



March 2011

**WSMA Guide to the  
Accreditation Process:  
Demonstrating the 2006  
Accreditation Criteria**

# TABLE OF CONTENTS

<b>1</b>	<b>Overview &amp; Background Information</b> .....	3-4
	Conducting your self study.....	3
	Resources to support the WSMA’s accreditation process.....	3
<b>2</b>	<b>Data Sources</b> .....	5-6
	Self study report.....	5
	Performance-in-practice review.....	5
	Accreditation interview.....	5
	Expectations for RSS monitoring and reporting.....	6
<b>3</b>	<b>Self Study Report</b> .....	7-12
	Contents.....	7-11
	Structure requirements.....	11
	Format requirements.....	12
<b>4</b>	<b>Review of Performance-in-Practice (Activity Files)</b> .....	13-19
	Stage 1: CME activity list.....	13-15
	Stage 2: Selection of activities for review.....	15
	Stage 3: Labeled evidence of performance-in-practice.....	16-19
<b>5</b>	<b>Submitting Materials to the WSMA</b> .....	20
<b>6</b>	<b>Accreditation Interview</b> .....	21
<b>7</b>	<b>WSMA’s Decision Making Process</b> .....	19

## Overview and Background Information

### Conducting Your Self Study

The self study process provides an opportunity for the accredited provider to reflect on its program of CME. This process can help the organization assess its commitment to and role in providing continuing medical education and determine its future direction.

An outline of the content of the *self study report* is specified by the WSMA, but the process of conducting a *self study* is unique to your organization. Depending on the size and scope of your CME program, you may involve many or just a few individuals in the process. Regardless of the size or nature of your program, the self study is intended to address:

- The extent to which your organization has met its CME Mission (C1, C12)
- An analysis of factors that supported or detracted from the CME mission being met (C11, C12)
- The extent to which, in the context of meeting your CME mission, your organization produces CME that:
  - Incorporates the educational needs that underlie the professional practice gaps of your own learners (C2)
  - Is designed to change competence, performance, or patient outcomes (C3)
  - Includes content matched to your learners' current or potential scopes of practice (C4)
  - Includes formats appropriate for the setting, objectives, and desired results (C5)
  - Is in the context of desirable physician attributes (C6)
  - Is independent, maintains education separate from promotion, ensures appropriate management of commercial support, and does not promote the proprietary interests of a commercial interest (C7-C10)
- How implemented improvements helped your organization better meet its mission (C13-C15)
- The extent to which your organization is engaged with its environment (C16-C22)

### Resources to Support the WSMA's Accreditation Process

The WSMA's accreditation process is facilitated by your use of documents and completion of forms available on [www.wsma.org](http://www.wsma.org). Please refer to the "Lifelong Learning (CME)" page under the "Medical Professionalism" section of the WSMA's website. The section "CME Resources" will contain the documents and forms needed to complete the self study. If you have any questions or need the forms in a format other than the one provided online, please contact Jodi Smith, CME & Special Projects Coordinator at [jas@wsma.org](mailto:jas@wsma.org).

1. WSMA Guide to the Accreditation Process
2. CME Activity List
3. Performance-in-Practice Review Labels (Activity Labels)

## Data Sources Used in the Accreditation Process

The WSMA's accreditation process is **an opportunity** for each provider to demonstrate that its practice of CME is in compliance with the ACCME and WSMA's accreditation requirements through three primary sources of data about the provider's CME program:

- 1. Self Study Report:** Providers are expected to *describe* and provide *examples* of their CME practices. **When describing a practice**, you are offering a narrative to give the reader an understanding of the CME practice(s) related to a Criterion or Policy. **When asked for an example** of a CME practice, the WSMA expects to see documentation/documents/materials that demonstrate the *implementation* of the practice that was described.
- 2. Performance-in-Practice Review:** Providers are asked to verify that their CME activities meet the ACCME/WSMA's 2006 Accreditation Criteria through the documentation review process.  
  
For **reaccreditation**, the WSMA will select up to 15 activities for which the provider will be expected to present evidence of performance-in-practice to the WSMA for documentation review.
- 3. Accreditation Interview:** The interview presents an opportunity to describe and provide clarification, as needed, on aspects of practice described and verified in the self study report or activity files.

