Purpose
The Policy on Internet CME exists to provide guidance for staff, faculty and joint providers on the implementation of
the ACCME’s Policy for CME Delivered via the Internet.

Policy
- NYU School of Medicine (NYU) fully supports and adopts the ACCME Policy for CME Delivered via the Internet (Policy
  #2002-A-11) as recommended by the Strategic Plan Implementation Task Force.
- CME activities provided by NYU must be planned and implemented in compliance with the Essential Areas and
  policies of the ACCME.
- All continuing medical education Internet activities provided by NYU shall maintain separation of promotion from
  education by ensuring the following:
  - Internet CME activities cannot reside on a pharmaceutical or device manufacturer’s website.
  - There must be clear notification that a learner is entering and leaving the educational website.
  - Links from the website of an ACCME-accredited provider to a pharmaceutical and device manufacturer’s website
    are only permitted before or after the educational content of a CME activity, but shall not be embedded in the edu-
    cational content of a CME activity.
  - Advertising of any type is prohibited within the educational content of CME activities on the Internet, including but
    not limited to, banner advertisements, subliminal advertisements, and pop-up window advertisements.
- NYU will operate its Internet CME products and services in accordance with high levels of business and manage-
  ment integrity – as they relate to human resources, financial affairs, and legal obligations – ensuring its obligations
  and commitments are met.
- NYU will have a mechanism (including telephone and e-mail contact information) for the learner to contact the
  provider with questions about their Internet CME activities;
- For Internet CME activities, NYU will post on its website information regarding privacy and confidentiality of infor-
  mation; and compliance with copyright law.
- The CME activity may reside on the website of a joint or co-provider of the activity, but there must always be a
  hyperlink to the NYU website.

Implementation
- Staff planning an Internet CME activity will complete the Internet CME Checklist to assure compliance with this policy.
- The completed Internet Checklist will be affixed to the CME activity file.
- Internal or external web designers must obtain approval by the Administrative Director that the Internet CME activity
  has complied with this policy.
- Other enduring material requirements of NYU’s Policy on Enduring Materials must be adhered to in an Internet CME
  activity (e.g., expiration date, length of time to complete the activity, etc).
- NYU will ensure the commercial support of an Internet CME activity complies with the requirement not to have a credited ac-
  tivity reside on the supporter’s website, including a visual inspection of how hyperlinks are used to refer physicians to the site.
- If the activity is an enduring Internet activity, the rules contained in the Policy on Enduring Materials also will apply.