



MICHIGAN PHARMACISTS ASSOCIATION

## Introduction to Co-sponsorship

Michigan Pharmacists Association (MPA) is an accredited provider of pharmacy continuing education (CPE) credit through the Accreditation Council for Pharmacy Education (ACPE) and is an approved provider of Pharmacy Technician Continuing Education (PTCE).

MPA provides organizations, hereby known as “Hosting Organization,” the ability to offer accredited educational activities (a.k.a. programs, sessions, events), which may further entice pharmacy professionals to attend if they are in need of PCE credit that meets pharmacist licensure or pharmacy technician certification requirements.

Should MPA choose to partner with a Hosting Organization, assurance that all quality criteria are met rests with MPA, the accredited provider. Therefore, MPA will consider accrediting PCE activities if the terms of agreement are met. Additionally, the Hosting Organization must agree to:

1. identify faculty (speakers) competent in the subject matter. See the Qualifications of Faculty Checklist to assist in this process.
2. develop topics that are not promotional or appear to be intended for the purpose of endorsing either a specific name brand medication or commercial product. See MPA’s Commercialism Policy.
3. provide all requested material by established deadlines as indicated in the terms of agreement.

If the Hosting Organization fails to meet these terms, MPA has the right to terminate the relationship and refuse to grant PCE credit for any activity.

### Co-sponsorship Process

Organizations wishing to move forward in the co-sponsorship process are encouraged to read the Introduction to Co-sponsorship and complete and submit to MPA the Co-sponsorship Agreement a minimum of 45 business days prior to the activity date. In addition, Hosting Organizations must send the faculty agreement to all confirmed speakers or authors and instruct them to complete and return the agreement and accompanying materials to you to forward them to MPA a minimum of 45 days prior to the activity date. See the terms of agreement for detailed deadlines.

## **Faculty**

MPA staff has developed quality PCE activities, including pharmacy law, medication therapy management, pharmacy audits, communication with the media and fraud, waste and abuse. Hosting Organizations interested in securing MPA staff for a nominal fee should contact Mary Farrington, MPA director of continuing education, at (517) 377-0234 or [Mary@MichiganPharmacists.org](mailto:Mary@MichiganPharmacists.org) who will verify staff availability to serve as faculty, as well as send and collect faculty agreements and miscellaneous faculty documents, including handouts, from committed staff.

Hosting Organizations wishing to secure faculty other than MPA staff should directly contact potential speakers or authors and send and collect faculty agreements, as well as miscellaneous documents.

The faculty agreement was developed so that it can be personalized by Hosting Organizations by modifying the text in red (be sure to change the font color to black and remove brackets). This document was created so that faculty can complete it electronically.

MPA is committed to guiding Hosting Organizations through the co-sponsorship process; therefore, various guides, checklists and example forms are included.

## **Accreditation**

Continuing education credit for pharmacists will be issued through the Accreditation Council for Pharmacy Education (ACPE) that governs accreditation standards that meet pharmacist requirements. Accreditation standards that meet pharmacy technician certification requirements will be met by issuing continuing education credit through Pharmacy Technician Certification Education (PTCE).

## **Licensure Requirements**

As of July 2007, pharmacists are required to earn 10 hours of live PCE credit and one hour of pain credit, both requirements inclusive of the 30 hours normally earned. Certified pharmacy technicians must obtain one hour of pharmacy law continuing education credit every two years. Michigan pharmacists are not required to obtain pharmacy law continuing education credit, and pharmacy technicians are not required to meet the pain and live continuing education credit requirements. According to Michigan law, pharmacists shall not earn more than 12 hours of PCE credit in a 24-hour time period.

## **Target Audience**

The Hosting Organization will be required to identify the intended audience that will assist MPA in determining whether activities will be accredited for pharmacists and/or pharmacy technicians.

MPA will assign activity numbers for each accredited session that will contain a P (pharmacist) or T (technician). Pharmacy technician-specific activities should be geared toward the technician's scope of responsibilities. However, even though MPA may accredit an activity for technicians, it is the

technician's responsibility to determine whether the subject matter is acceptable to the Pharmacy Technician Certification Board (PTCB) for recertification.

PTCB deems the following topics appropriate:

- Medication distribution and inventory control systems
- Pharmacy administration and management calculations
- Programs specific to pharmacy technicians
- Interpersonal skills
- Organizational skills
- Pharmacy law
- Pharmacology/medication therapy

Activities related to functions outside the scope of practice for pharmacy technicians are not accepted by PTCB.

