

June 2009

ANNOUNCEMENT

Changes to ADA CERP Regulations Governing the Recognition Process

The ADA's Council on Dental Education and Licensure has revised the ADA CERP Recognition Policy and Regulations Governing the Recognition Process. The revisions are summarized below. The revised policy is attached at the end of this document. The updated *ADA CERP Recognition Standards and Procedures* are available at <http://www.ada.org/prof/ed/ce/cerp/standards.pdf>.

RECOGNITION STATEMENT REVISED

The authorized recognition statement that ADA CERP approved providers are required to use has been expanded to include several new elements: a disclaimer, standard language for designating credits and information on filing complaints.

These additions will assist providers by establishing guidelines for accurate statements regarding approval and acceptance of CE credits. The expanded statements will also better serve dental professionals with more complete information about the continuing education sponsor, the ADA CERP program, and potential limitations on acceptance of credits by dental boards.

Two separate versions of the recognition statement are now required. One must be used on publicity materials in advance of the course and the other on materials distributed at the course and on verification of participation documents.

Publicity Materials

The following authorized recognition and credit designation statements must be used on publicity materials related to the provider's continuing education courses (italics not required):

<<Name of provider>> is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

<<Name of provider>> designates this activity for <<number of credit hours>> continuing education credits.

Course Materials and Verification of Participation Forms

The following authorized recognition statement and notice of opportunity to file complaints must be published by recognized providers in course materials available to participants during the activity, such as program guides, evaluation forms, instructions for self-study activities, etc., and on all verification of participation documents issued by the provider for continuing dental education activities (italics not required):

<<Name of provider>> is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or

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endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cerp.

Implementation

Recognized providers should incorporate the revised statements on all new publicity and course materials. Verification of participation documents should also be updated. Providers will be evaluated on compliance with the revised regulations beginning in July 2010.

To help providers comply with the revised policy regarding the recognition statements, answers to frequently asked questions are available at <http://www.ada.org/prof/ed/ce/cerp/index.asp>.

ANNUAL REPORT REQUIRED

To enhance timely communications with ADA CERP recognized providers, beginning in 2010, providers will be required to submit annually a report of contact information to the ADA CERP office. This information will include the provider's name, address, phone, fax, Web address, and the names and contact information for the chief administrative authority and the person with primary day-to-day responsibility for administration of the provider's continuing dental education program.

Recognized providers will receive instructions from ADA CERP and a form for submitting the required information with the invoice for the 2010 annual fee. Payment of the annual fee and submission of the annual report are requirements for continued participation in ADA CERP.

The Annual Report will not replace the requirement to submit a Report of Substantive Change to ADA CERP any time there is a substantive change to the provider's CE program, including personnel changes.

QUESTIONS

The complete *ADA CERP Recognition Standards and Procedures* are available at <http://www.ada.org/prof/ed/ce/cerp/standards.pdf>

For more information about ADA CERP policies and procedures contact ADA CERP staff at 800-621-8099 ext. 2869.

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ADA CERP RECOGNITION STANDARDS AND PROCEDURES

Excerpt

RECOGNITION

ADA CERP recognition is based on a provider's demonstration of compliance with ADA CERP standards and criteria. A standing committee of the Council, the ADA CERP Committee, reviews all applications and determines if a provider can be approved. To apply for recognition, the CE provider/sponsor must complete the ADA CERP *Application for Recognition*, a form that relates to each of the 15 standards addressed in the ADA CERP standards and criteria. The application, together with any required documentation or pertinent data, is submitted to the ADA CERP Committee for evaluation.

ADA CERP recognized continuing dental education providers shall be designated "recognized providers" for the length of their period of recognition which shall be two, three or four years, based on the level of compliance and complaint history of the provider. If the ADA CERP Committee determines that more information is required to make a decision regarding recognition status, or that the provider only minimally meets the standards and criteria, action to determine recognition status may be postponed definitely pending submission of additional information or a new application, or, recognition may be granted, contingent upon submission of a progress report within six months to one year. Recommendations for improvement or concerns noted during the review will be identified and transmitted to the provider.

Recognition of a provider does not imply recognition or approval of that provider's satellite or parent organizations, parent company, subsidiaries, cooperating agencies or divisions

ADA CERP does not approve sole providers, lecturers, individual courses or credit hours. Further, the terms "accreditation" or "accredited" must not be used in conjunction with ADA CERP recognition. Providers must inform participants on how comments or complaints may be filed with ADA CERP.

REGULATIONS GOVERNING THE RECOGNITION PROCESS

1. All providers interested in recognition by ADA CERP must complete an ADA CERP Application for Recognition and submit it to the ADA CERP Committee of the Council on Dental Education and Licensure for consideration. Published application deadlines shall fall approximately two months prior to meetings of the committee.
2. Within 30 days after receipt of the ADA CERP Application for Recognition, it will be reviewed to determine completeness of information submitted. If problems are identified, the provider will be notified that certain required information is missing from the application which must be submitted prior to consideration by the ADA CERP Committee.
3. The application will be considered at the next regularly scheduled meeting of the ADA CERP Committee. If the committee determines that the application does not provide adequate information on which to base a recommendation for recognition, the committee may seek additional information from the applicant provider or from alternative sources.

