

Policy Name: Center for Continuing and Outreach Education (CCOE) at Rutgers Biomedical and Health Sciences (RBHS)

Approval Authority: Chancellor of RBHS

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1. **Who Should Read This Policy**

All Rutgers University faculty and staff within Robert Wood Johnson Medical School, School of Health Related Professions, Rutgers School of Dental Medicine, New Jersey Medical School, Graduate School of Biomedical Sciences, School of Public Health, and School of Nursing (former UMDNJ School of Nursing).

2. **Related Documents (refer to policies.rutgers.edu for additional information)**

3. **The Policy**

DEFINITIONS

Continuing Education at Rutgers Biomedical and Health Sciences (RBHS), regardless of funding source, is defined as an educational activity which serves to maintain, develop or increase the knowledge, skills, and professional performance and relationships that a health care professional uses to provide services for patients, the public, or the profession. An RBHS Continuing Education Activity is directed toward health professionals or professionals associated with the health sciences who have already completed formal training in their professional area. This activity is performed under the following two categories.

Category A

This Activity is sponsored by the Center for Continuing and Outreach Education, in conjunction with a RBHS school/department/unit and/or an educational partner external to RBHS.

Category B

This activity is sponsored by an RBHS school or unit that maintains its own continuing education accreditation.

OVERVIEW

This policy addresses category A; specifically, continuing education activity that is sponsored by the Center for Continuing and Outreach Education (CCOE) of Rutgers Biomedical and Health Sciences (RBHS). Integral to the mission of RBHS is to provide quality continuing education for health care professionals in order to improve the health and quality of life of the citizens of New Jersey and society at large. CCOE is responsible for the provision of quality continuing education for internal, regional, national and international health professionals, with special priority placed on those professionals whose work impacts on the health of New Jersey's citizens.

CCOE is the administrative unit identified to serve as RBHS' focal point for providing multidisciplinary and interdisciplinary continuing education. CCOE is accredited by the following organizations:

- Accreditation Council for Continuing Medical Education
- Accreditation Council for Pharmacy Education
- New Jersey State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation

CCOE is also responsible for satisfying the requirements of other accreditation agencies that award continuing education credit on an activity by activity basis.

Continuing Education can take many forms, such as live conferences, Internet-based education, regularly scheduled series, and quality improvement initiatives. CCOE chooses its educational design as a means to assure that the education offered matches the learning styles of its learners, is appropriate to the learning objectives, and provides mechanisms and processes to sustain change in behavior.

CCOE staff serve as facilitators of the interaction between planning committee, academic program designers and constituent learners. These staff members also provide expertise in complete activity development, implementation, and evaluation.

A. Requirements:

1. General Policy

- a. The individual schools and other components of RBHS bear a direct responsibility for providing continuing education to practitioners of their own professions. The need to develop interdisciplinary continuing education activities and the need to conserve efforts and resources, however, requires a centralized administrative unit to support, coordinate and enhance the individual efforts of the several schools and the other educational components of RBHS.
- b. While it is expected that initiative, interest and leadership will be forthcoming and demonstrated by the faculty and staff members of RBHS, the totality of these efforts must provide a comprehensive program that has continuity and potential for achieving common goals and overall effectiveness.
- c. The foregoing considerations serve the purpose of CCOE as an administrative unit designated to serve as the focal point and overseer

of RBHS' continuing medical education thrust and to provide, when appropriate, the administrative services necessary to support RBHS' continuing education efforts. This centralization of administrative responsibility is intended to prevent needless duplication and possible program conflict within and outside of RBHS and to meet the standards of various accrediting agencies.

- d. CCOE will ensure compliance with the standards of accrediting agencies noted in the Overview.
- e. The academic components of the continuing education activities are the specific responsibility of the Deans, faculties and staff members of the particular professional schools/agencies/organizations involved, while the administrative components of these activities (program management, publicity, scheduling arrangements, accounting procedures, budget administration and other matters pertaining to the operation of the specific activities, facilities and resources available to it) are the specific responsibility of CCOE.

2. Program Objectives

The ultimate objective of the continuing education program of RBHS is to contribute toward the improvement of the quality of patient care by providing lifelong educational opportunities for health care providers. Specific objectives are to make available to practicing health professionals opportunities to be involved in educational experiences that address their professional practice gaps with the intention of improving practitioner knowledge and/or competence and/or performance and/or patient outcomes.