## **Activity Announcement**

To ensure that all ACPE requirements are met, MPA will prepare a black and white 8.5" x 11" or 8.5" x 14" print-ready flyer or brochure in PDF format for your use. Please provide detailed information requested in the co-sponsorship agreement, which is necessary for MPA to complete the promotional material.

NOTE: The Hosting Organization is required to distribute the MPA-provided flyer or brochure. However, if MPA determines that your event is too large to include pertinent information in the brochure template, you will be required to create the brochure on your own and submit it to MPA for approval at least 30 days prior to the event date and prior to distribution. In this case, refer to the activity announcement and final brochure checklist (Appendix F) for items that need to be included to meet accreditation criteria.

## **Co-sponsorship Fees**

A required, nonrefundable administrative fee of \$25 must be submitted with the Co-sponsorship Agreement a minimum of 45 business days prior to the program date.

The Hosting Organization will be assessed a fee for the amount of continuing education credit being issued. The fees are charged per person, per session. MPA will invoice the Hosting Organization for the remaining amount due, minus the administrative fee, based on the following:

<u>Credits Offered Per Activity</u>	<u>Fee Per Person</u>
1-2	\$7
3-6	\$10
7-12	\$13
13+	\$15

## **Grant Funding**

Hosting Organizations requesting sponsorship or completing grant requests from pharmaceutical industry or other organizations are encouraged to have funding sent directly to the Hosting Organization. However, industry may require funds be sent directly to the accredited provider, in which MPA will accept the funds on behalf of the Hosting Organization for a nominal handling fee of three percent of the total amount received. MPA will issue a check to the Hosting Organization minus the handling fee. MPA must be notified of such arrangements as soon as possible.

## **Commercialism Policy**

All activities, particularly those sponsored by pharmaceutical manufacturers, shall be closely monitored to ensure that the activity provides a fair, full disclosure and equitable balance. Activities shall not be an advertisement for a particular product or service. It shall be a nonbiased, in-depth presentation related to the contemporary practice of pharmacy.

Should the Hosting Organization secure funding from commercial interests, the following guidelines for handling expenditures for commercial support should be adhered.

- Commercial funding should not be used for reimbursement of travel and other expenses such as registration fees. Payment is to be made for faculty's work in the educational activity.
- Direct payment of honoraria or reimbursement will be made by the Hosting Organization, not the commercial interest.
- The Hosting Organization shall not accept payment for a supported activity involved in the development or implementation of the educational activity.
- Honoraria and expenses may not be paid to learners or other nonfaculty/nonauthor participants.
- Accurate documentation of commercial support received and expenditures must be kept and produced upon request.
- The Hosting Organization shall not accept funding from commercial interests that are unwilling to put the terms, conditions and purpose of the funding in writing. Commercial interests must acknowledge the Hosting Organization's or MPA's control of content, administration, quality and integrity of all activities.

To be fair and equitable, the following policies have been established:

- Serving meals in the same room and same time in which a PCE activity is occurring is prohibited.
- Exhibitors will not receive a complimentary or discounted booth in exchange for offering faculty or supporting an activity.
- Activity content will not be dictated by commercial interest.
- Representatives of commercial interest shall not engage in sales or promotion during educational activities, nor will commercial interest be able to provide PCE activities to activity participants (e.g., distribution of self-study activities or arranging for electronic access for Internet activities).
- Handout and supplemental materials will not contain industry or supporter logos.
- MPA will not co-sponsor educational activities with commercial interests.
- Faculty with potential conflicts of interest identified on the disclosure statement will be counseled to follow these policies or withdraw from the activity. If faculty refuses to complete the disclosure statement, faculty will be disqualified. An attempt should be made to resolve conflicts of interest and the conversation should be recorded.
- The Hosting Organization or MPA will not sign grant requests generated by faculty.

Noneducational materials may contain product promotion or product-specific advertisements.

## **Disclosure to Participants**

Activity participants should be notified of faculty's conflicts of interest. The disclosure statement may be made verbally or in writing prior to the start of each education activity. MPA will provide the Hosting Organization disclosure statements for each activity that should be read out loud or provided to attendees in print prior to the beginning of each activity.

