



# ACOEM New Course Proposal Policy and Procedure

## Summary

ACOEM members, special interest sections, component societies, councils, committees, and others are encouraged to submit course content of interest to members. Submissions will be collected and reviewed by the Council on Educational and Academic Affairs (COEAA).

The COEAA will review submissions to determine if they meet member needs and criteria for ACOEM education offerings. Upon COEAA approval, the COEAA will submit content submission for board approval.

## Criteria Requirements for Course Content Submission

- Course objectives align with ACOEM vision, as it relates to OEM audiences.
- Course objective meets a need or skills gap not available in ACOEM education offerings.
- Course application meets ACCME (Accreditation Council for Continuing Medical Education) accreditation standards if CME is being awarded.
- All recommendations for patient care must be based on current science, evidence, and clinical reasoning while giving a fair and balanced view of diagnostic and therapeutic options. Content should be free of commercial bias.
- All scientific research referred to, reported, or used in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
- Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is acceptable to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet adequately based on current science, evidence, and clinical reasoning.
- Ensure your activity does not advocate for unscientific approaches to diagnosis or therapy, or promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.
- Faculty possess expertise in one or more areas of interest that is/are pertinent to the OEM.
- Faculty possess advanced speaking skills and well-received by meeting audiences, *i.e.*, demonstrated by favorable feedback from recent ACOEM presentations based on evaluation reports, as well as reports from speaking at state and national meetings, if available.
- Disclosure of all proprietary, financial, or other personal interests. If content meets all criteria, disclosed conflict of interest information does not preclude content from being approved.

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### Criteria for Content Submission Evaluation and Review

Course content submission shall meet all the outline criteria for the submission. Upon submission, the COEAA will review and assess the following criteria to determine a recommendation to the ACOEM board. The criteria are as follows:

1. **Education Content:** The council shall assess the educational quality and effectiveness of the content based on established standards, learner outcomes, and feedback from educators and learners.
2. **Market Demand:** Evaluation of market demand will include analysis of intended audience, industry trends, competitive landscape, and potential for revenue generation.
3. **Financial Validity:** The COEAA will analyze the potential financial returns of the education course, considering factors such as pricing strategy, distribution channels, scalability, and projected revenue streams. They will also consider the college and members' long-term benefits.
4. **Long Term Sustainability:** The council shall also consider the long-term sustainability and impact of the content on ACOEM's reputation, brand value, and mission alignment.

### Procedure

1. The COEAA will review submitted content at COEAA meetings as submissions are collected.
2. COEAA will either approve or decline the submission by using the submission evaluation and review criteria.
3. COEAA will provide a recommendation to the ACOEM board which will be reviewed at the Annual and Fall Board Meetings.
4. The ACOEM Board of Directors is required to approve or decline the COEAA recommended course submissions.
5. ACOEM Staff will communicate with COEAA and Course Faculty their status following the ACOEM Board Meeting decision and will begin the implementation process based on the course delivery requirements and allotted timeline.



## Policy

**Ownership:** All submitted live and enduring materials created for or by ACOEM are the exclusive intellectual property of ACOEM, unless otherwise specified in a written agreement.

**Usage Rights:** ACOEM grants limited, non-exclusive rights to use the course solely for educational, training, or informational purposes. This includes but is not limited to:

- Reproducing the course for distribution to authorized users within the organization or educational institution.
- Modifying the course to suit specific instructional needs, provided the integrity and accuracy of the content are maintained.
- Displaying or performing the course live or recorded educational sessions within the organization.

**Prohibited Uses:** Unauthorized uses of the materials are strictly prohibited, including but not limited to:

- Reproducing, distributing, or displaying the course for commercial purposes without prior written consent from ACOEM.
- Altering, adapting, or modifying the course or materials in a way that distorts the original meaning or misrepresents ACOEM.
- Sharing or disseminating the course to individuals or entities outside of the organization or educational institution without proper authorization.

**Protection and Enforcement:** ACOEM reserves the right to take legal action against any unauthorized use, reproduction, or distribution of the course that violates this intellectual property statement. This includes seeking damages for copyright infringement and injunctive relief to prevent further unauthorized use.

**Modification of Statement:** ACOEM reserves the right to modify or update this intellectual property statement for enduring materials at any time. Registrants are responsible for regularly reviewing the statement to ensure compliance with the latest terms and conditions. Per policy, COEAA will review course content every three years to meet ACCME guidelines.

**Implementation:** ACOEM will have direct oversight and supervision of course creation and release date. ACOEM will work closely with faculty and subject matter experts to ensure the project is being developed quickly and provide support when needed/as advised.

**Financial Impacts:** ACOEM reserves the right to determine the course pricing based on potential financial returns of the course, considering factors such as pricing strategy, distribution channels, scalability, and projected revenue streams. Additionally, no honorarium will be expected or granted unless negotiated.