Specific objectives of CCOE include:

- To identify the professional practice gaps of its internal and external learners and ensure that the content of the activity addresses specific, relevant educational needs, is matched to the learners' scope of practice, and is linked to core competencies.
- To select educational methods based on current adult learning principles that will lead to changes in knowledge and/or competence and/or performance and/or patient outcomes.
- To develop evaluation mechanisms and use these mechanisms to measure the expected results of the activity.
- To establish and maintain the activity budget, including providing assistance with obtaining funding for the activity.
- To maintain comprehensive financial records of CCOE's continuing education activities.
- To maintain records of learner participation in the various RBHS continuing education activities.
- To be administratively responsible for awarding various continuing education credit and continuing education certificates.

- To arrange for appropriate educational facilities, educational materials and all necessary instructional aids and equipment consistent with the educational content, format and objectives for each continuing education activity.
- To coordinate and implement the logistical requirements, e.g., faculty and staff travel, of RBHS continuing education activities.
- To partner with other distinguished organizations and institutions, under the guidance of RBHS faculty, to offer educational activities to regional, national, and international audiences that expand the reach and contribution of the RBHS clinical and scientific faculty.
- To ensure that all continuing education activities and other educational interventions align with the missions of CCOE and RBHS.
- To maintain all accreditations currently held by CCOE and ensure that all activities meet or exceed the accreditation standards established by each accrediting body.
- To meet or exceed the applicable laws and regulations and the various policies, guidance, and guidelines that regulate the continuing education industry.

3. Options for Program Administration and Logistical Implementation

Continuing Education activities defined as category A must be coordinated through CCOE. There are, however, several options available for the administration and implementation of specific continuing education activities.

- a. CCOE staff can handle all aspects of the implementation and administration of specific continuing education offerings. Please contact CCOE for current operational policies.
- b. RBHS faculty and staff from the sponsoring unit may handle most (but not all) of the logistical implementation and administration of the activities they sponsor. Please contact CCOE for current operational policies.
- c. CCOE may collaborate with an external organization (hereafter referred to as “educational partner”) for the purposes of advancing the CCOE and RBHS missions. An educational partner may assist with development, implementation, and/or evaluation of a continuing education activity. An educational partner may be classified as, but is not limited to, one of the following organizational types: hospital/health care facility, non-profit organization, liability or health insurance provider, healthcare related organization, government organization, medical education company, or publishing company. These educational partners must meet the eligibility requirements established by the various accrediting agencies. Please contact CCOE for this criteria, as well as current operational policies pertaining to collaboration with an educational partner.

In all cases, the Executive Director of CCOE or designee *must* be involved in all discussions with the educational partner and the negotiated contract must be signed by the Senior Vice President for Finance and Administration and must be in compliance with Rutgers purchasing and contractual policies and procedures.

- d. There are numerous permutations or combinations of types of continuing education activities. Prior to the formal planning stage of any activity, the Executive Director of CCOE or designee must be contacted regarding all appropriate operational policies.

4. Role of the Center for Continuing and Outreach Education

- a. The academic components of the continuing education activities are the specific responsibility of the Deans, faculties and staff members of the particular professional schools/agencies/organization involved, while the administrative components of these activities are the specific responsibility of CCOE. Specific services offered include:

- Assistance in the identification of professional practice gaps and educational needs through surveys, patient-care data, review of pertinent literature, review of evaluation data from previous continuing education activities, etc.
- Arrangement and aid in selection of appropriate planning committees to review identified learning needs and to determine potential of specific learning activities.
- Along with planning committees, assistance in the establishment of specific learning goals and educational objectives; selection of alternative instructional modalities to accomplish stated objectives; identification of appropriate target audiences and ways to reach them; and identification of potential educational partners, if appropriate.
- Assistance with the identification and recruitment of appropriate learning facilities, learning materials and resource persons; assistance in the selection of appropriate dates, locations, times and the establishment of an overall schedule of activities.
- Development of a promotional system which would include, as appropriate, design and maintenance of audience generation materials; selection of local and regional mailing lists, etc.
- Arrangement of appropriate approval from local and national accrediting agencies for the proposed activity; maintenance of credit records.
- Assistance with solicitation and securing of funding from various sources to support the proposed activities, including identification of potential funders and submission of grant requests.