### ***Expectations about Materials***

The materials submitted to the WSMA, in any format, must not contain any untrue statements, must not omit any necessary material facts, must not be misleading, must fairly present the organization, and are the property of the organization.

Materials submitted for accreditation (self study report, activity files, and other materials) must not include individually identifiable health information, in accordance with the Health Insurance Portability and Accountability Act (HIPAA).

### ***Missing or Incomplete Information***

Meeting all of the deadlines in the reaccreditation review process will result in an accreditation decision from the WSMA in the cohort you have chosen to apply for if you are a new provider, or your assigned cohort if you are a current provider. Please note: in some cases the WSMA is unable to render a decision due to missing or incomplete information. If this occurs, the WSMA reserves the right to request additional information, the expenses for which will be borne by the provider.

## Expectations for Regularly Scheduled Series (RSS)

A provider that produces Regularly Scheduled Series (RSS) must ensure that its program of RSSs contributes to fulfilling the provider's mission, fulfills the WSMA requirements, and potentially demonstrates the provider's engagement with the system in which it operates – just like any other activity type.

The WSMA defines RSS as an educational activity that is presented as a **SERIES** of meetings which occur on an ongoing basis (e.g., weekly, monthly, or quarterly) and is primarily planned by and presented to the accredited organization's own professional staff. Examples of RSS are Grand Rounds, Tumor Boards, and M&M Conferences. Each RSS is made up of multiple sessions, or individual meetings, that occur on regular intervals.

RSS will be included as part of the performance-in-practice review process. To demonstrate compliance with RSS selected for performance-in-practice review, providers must present:

- 1) A description of the monitoring system applied to collect and analyze data regarding the compliance of the selected RSS and a summary of the RSS monitoring data collected, along with your analysis and compliance conclusions and any needed improvements identified and implemented;
- OR**
- 2) Documentation from the planning, implementation, and evaluation of the selected series.

# Self Study Report for WSMA Accreditation: Contents, Structure and Format

3

## Contents of the Self Study Report for WSMA Accreditation

### I. Introduction

- A. Self Study Report Prologue
  - 1. Describe a brief history of your CME Program.
  - 2. Describe the leadership and structure of your CME Program.
- B. CME Activity List (a list of your CME activities for the current term of accreditation as submitted electronically to the WSMA and updated, if necessary).

### II. Essential Area 1: Purpose And Mission (Criterion 1)

- A. **Attach** your CME mission statement. Identify and highlight each required component (i.e., (1) purpose, (2) content areas, (3) target audience, (4) types of activities, and (5) expected results of the program. (C1)

### III. Essential Area 2: Educational Planning (Criteria 2-7, SCS 1) and WSMA Policies

The next set of items is designed to gather information on your educational planning process. Describe the following components of your planning process:

- A. **How** you identify the educational needs of your learners (C2)
- B. **That** you connect these needs to professional practice gaps (C2)
- C. **How** you incorporate these needs into CME activities.(C2)
- D. **What** your activities are designed to change: competence, and/or performance, and/or patient outcomes. (C3)
- E. **How** you design your activities to achieve these changes. (C3)
- F. **How** your organization, at the CME program or activity planning level, matches the content of your activities to what your learners currently or may do? (i.e., their current or potential scope of practice). (C4)
- G. **What** educational formats (i.e., activity type and methodology) you use and why you use them. (C5)
- H. **How** the formats are appropriate to the setting, objectives, and desired results of an activity. (C5)
- I. **That** your activities are planned within the context of desirable physician attributes (e.g., ABMS/ACGME Competencies, IOM Competencies). (C6)
- J. **How** your organization ensures independence from commercial interests in the above planning steps, and others, as listed here: (a. identification of needs; b. the determination of educational objectives; c. the selection and presentation of content; d.

the selection of all persons and organizations in a position to control the content; e. the selection of educational methods, and f. the evaluation of the activity. (C7 SCS 1)

**K. Include two activity examples** that illustrate your described planning process. For each activity example, explicitly identify and/or describe the:

- (1) Problem, or professional practice gap the activity was addressing (C2)
- (2) Educational need that was underlying this gap for your learners (C2)
- (3) What the activity was designed to change (competence, performance, or patient outcomes) (C3)
- (4) Format of the activity (C5)
- (5) The desirable physician attribute associated with the activity. (C6)

**L. Describe** the mechanism your organization uses to **verify physician participation** for six years from the date of your CME activities

