



Alliance for Continuing Education
in the Health Professions



BACKGROUND

NATIONAL FACULTY EDUCATION INITIATIVE

The National Faculty Education Initiative was launched in October 2008 by the Alliance for Continuing Education in the Health Professions (the Alliance, formerly known as the Alliance for CME) and Society for Academic Continuing Medical Education (SACME), in collaboration with the Association of American Medical Colleges (AAMC). The goal of the Initiative is to help medical education faculty understand the differences between certified CME activities and commercial marketing/promotional programs.

The Initiative consists of two components: an online educational activity and a verification database. The online educational activity uses case-based content to quickly and efficiently educate medical education faculty about federal regulations, accreditation and professional standards, and their roles and responsibilities when presenting in certified CME or commercial programs. Those who complete the activity have their names added to the verification database, reaffirming their commitment to teaching excellence and providing quality learning experiences that are in compliance with appropriate regulations, guidelines, and professional standards.

Increased federal regulatory requirements, updated accreditation and professional standards, and voluntary codes about commercial influence on healthcare providers require this type of *voluntary* self-regulation and training. The Initiative is designed to protect invited medical education faculty, their institutions, the accredited organizations responsible for certified CME, the commercial interests providing promotional programs, and ultimately the public.

The online educational activity is available to physician, nursing and pharmacy faculty at **<http://www.nfeinitiative.org/>**. The verification database is designed for CME providers and commercial interests providing promotional activities, so that they may verify that faculty educators they plan to invite are knowledgeable of the multiple sets of rules that govern speaker accountability when presenting in each environment. The database may be accessed for free through the end of 2008.