- Assistance in the development of an evaluation mechanism for the activities.
 - Development of tentative course budgets, recommendation of alternative registration fees.
 - Arrangement of all food service activities, audio-visual equipment, and travel arrangements for faculty.
 - Provision of assistance to teaching faculty in the preparation of handout materials, slides or other audio-visuals.
 - Preparation of materials for registrants, including name tags, packets, handout materials, and certificates of attendance; individual confirmation of registrations.
 - Administration of pre-registration and onsite registration including the depositing and accounting of funds.
 - Response to requests for add-on activities associated with various activities.
 - Provision of all services associated with program follow-up: collection of unpaid fees; preparation of all required honoraria and expense documents; thank you letters to course faculty; preparation and distribution of activity summaries, if required; handling and summarization of course evaluations; preparation of overall financial summary of the activity.
- b. In addition to providing the specific services outlined, CCOE can act in an advisory capacity to guide and assist various health associated groups in the most efficient and productive means of establishing and maintaining a continuing education activity through their own sponsorship, or can work with them in a joint sponsorship or co-sponsorship arrangement.

5. Faculty/Staff/Students Participation in Continuing Education Activities

Full-time, salaried, faculty, staff members and registered students of the University are encouraged to participate in continuing education activities sponsored by CCOE. The registration fee may be waived or discounted, on a space available basis. Under no circumstances will participants be reimbursed for out-of-pocket expenses incurred as part of the activity.

6. Income (Commercial Support, Federal, State & Foundation Grants & Contracts, Registration Fees, etc.)

All support of continuing education activities defined as category A, regardless of the source, must be coordinated through, or provided with the full knowledge of CCOE. The terms conditions, and purposes of all support must be documented in Letter of Agreement between CCOE and the supporter.

All income received to support specific RBHS sponsored/co-sponsored continuing education activities must be deposited in the appropriate account within CCOE. Residual funds obtained from a continuing education activity will be transferred by CCOE to the specific departmental residual account following the financial reconciliation of the activity.

7. Faculty Honoraria

Consistent with the Rutgers Honoraria: Faculty Policy, reasonable honoraria for the pertinent service can be paid to individual University faculty and staff for their role as planner, faculty, author, or reviewer in continuing education programming sponsored by CCOE. Payment of honoraria must be approved, in advance of the activity, by the Executive Director of CCOE or designee. Current CCOE honoraria and travel and expense reimbursement policies are available through CCOE.

8. Center for Continuing and Outreach Education Fiscal Policies

Specific fiscal arrangements must be made between CCOE and the academic, health care or administrative units for the support of each activity. A Fiscal Statement of Understanding (FSU) between CCOE and the academic, health care or administrative unit must be signed prior to faculty recruitment for an activity. The purpose of the FSU is to assign fiscal responsibility for all contractual agreements and activity expenditures in excess of revenues.

9. Issuance of Continuing Education Credit

CCOE is an RBHS administrative unit responsible for the maintenance of permanent continuing education attendance and credit records and for the issuance of the various types of continuing education certificates or verification of attendance-

CCOE holds the following accreditations:

- CCOE is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
- CCOE is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.
- CCOE is an approved provider of continuing nursing education by the New Jersey State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation

CCOE is also responsible for satisfying the requirements of other accreditation agencies that award continuing education credit on an activity by activity basis.

10. It is necessary that all faculty, staff, and educational partners involved in continuing education adhere to all applicable laws and regulations and the various policies, guidance, and guidelines of the Accreditation Council for Continuing Medical Education, the Accreditation Council on Pharmacy Education, the New Jersey State Nurses Association, the American Medical Association, the Office of the Inspector General, the Food and Drug Administration, the Pharmaceutical Research and Manufacturers of America, the Advanced Medical Technology Association, and other accrediting bodies that govern the development of continuing education activities. CCOE will

facilitate training sessions throughout each year. Planners and faculty will be made aware when attendance at certain sessions is mandatory. Comprehensive operational policies, procedures and the necessary forms are available through CCOE.