**M. Include one example** that demonstrates your practice to **verify physician participation**.

#### **IV. Essential Area 2: Educational Planning: WSMA/ACCME Standards for Commercial Support – Identification and Resolution of Conflicts of Interest and Disclosure (Criterion 7, SCS 2 and SCS 6)**

**A. Describe** the mechanism(s) your organization uses to ensure that everyone in a position to control educational content (including planners, faculty, reviewer and staff) has disclosed to your organization relevant financial relationships with commercial interests. Include in your description your organization's mechanism(s) for disqualifying individuals who refuse to disclose. (SCS 2.1, 2.2)

**B. Describe** the mechanism(s) your organization uses to identify conflicts of interest prior to an activity. (SCS 2.3)

**C. Describe** the mechanism(s) your organization uses to resolve conflicts of interest prior to an activity. (SCS 2.3)

**D. Describe** your organization's process(es) and mechanism(s) for disclosure to the learners prior to the activity of (1) relevant financial relationships of all persons in a position to control educational content and (2) the source of support from commercial interests, if applicable. Include "in-kind" support, if applicable. (SCS 6.1-6.5)

**E. Include two activity examples** that illustrate your descriptions above. For each activity example, explicitly show and/or describe:

- (1) Who was in a position to control educational content, specifying their role (e.g., planner, faculty, reviewer, staff) (SCS 2.1)
- (2) That all individuals in control of content disclosed to your organization relevant financial relationships with commercial interests, including verification that individuals who refuse to disclose are disqualified; (SCS 2.1)
- (3) The mechanisms you implemented to identify and resolve conflicts of interests prior to the activity; (SCS 2.3)
- (4) Disclosure to learners, prior to the beginning of the activity, of the presence or absence of relevant financial relationships of all who controlled content.

- (5) If applicable, disclosure to learners, prior to the beginning of the activity, of the source(s) of support from commercial interests. (SCS 6.1-6.5)

SAMPLE

**V. Essential Area 2: Educational Planning: WSMA Standards for Commercial Support – Management of Funds (Criterion 8)**

**NOTE: ALL ORGANIZATIONS must respond to items A - B, regardless whether or not your organization accepts commercial support.**

- A. **Attach** your written policies and procedures governing honoraria and reimbursement of expenses for planners, teachers, and/or authors. (SCS 3.7-3.8)
- B. **Describe** how you ensure that social events do not compete with or take precedence over educational activities. (SCS 3.11)

**NOTE: If your organization accepts commercial support, respond to C - E; if not, go to Section VI.**

- C. **Describe** your process(es) for the receipt and disbursement of commercial support (both funds and in-kind support). (SCS 3.1)
- D. **Describe** how you ensure that all commercial support is given with your organization's full knowledge and approval. Include in your response your policies and processes to ensure that no other payment is given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved in the activity. (SCS 3.3; 3.9)
- E. **Attach an example** of a written agreement documenting terms, conditions, and purposes of commercial support used to fulfill relevant elements of the SCS. (SCS 3.4-3.6)

**VI. Essential Area 2: Educational Planning: WSMA Standards for Commercial Support – Separation of Education from Promotion; Promotion of Improvements in Healthcare (Criteria 9-10)**

**NOTE: ALL ORGANIZATIONS must respond to this section.**

- A. Do you organize **commercial exhibits** in association with any of your CME activities? If yes, **describe** how your organization ensures that arrangements for commercial exhibits do not (1) influence planning or interfere with the presentation and (2) are not a condition of the provision of commercial support for CME activities. (SCS 4.1)
- B. Do you arrange for **advertisements** in association with any of your CME activities? If yes, **describe** how your organization ensures that advertisements or other product-promotion materials are kept separate from the education. In your description, distinguish between your processes related to advertisements and/or product promotion in each of the following types of CME activities: (1) print materials, (2) computer-based materials, (3) audio and video recordings, and (4) face-to-face. (SCS 4.2, 4.4)
- C. **Describe** the planning and monitoring your organization uses to ensure that:
  - (1) The content of CME activities does not promote the proprietary interests of any commercial interests. (SCS 5.1) (i.e., there is not commercial bias)
  - (2) CME activities give a balanced view of therapeutic options. (SCS 5.2)
  - (3) The content of CME activities is in compliance with the WSMA's content validity value statements<sup>1</sup>. (Policy on Content Validation)

