

Roles and Responsibilities of CME Activity Director

Strategy:

- Meet with the Associate Chief Medical Officer for Academic Affairs and/or the Administrative Director of Professional Development at least **six** months prior to developing a CME Program. A conference call or site visit for Activity Directors not on the Danville Campus can be arranged.
- Understand the Pennsylvania Medical Society, ACPE, and PSNA essentials and standards for commercial support.
- Review needs assessment and documentation, propose goals and objectives, propose course content, target audience, speakers and plan outcome measures.
- Participate in a financial feasibility study and course feasibility study with the CME Office.
- If accepted, help determine course date by advising on competition, and the likes and dislikes of the target audience.
- Deadlines are important to assure that your program will be successful. If prescribed dates are not met, the CME Office has the right to cancel the program.
- Commercial Funding: The FDA requires that the CME Office must handle all funds for your conferences.
- Discuss and develop outcome measures with the CME Office.

Operations:

- Contact speakers for commitment of time and topic: copy to be sent to the CME Office for documentation. Be aware of any conflict of interest/disclosure issues for each speaker. CV's are required for all outside speakers.
- Assist in obtaining commercial support as required from financial feasibility study for outside speakers, internal speakers and extras. Provide copy of all correspondence for program file.
- Provide content for the brochure **four** months prior to your programs.
- Assist with procuring mailing lists that the CME Office may not have on file.
- Coordinate syllabus production with speakers and provide it **three** weeks prior to your program. If deadline is not met, you will be responsible to provide your own handouts. Handouts will be reviewed for appropriateness.
- Monitor quality and scientific integrity of each program and ensure proper disclosure.
- Develop evaluation tools with CME Office. Feedback from your program will come to you the Activity Director. It is the Activity Director's responsibility to share the information with all speakers.