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The ADA CERP Committee reserves the right to seek additional information from the provider, including but not limited to course evaluation forms completed by participants and the names, addresses and telephone numbers of all course participants. The committee also has the right to seek information from alternative sources including, but not limited to, surveys of program participants, on-site visits, observation of the provider's CE activities, review of the CE providers' web site, or other means considered necessary to determine whether the CE provider is in compliance with the standards and criteria.

4. Recognition is effective the first day of the month of May or November after action is taken by the ADA CERP Committee. In no case will recognition be granted retroactively or prior to action taken by the Committee. The length of recognition, i.e., two (2), three (3) or four (4) years, will be clearly stated in the letter that transmits the Committee's action to the provider.

If recognition is granted, the provider will be provided with the following information:

- a. The effective dates and length of the recognition
- b. A statement that must be used to announce or publicize ADA CERP recognition
- c. Responsibilities and procedures for documenting participation in CE activities
- d. Procedures regarding expiration of recognition and reapplication
- e. Requirements and recommendations for improvements in the provider's CE program

Recognition may be contingent on the submission of one or more progress reports at specified intervals. The ADA CERP Committee reserves the right to reevaluate a provider at any time by surveying participants in the provider's CE activities, by reviewing activities in person, or by requiring additional information concerning the provider and/or its activities.

Applicants approved for recognition with less than twelve months experience (as calculated from the application deadline date) are required to submit a progress report in one year that includes a list of CE activities for twelve months and publicity, documentation and other information as required.

Recognized providers have an obligation to ensure that major changes or additions to the program, such as implementing patient treatment courses or adding a new educational method, must conform with ADA CERP standards and criteria. Major changes must be reported in keeping with the ADA CERP Policy on Substantive Changes.

5. Recognized providers must use the following statements regarding recognition status, credit designation and notice of opportunity to file complaints on materials related to their continuing education activities.

- a. Publicity materials

The following authorized recognition and credit designation statements must be used on publicity materials related to the provider's continuing education courses:

<<Name of provider>> is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it

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imply acceptance of credit hours by boards of dentistry.

<<Name of provider>> designates this activity for <<number of credit hours>> continuing education credits.

- b. Course materials and verification of participation forms
The following authorized recognition statement and notice of opportunity to file complaints must be published by recognized providers in course materials available to participants during the activity, such as program guides, evaluation forms, instructions for self-study activities, etc., and on all verification of participation documents issued by the provider for continuing dental education activities:

<<Name of provider>> is an ADA CERP Recognized Provider.

ADA CERP is a service of the American Dental Association to assist dental professionals in identifying quality providers of continuing dental education. ADA CERP does not approve or endorse individual courses or instructors, nor does it imply acceptance of credit hours by boards of dentistry.

Concerns or complaints about a CE provider may be directed to the provider or to ADA CERP at www.ada.org/goto/cerp.

6. All ADA CERP recognized providers must submit an annual report of current contact information to ADA CERP. Contact information must include the provider's name, address, phone, fax, Web address, and the names and contact information for the chief administrative authority and the person with primary day-to-day responsibility for administration of the provider's continuing dental education program.
7. Use of the ADA CERP logo (or name) in connection with advertisements and written course materials associated with continuing education activities by a recognized provider must conform to the following criteria:
 - a. It shall not be used to imply that any CE activities or CE credit hours have been approved or endorsed by ADA CERP or the American Dental Association
 - b. It shall not be used on letterheads or in any fashion that would imply that the organization is affiliated with ADA CERP or the American Dental Association, other than as a recognized provider
 - c. It may not be displayed in a type size larger than the provider organization's name, or given greater prominence than the provider organization's name
 - d. It shall not be published in conjunction with any statement or material that, in the ADA's judgment, may be harmful to the ADA's good will or may tend to undermine the ADA's credibility
 - e. It shall only be used in conjunction with the authorized statement that the organization is a recognized provider
8. **Recognition will be denied or withdrawn** if there is non-compliance with the ADA CERP standards and criteria for recognition. If recognition is denied or withdrawn, the applicant provider will be provided with the following by certified mail:
 - a. Identification of the specific standards and criteria with which the Committee found noncompliance

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- b. Requirements and recommendations for alterations and/or improvements in the provider's continuing dental education program
- c. Rules and mechanisms governing resubmission of an application
- d. Procedures for reconsideration

9. **Recognition will be withdrawn** by the ADA CERP Committee for any of the following reasons:

- a. A voluntary request is received from the recognized provider.
- b. A finding of noncompliance with the ADA CERP standards and criteria for recognition. Specific reasons for the action will be identified.
- c. The provider submits false and/or misleading information.
- d. The provider fails to submit documentation requested in writing in a timely manner.
- e. CE activities have not been offered to dentists for a period of two years or more.
- f. Required fees have not been paid.
- g. The provider fails to sign and comply with terms of the ADA CERP License Agreement.
- h. The provider fails to submit an annual report of current contact information.