<sup>1</sup> WSMA's Policy on Content Validation: All the recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the

## VIII. Essential Area 3: Evaluation and Improvement (Criteria 11-15)

- A. You are required to have data about the changes your activities have achieved for your overall program. Provide the WSMA with a summary of those data. (C11)
- B. What were the conclusions you drew from your analysis of these data? (C11)
- C. Based on your review of the data and information provided in the responses to questions A-C, describe your conclusions regarding **your organization's success at meeting its CME mission**, including the degree to which your organization has:
  - (1) reached its target audience
  - (2) provided CME on the content areas outlined in the mission
  - (3) produced the types of activities stated in the mission
  - (4) fulfilled its purpose
  - (5) achieved its expected results (C12)
- D. As a result of your program-based analysis, what changes did you **identify** that could help you better meet your CME mission? (C13)
- E. Based on the changes you identified that could be made, describe the changes to your program that you have **implemented** (C14)?
- F. How have you measured the impact of these implemented changes on your organization's ability to meet its CME mission? (C15)

## IX. Essential Area 3: Engagement with the Environment (Criteria 16-22)

**NOTE: This is a required section for all providers.** The information gathered through your organization's responses here will be used to determine eligibility for Accreditation with Commendation.

- A. If your organization integrates CME into the process for improving professional practice, **describe** how this integration occurs. Include **examples** of explicit organizational practices that have been implemented. (C16)
- B. If your organization utilizes non-education strategies to enhance change as an adjunct to its educational activities, **describe** the strategies that your organization has used as adjuncts to CME activities and how these strategies were designed to enhance change. Include in your description an explanation of how the non-education strategies were connected to either an individual activity or group of activities. Include **examples** of non-education strategies that have been implemented. (C17)
- C. If your organization identifies factors outside of its control that will have an impact on patient outcomes, **describe** those factors. Include **examples** of identifying factors

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care of patients. All scientific research referred to, reported or used in CME in support or justification of a patient care Recommendation must conform to the generally accepted standards of experimental design, data collection and analysis. Providers are not eligible for WSMA accreditation or reaccreditation if they present activities that promote recommendations, treatment or manners of practicing medicine that are not within the definition of CME, or known to have risks or dangers that outweigh the benefits or known to be ineffective in the treatment of patients.

outside of your organization's control that will have an impact on patient outcomes. (C18)

- D. If your organization implements educational strategies to remove, overcome, or address barriers to physician change, **describe** these strategies. Include **examples** of educational strategies that have been implemented to remove, overcome, or address barriers to physician change. (C19)
- E. If your organization is engaged in collaborative or cooperative relationships with other stakeholders, **describe** these relationships. Include **examples** of collaboration and cooperation with other stakeholders. (C20)
- F. If your CME unit participates within an institutional or system framework for quality improvement, **describe** this framework. Include **examples** of your CME unit participating within an institutional or system framework for quality improvement. (C21)
- G. If your organization has positioned itself to influence the scope and content of activities/educational interventions, **describe** organizational procedures and practices that support this. Include **examples** of how your organization is positioned to influence the scope and content of activities/educational interventions. (C22)

## Structure Requirements for the Self Study Report

The self study report must be organized using divider tabs to separate the content of the report in the eight sections outlined below. This outline must also be used as the basis for a required Table of Contents. Include on the Table of Contents the page numbers of the narrative and attachments for each section. An example is provided below:

- I. Introduction
- II. Essential Area 1: Purpose and Mission (C1)
- III. Essential Area 2: Educational Planning and WSMA Standards for Commercial Support – Independence (C2-C7 SCS 1) and WSMA Policies
- IV. Essential Area 2: Educational Planning: WSMA Standards for Commercial Support – Identification and Resolution of Conflict of Interest and Disclosure (C7 SCS 2 and SCS 6)
- V. Essential Area 2: Educational Planning: WSMA Standards for Commercial Support – Management of Funds (C8)
- VI. Essential Area 2: Educational Planning: WSMA Standards for Commercial Support – Separation of Education from Promotion; Promotion of Improvements in Healthcare (C9 and C10)
- VII. Essential Area 3: Evaluation and Improvement (C11-C15)
- VIII. Essential Area 3: Engagement with the Environment (C16-C22)

