 CME credits for one full day of educational activities. This is based on recommendations of the EACCME (European Council for Continuous Medical Education). Please find more details in the "Recommendations for CME Providers" on <http://www.ebac-cme.org/library/index.php>

8 - Using the EBAC Name and Logo

The use of the EBAC Name and Logo should comply with EBAC regulations. To find out more about those regulations, please refer to the document library pages of our website: <http://www.ebac-cme.org/library/index.php>
The EBAC logo text will provide you with all the necessary information.

9 - Communicating with the EBAC Office

EBAC encourages you to send comments, suggestion concerning the on-line accreditation system. We will do as much as possible to improve our services and make the application process efficient and least time consuming.

EBAC Office - The European Heart House - 2035 Route des Colles - Les Templiers BP 179 - 06903 Sophia Antipolis Cedex – France Tel: +33 (0)4 92 94 86 40 -Fax: +33 (0)4 92 94 86 39
E-mail: secreteriat@ebac-cme.org or contact@ebac-cme.org



III. TEMPLATES

- ✓ Course Director's commitment
- ✓ Letter of endorsement
- ✓ Template printed and other promotional materials
- ✓ Voucher
- ✓ EBAC attendance certificate



Course Director's commitment

As Course Director of the CME programme "***name of the programme***" taking place in "***City, Country***" on "***Date***" and appointed by "***CME Provider Name***", I declare that:

- ✓ "the content of the course was developed under my supervision and responsibility, that it is scientifically balanced where possible and placed in a general context;
- ✓ all faculty and speakers of the above mentioned programme have completed and signed the **EBAC Disclosure Form**, and have disclosed any potential conflict of interest that they may have. This must be stated at the beginning of the presentation and in printed material;
- ✓ I am aware of the **source and form of commercial funding** received to develop this programme;
- ✓ my signature appears on each **EBAC Certificate** distributed to all participants to this educational programme;
- ✓ I am aware of the type **Evaluation Form** participants will have to complete at the end of the programme (EBAC Evaluation Form or other)
- ✓ all Printed Material related to the above mentioned programme does bear the **EBAC logo and accreditation statement.**"

"Printed title and name of the Course Director"

"Signature"

→ This document should be completed, signed and attached in electronic format to the EBAC application form. The original should be sent by post to the EBAC Office: European Heart House - EBAC Office - 2035 Rte des Colles - Les Templiers BP 179 - 06903 Sophia Antipolis – France

Letterhead paper of “Scientific Institution/Society or University/Faculty or Teaching Hospital”

Place & date

Letter of endorsement

To whom it may concern :

We, **“Scientific Institution/Society or University/Faculty or Teaching Hospital Name”**, having supervised preparation of the programme, **«title of the event»** held on **“date”** in **“city, country”** guarantee and assume responsibility for its scientific and educational quality. We also guarantee the absence of influence on the programme of any commercial sponsor.

The responsibility for the preparation of the programme and organization of this CME activity has been delegated to Dr./ Pr. **“name, affiliation, or clinical position if applicable”** who is appointed as the CME programme Director.

On behalf of **“Scientific Institution/Society or University/Faculty or Teaching Hospital Name”**:

“name, affiliation, or clinical position if applicable”

Signature :

→ This document should be completed, signed and attached in electronic format to the EBAC application form. The original should be sent by post to the EBAC Office: European Heart House - EBAC Office - 2035 Rte des Colles - Les Templiers BP 179 - 06903 Sophia Antipolis – France

CME Provider
LOGO
(Scientific or
academic entity)

“Voucher”



EBAC Accredited Educational Programme
“NAME & DATE OF THE PROGRAMME”

ESC Congress 2007, Vienna

*Please fill in this form for your participation in the above mentioned
programme in order to receive your EBAC Attendance Certificate.*

Title: Last name: First name:

Hospital/ Institution:

Address:

.....

Postal Code: City: Country:

Phone: Fax: Email:

Badge number:



EBAC ATTENDANCE CERTIFICATE

“The European Board for Accreditation in Cardiology (EBAC) has granted Dr. *< name >* *< number of credits >* external CME credits for participation in the *< title of the CME activity >* .

Signature of the Course Director
(appointed by the CME Provider) :

The *< title of the CME activity >* has been accredited by EBAC for *< number of ours >* hours of external CME credits. Each participant should claim only those hours of credit that have actually been spent in the educational activity”.

Each participant should claim only those hours of credit that have actually been spent in the educational activity. EBAC works according to the quality standards of the European Accreditation Council for Continuing Medical Education (EACCME), which is an institution of the European Union of Medical Specialists (UEMS).