## **Continuing Education Credit**

PCE activities must be at least 60 minutes in length. After the 60-minute requirement is met, activities can be accredited in quarter-hour increments, such as:

60 minutes = 1.0 contact hour  
75 minutes = 1.25 contact hours  
90 minutes = 1.5 contact hours  
105 minutes = 1.75 contact hours  
120 minutes = 2.0 contact hours

## Methods of Delivery

Methods of delivery of pharmacy continuing education are important to the effectiveness of the activity. In an effort to create more interaction between faculty and learner, MPA shall encourage activities that contain some kind of hands-on approach, such as:

- Question and answer segment
- Open forum
- Physical interaction of demonstrations (hands-on) with participants
- Illustrations (slides, patient models or material models)

PCE activities are categorized into three types: knowledge, application and practice. MPA, as an ACPE provider, is not required to conduct all three activity types. The PCE activity type conducted should be consistent with MPA's mission and appropriate to meet the identified needs of pharmacists and pharmacy technicians.

MPA shall offer PCE activities based on the following:

- Knowledge-based Activity – These activities are primarily constructed to transmit knowledge (i.e., facts). The facts must be based on evidence as accepted in the literature by the health care professions. The minimum amount of credit for these activities is 15 minutes or 0.25 contact hour. These activities utilize Q&A and posttest questions.
- Application-based Activity – These activities are primarily constructed to apply the information learned in the time frame allotted. The information must be based on evidence as accepted in the literature by the health care professions. The minimum amount of credit for these activities is 60 minutes or one contact hour. These activities are activities that utilize case studies.
- Practice-based Activity (formerly known as certificate program in pharmacy) – These activities are primarily constructed to instill, expand or enhance practice competencies through the systematic achievement of specified knowledge, skills, attitudes and performance behaviors. The information within the practice-based activity must be based on evidence as accepted in the literature by the health care professions. The formats of these activities should include a didactic (home study) and practice experience component (live). The activity should engage an instructional design that is rationally sequenced, curricular based and supportive of achievement of the stated professional competencies. The minimum amount of credit for these activities is 15 contact hours.

## Support Staff

The Hosting Organization is required to provide adequate supportive personnel to assist with administrative matters related to the execution of the activity, including pre-registration and onsite support. Hosting Organizations who do not have the necessary support may contact MPA about

mailing the flyer or brochure, creating name badges and providing onsite registration assistance. MPA will provide a quote for fees associated with such services.

## **Alternative Ways to Accredit PCE Programs**

If a Hosting Organization is not able to meet submission deadlines or the request for co-sponsorship is denied, the Michigan Board of Pharmacy can accredit programs intended for pharmacists. Additionally, pharmacy technician-specific programs can be eligible for continuing education credit by following the process below.

### Michigan Board of Pharmacy

The Michigan Board of Pharmacy is capable of awarding pharmacy continuing education credit. Accreditation is limited to pharmacists practicing in Michigan. An application and supporting documentation must be provided.

Call the Michigan Board of Pharmacy for the application and further details at (517) 335-0918.

### Pharmacy Technician Certification Board

According to the Pharmacy Technician Certification Board (PTCB), the governing organization of certified pharmacy technicians, ACPE-accredited continuing education is not mandatory for a pharmacy technician to recertify. Pharmacy technicians may attend educational programming approved for pharmacy continuing education credits if the subject matter is within a technicians' scope of duties. Acceptable documentation (Certificate of Participation) for recording continuing education hours earned by a technician must include the name of the participant, the number of hours awarded, the title and date of the program, a dated signature of the program coordinator, and name of the organization providing the program.

For additional information regarding pharmacy technician recertification requirements, contact PTCB at (202) 429-7576 or visit [PTCB.org](http://PTCB.org).

## **Navigating the Co-sponsorship Manual**

First, read the Introduction to Co-Sponsorship thoroughly. Next, Complete the Co-sponsorship Agreement and submit it, along with other necessary documents, to MPA a

minimum of 45 business days prior to the activity date. The following documents are provided to assist you in the process.

- Appendix A – Faculty Agreement
- Appendix B – Agenda Example
- Appendix C – Presentation Key Points and Outline Example
- Appendix D – Faculty Confirmation Letter Example
- Appendix E – Budget Example
- Appendix F – Activity Announcement and Final Brochure Checklist
- Appendix G – Guide to Developing and Presenting Visual Aids
- Appendix H – Guide to Establishing Educational Goals and Objectives
- Appendix I – Suggested Active Learning Strategies Based on Activity Type
- Appendix J – Qualifications of Faculty Checklist
- Appendix K – Brochure Example
- Appendix L – Flyer Example
- Appendix M – ACPE and PTCE Logos

### **Co-sponsorship Assistance**

Questions regarding the co-sponsorship process should be directed to MPA Director of Continuing Education Mary Farrington at [Mary@MichiganPharmacists.org](mailto:Mary@MichiganPharmacists.org) or (517) 377-0234.