## EXAMPLE TABLE OF CONTENTS

	<u>PAGE</u>
V. Essential Area 2: Educational Planning: WSMA Standards for Commercial Support – Management of Funds (C8)	
A. <b>Attach</b> your written policies and procedures governing honoraria and reimbursement of expenses for planners, teachers, and/or authors (SCS 3.7-3.8).....	45
B. <b>Describe</b> how you ensure that social events do not compete with or take precedence over educational activities. (SCS 3.1).....	50

### Format Requirements for the Self Study Report

1. **Provide required narrative and attachments** for each item indicated on the WSMA self study report outline.
2. **Provide the question prior to each answer.** All answers should follow their respective questions. Either cut and paste from the Guide or retype each question into your self study.
3. **Put attachments at the end of the appropriate section of the report.** Do not put them all at the back of the entire report or intersperse them throughout the narrative.
4. **Behind the “Introduction” tab,** include the CME Activity List (a list of your CME activities for the current term of accreditation as submitted electronically to the WSMA and updated, if necessary).
5. **Include a table of contents** that follows the self study report outline as published in this document, listing the page numbers of each narrative item and attachment of the report.
6. **Consecutively number each page** in the binder including the attachments. The name (or abbreviation) of your organization must appear with the **page number on each page.**
7. **Type with at least 1” margins** (top, bottom and sides), using **11 point type or larger.**
8. **Do not use plastic sleeves** for single pages or multi-page documents (i.e. brochures, handouts, etc). Copy pertinent excerpts to standard paper for inclusion in the binder.
9. **Use a three-ring binder no wider than two inches** to hold the self study report. The rings may not be more than two inches in diameter, and the materials may not be more than two inches in thickness.
10. **Prepare four copies** of the self study report for submission to the WSMA. Keep a separate duplicate copy for your reference at any time during the accreditation process but especially at the time of the accreditation interview.

***IMPORTANT: Materials not submitted according to required specifications will be returned at the organization’s expense. This may result in a delay in the accreditation review process, additional fees, and may impact your organization’s accreditation status. Particularly important format considerations are size and pagination.***

# WSMA'S Review of Performance-in-Practice Content, Structure and Format

4

## Content of Your Performance-in-Practice Review Materials

The WSMA's performance-in-practice review allows providers to demonstrate compliance with the WSMA's expectations and offers providers an opportunity to reflect on their CME practices. Materials that demonstrate compliance with the WSMA's expectations may result from work done for individual activities or as part of the overall CME program. Meeting minutes and strategic planning documents are two examples of materials that might help a provider show how an activity meets the WSMA's expectations with evidence not directly related to a specific CME activity. Providers must include such materials in labeled evidence to verify compliance.

Facilitation of the WSMA's review of a provider's performance-in-practice in its activity files involves three stages:

- (1) The provider's submission of its CME activity list
- (2) The WSMA's selection of activities for performance-in-practice review
- (3) The provider's submission of evidence of performance-in-practice for activities selected

## STAGE 1: Submitting your CME Activity List for Performance-in-Practice Review

1. The list of activities must be submitted using the ACCME's template, which is provided at [www.wsma.org](http://www.wsma.org) (see CME Activities List Form).
2. For **reaccreditation**, this list must include all activities that your organization has offered, or plans to offer, under the umbrella of your WSMA accreditation statement during the current accreditation term. Your list of activities needs to be comprehensive and must include all activities **beginning with the month after your last accreditation decision and through the expiration of your current accreditation term**. For example, if you received a four-year Accreditation decision in March 2007, your list should include all accredited CME activities offered, or scheduled to be offered, from April 1, 2007 through March 31, 2011.
3. **For activities that have not yet occurred**, please use best available information, year-to-date figures, or estimates to complete all required fields. You will have the opportunity to update this information for inclusion with the self study report.
4. Activities offered on multiple dates at various locations to different audiences, even if they have the same title and content, **must be listed for each date and location at which they were offered**. Responses such as "multiple," "various," or "ongoing" are not acceptable for activity date or location.

5. **Organizations that produce Regularly Scheduled Series (RSS) must list these activities by YEAR and SERIES (e.g. department).** Do not list each daily, weekly, or monthly session.
- The WSMA defines RSS as daily, weekly or monthly CME activities that are primarily planned by and presented to the provider's own professional staff, and are offered under the umbrella of your WSMA accreditation statement, as one activity. RSS are most commonly offered by hospitals and medical schools and typically include such activities as Grand Rounds, Noon Conferences, and Tumor Boards.
  - By contrast, annual meetings are scheduled regularly, on a yearly basis, but they do not fit the WSMA definition of RSS. Similarly, conferences offering the same content at various times and locations may be scheduled on a regular basis, but they do not fit the WSMA's definition of RSS.
  - When counting RSS for the activity list, include each series as one activity. Use the date of the first session to fill in the date field. The total hours of instruction for the series is the sum of hours available through the activity during the year, and the total participants is the sum of the number of physicians/ non-physicians attending each individual session.
  - **If you are not certain whether an activity should be categorized as an RSS, contact the WSMA for assistance.**
6. Providers must submit data for all activities in **columns A-I**. The spreadsheet has columns that must be filled in according to the specifications below.
- Column A: List the title of the activity.
- Column B: List the date the activity occurred in "MM/DD/YYYY" format. If the activity is multi-day, provide the beginning date of the activity only. If the activity is an enduring material, provide the release date or date of most recent review.
- Column C: List the activity's location in "City, ST" format. For enduring materials and Internet activities, please list your organization's home city and state or indicate not applicable.
- Column D: Use the drop down menu to indicate if the activity was directly or jointly sponsored (Co-sponsorship is not a menu option). List only those co-sponsored activities for which your organization took responsibility, thus making it a directly sponsored activity.
- Column E: Use the drop down menu to indicate the type of activity. Your **only** choices are: Course, RSS, Internet Activity Live, Enduring Material, Internet Activity Enduring Material, Journal-based CME, Manuscript Review, Test Item Writing, Committee Learning, Performance Improvement, Internet Searching and Learning, and Learning from Teaching.
- Column F: List the number of maximum number of hours available for the activity.
- Column G: List the number of physicians who participated. If attendance figures are incomplete at the time of submission, include preliminary or year-to-date figures. The information may be updated in the self study report.
- Column H: List the number of non-physicians who participated. If attendance figures are incomplete at the time of submission of your list, please include preliminary or year-to-date figures. You may update this information for inclusion with your self study report.
- Column I: Use the drop down menu to indicate whether the activity received commercial support. Your **only** choices are Yes and No.

7. Columns (J-Q) in the ACCME's CME Activity List spreadsheet are highlighted in yellow.  
**Submit data in these columns for activities presented after July 1, 2008:**

Column J: List the amount of commercial support received. Commercial support is financial, or in-kind, contributions given by a commercial interest, which is used to pay all or part of the costs of a CME activity. The total figure should include an *estimated* dollar value for in-kind contributions. If activity has not been presented, estimate the support you expect to receive. Advertising and exhibit income is not considered commercial support.

Column K: List the number of commercial supporters of the activity. (If the activity has not occurred, estimate the number of commercial supporters expected).

Column L: Use the drop down menu to indicate if the activity was designed to change physicians' competence. Your **only** choices are Yes and No.

Column M: Use the drop down menu to indicate if change in physicians' competence was measured. Your **only** choices are Yes and No.

Column N: Use the drop down menu to indicate if the activity was designed to change physicians' performance. Your **only** choices are Yes and No.

Column O: Use the drop down menu to indicate if change in physicians' performance was measured. Your **only** choices are Yes and No.

Column P: Use the drop down menu to indicate if the activity was designed to change patient outcomes. Your **only** choices are Yes and No.

Column Q: Use the drop down menu to indicate if change in patient outcomes was measured. Your **only** choices are Yes and No.

8. Please observe the following instructions:

**Do not** alter the format, such as shading cells, changing column names, or adding blank rows or columns. You may, however, temporarily resize column width to view cells' contents;

**Do not** leave blank cells in the spreadsheet for columns A-I;

**Do not** include multiple worksheets, files, or attachments. Your submission should be **one** worksheet attached as **one** file.

9. Submit your list as an attachment via email to [jas@wsma.org](mailto:jas@wsma.org). Please include your **organization's name** in the name of the attached file for identification purposes.

## STAGE 2: Selecting Activities for Performance-in-Practice Review

Based on the completed CME Activity List you provide to the WSMA, the WSMA will select up to 15 activities for review. The WSMA notifies providers via email of the activities selected for review; your organization will be asked to confirm receipt of this communication.

Keep in mind:

- Providers are accountable for demonstrating performance-in-practice for all activities selected for documentation review.
- If, after reviewing the list of selected activities, an error such as an incorrect activity date or format is noted, please notify Jodi Smith at the WSMA and the selection will be updated.

## STAGE 3: Submitting Evidence of Performance-in-Practice for Review

The WSMA utilizes the review of a provider's performance-in-practice, as seen in materials from CME activities, to verify that the provider meets the WSMA's expectations. The requirements for assembling performance-in-practice materials to the WSMA for the accreditation process are outlined here.

### Instructions for Preparing Materials for WSMA Performance-in-Practice Review

#### **Step A – Downloading the Labels**

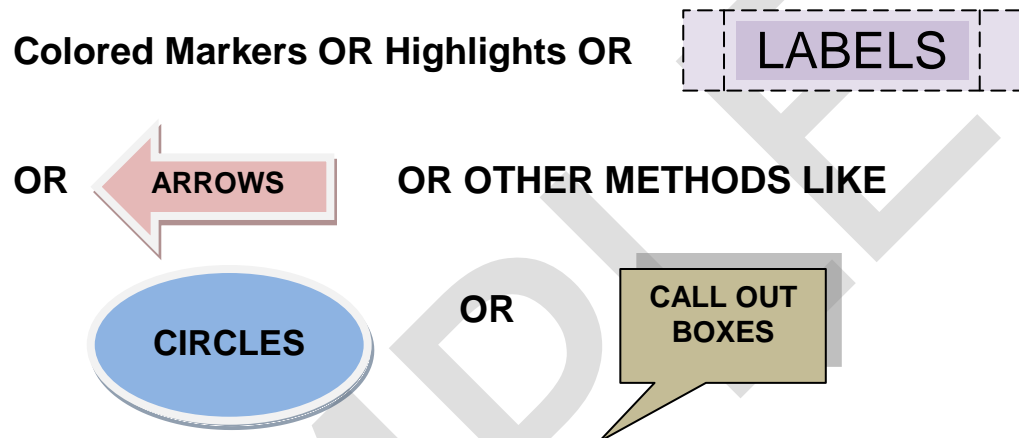
Download the WSMA Documentation Review Labels. They can be found under the “CME Resources” tab on [www.wsma.org](http://www.wsma.org). This label template is pre-formatted to print onto *Avery Standard File Folder Labels #5266*. White or color labels are acceptable.

#### **Step B – Labeling Your Evidence to Support Compliance**

- Insert the corresponding label on the **first page** of the evidence, or on a **coversheet** (when there are multiple pages), that supports each Criterion or Policy identified on the label.
- Present materials that you developed and utilized for the activity to help your organization demonstrate compliance. A review of your organization's performance-in-practice is not intended to cause you to generate new or additional documentation.
- Use discretion in selecting only evidence that relates specifically to compliance criteria. The WSMA does not need to see the entire working file, every sign-in sheet, every completed activity evaluation form, faculty CVs, slide packets or other handouts in their entirety in order to verify compliance.
- Please note, however, that signed written agreements for all commercial support received must be presented, along with a list of the commercial supporters, if commercial support was received. Also, evidence of disclosing the presence or absence of relevant financial relationships to learners for all persons in control of content must be provided, along with a list identifying all persons in control of content with their names and their roles e.g., planners, faculty, reviewers, staff.

- If multiple criteria and/or policies are addressed on one document (such as a course brochure or syllabus page), you may place more than one label on the document.
- *Blank forms and checklists alone do not verify performance-in-practice.*
- Evidence supporting compliance for Regularly Scheduled Series may be in the form of monitoring data or in the form of direct evidence from the planning and implementation of the series. If presenting direct evidence, affix the performance-in-practice labels to series documentation as you would for any activity.

Once you have inserted the label to the evidence or coversheet, **HIGHLIGHT** with ...



... to pinpoint in the materials your demonstration of compliance. One sentence or paragraph within a five-page document may be your demonstration of compliance. It is important that you use your evidence to demonstrate how and where you are in compliance.

### **Expectations of Performance-in-Practice with Regard to the 2006 Accreditation Criteria**

The WSMA expects that your organization has been transitioning to the 2006 Accreditation Criteria. The WSMA's accreditation process is sensitive to this transition and will seek information regarding the status of your organization's implementation process and timeline.

Your organization may not have evidence to demonstrate that a Criterion was met in an activity because

1. the date of the activity precedes your organization's implementation of the Criterion listed on the label; or
2. the Criterion is not applicable to the activity.
3. If you do not have evidence to demonstrate that the activity meets the Criterion, place the label for the criterion on a sheet of paper and explain why there is no evidence. For example, "No evidence because the date of the activity preceded our organization's implementation of the 2006 Accreditation Criteria," or "No commercial support accepted for this activity."

### **Step C – Assembling an Activity File**

1. Labeled evidence for each activity selected must be submitted in an 8 ½” by 11” file folder; do NOT submit evidence in binders.
2. Affix a label on the front cover of the file folder that specifies:
  - Full name of organization (no acronym)
  - Activity title as it appears on the CME Activity List
  - Activity date and location as it appears on the CME Activity List; any variation must be explained
  - Type of activity (Your only choices are Course, Internet Activity Live, Internet Activity Enduring Material, Enduring Material, Journal CME, Journal-based Manuscript Review, Test Item Writing, Committee Learning, Performance Improvement, Learning from Teaching, Internet Searching and Learning, or RSS)
  - Directly or jointly sponsored activity
  - If commercial support was accepted

### **Step D – Enclose the CME Product**

Please have available the **CME product** in its entirety for each **Internet, journal-based and/or enduring material CME activity** selected **in addition to** the labeled evidence for these activities. CME products are being requested to assess compliance with the WSMA policy requirements relative to the activity type.

**Please make clear where the information supporting compliance with the policy requirements can be found by highlighting, flagging, noting, describing, or otherwise providing written directions to ensure that you are showing where in the product you are meeting the policy requirements.**

**For Internet activities have a direct link to the online activities or the URL available, and a username and password, when necessary.** If an Internet activity selected is no longer available online, you must have record of the activity saved, either on a CD-ROM, archived web site, or other easily accessible method for the surveyors to view.

**5**

## **Submitting Materials to the WSMA**

- Organizations must ship the four self study report binders to the WSMA
- Do not ship original documents. Self study binders will **not** be returned.
- ***Retain a duplicate set of materials for your own reference at any time during the accreditation process, but especially at the time of the accreditation interview. If the need arises, the WSMA may ask for additional or supplemental information for your files.***

Materials must be shipped via a method that has a reliable electronic, web-enabled delivery tracking system to the following address:

**Washington State Medical Association  
c/o CME & Special Projects  
2033 6<sup>th</sup> Ave., Suite 1100  
Seattle, WA 98121**

**Phone: (206) 441- 9762  
(800) 552- 0612**

## Accreditation Interview

The accreditation interview offers the provider the opportunity to discuss its CME program, its overall CME program evaluation and improvement strategies, and the materials for self study review.

Please note that it is not the role of the WSMA surveyors to provide feedback on your compliance or on the expected outcome of the accreditation review. Your organization's compliance, findings, and the outcome of the accreditation review are determined by the WSMA CME Accreditation Committee based on the recommendations site survey team.

### Interview Format

The WSMA utilizes on site reviews as the standard accreditation interview format. Interviews typically average 4 hours in length, including review of the performance-in-practice files.

The WSMA may require another format of interview. If an alternative is determined to be warranted, arrangements will be made at the time dates are solicited.

For the survey, WSMA requests at **minimum** three (3) dates submitted to WSMA that will work members of your CME Committee and/or program. WSMA will make every attempt to accommodate your schedules.

## Decision Making Process

Data and information collected in the accreditation process is analyzed and synthesized by the survey team. The team will make recommendations to the WSMA CME Accreditation Committee. All accreditation decisions are ratified by the Accreditation Committee.

This multi-tiered system of review provides the checks and balances necessary to ensure fair and accurate decisions. The fairness and accuracy of WSMA decisions is also enhanced by the WSMA's use of a criterion-referenced decision-making system.

The decision making process assesses providers' compliance with the accreditation requirements based on information collected during the accreditation process. The WSMA will also consider data from Monitoring issues, if such data are applicable to the provider.

Accreditation decision letters will be sent to providers via mail following the WSMA CME Accreditation Committee meeting.