



Orientation Package

CONTINUING HEALTH EDUCATION (CHE)

July 2017

Orientation Package

Welcome to the “Continuing Health Education” Program

The Council for Continuing Pharmaceutical Education (CCPE) was founded in 1969 to develop and support a positive reputation for the Pharmaceutical Sales Representatives employed by **Innovative Medicines Canada** member organizations by establishing knowledge standards and holding representatives to those standards through education and accreditation. The Continuing Health Education (CHE) program was developed by a “who’s who” of CHE experts and introduced in 2001. Since its inception and multiple revisions, over 1000 Pharmaceutical Professionals, CHE Managers, Healthcare Professionals and others have successfully completed this program.

The evaluation of the learning from this program is entirely geared towards knowledge, comprehension and the application of the concepts of adult learning.

Special Note:

If you are employed by an organization selling into the Health Care Industry, please read the relevant sections of your industry’s Code of Ethical Practices or like titled codes of conduct. To access the most recent code, do an Internet search. For example: **Innovative Medicines Canada** member employees should search keywords (Code, Ethical Practices). MEDEC member employees should search keywords (MEDEC, Code, Conduct). If you are a member of, or have an audience composed of a professional association, you should consult those codes of Practice related to CHE.

Contents

Information you will find in this orientation package:

- General Information
- Study guide and suggested study schedule
- Learning Tips
- Instructions on how to proceed with the CHE Exams (Part I and Part II)

Fact Sheet

Contents	<ul style="list-style-type: none"> • Paper-Based Material: 1 binder, 12 modules - 4 Appendix – 172 Pages • A pre-course Survey and post-course Survey (found on the “MyCCPE” portal) is an integral part of your learning path. • Online Resources to <u>consult</u>, <u>modify</u>, <u>print</u> and <u>use</u> according to your needs. These Resources include templates (Word files) which are available on the “MyCCPE” portal. • A PDF file of the course content to use on a computer or personal electronic device.
Study Hours	40 hours (includes 20 hours to develop a CHE event)
Timeline	Exam must be completed within 6 months of registration date
Exam Dates	You have the possibility to do your online exam(Part I) on the “ MyCCPE ” portal at any time (24 hours a day, 7 days a week) from registration until your end date. Technical support is available Monday to Friday from 8:30 a.m. to 4:30 p.m. (Eastern Time) . Your end date is posted in the “MyCCPE” portal.
CEU Credits	4
Type of exam	<p>Two distinct exams</p> <p>Part I: 1 hour online exam- 45 multiple choice questions</p> <p>Part II: A home-based essay type exam (10 to 20 hrs estimated to develop a CHE event) *</p>
Passing Grade	A passing mark (60%) is necessary for both Part I and Part II of the exam – the marks will be consolidated to provide the final overall mark.

* The home-based essay type exam must be submitted by mail within 6 months from the registration date.

General Information

What's in it for me?

- You will experience a complete learning journey from needs assessment to evaluation. This program applies what it teaches!
- You will improve your self-confidence and ability to conduct ethical, credible educational activities with health care professionals.
- The expertise you acquire will permit you to have even greater credibility with your audience and their accrediting authorities in the development of CHE programs.
- Each continuing education course you take will widen your knowledge, expand your medical horizons and increase your employability.
- You will earn 4 CEU credits (Continuous Education Credits) recognized internationally by the International Association for Continuing Education & Training (IACET) and the *Société de formation et d'éducation continue* (SOFEDUC).

What is a PIN for?

You may wonder why you have a CCPE PIN (personal identification number). You can use it for identification and to secure confidential information about yourself in our database. For example, to access your exam on our website, you must enter your 6 digit PIN. If you have forgotten your PIN, also called "student number" (which can be found on the bookmark sent with your course material), please call CCPE toll free number **1-888-333-8362** or our local number at **514-333-8362**.

Study Guide

The main learning outcome from this program is to design and implement an activity. The program will conform to the highest ethical standards and is deemed to be "education" (see definition on page 1) and contributes to high quality CHE programs for health care professionals.

This course was developed with your success in mind. The pass mark is 60%. The exam portion of the course is divided into two parts:

Part I: Web-based exam with 45 multiple choice questions. This exam focuses on knowledge and comprehension.

Part II: A home based exam requires you to develop a hypothetical CHE program. Eight essay questions pertaining to this program are submitted by regular mail. Part II focuses on your ability to apply what you have learned. It is designed to simulate the process you would go through if you were applying for the highest number and quality of credits possible from any of the major accrediting bodies such as the Royal College of Physicians and Surgeons of Canada (RCPSC), the College of Family Physicians of Canada (CFPC) or the La Federation des médecins omnipraticiens du Québec (FMOQ).

At this point you probably want to access how much time you will need to dedicate to your learning and plan your study time for the next few weeks or months. For this program, 20 hours is probably sufficient to complete the self-study component. Study time will vary from one individual to another depending on educational background, previous experience and ability to apply the educational concepts. The completion of the home-based exam (Part II) usually requires between 10 to 20 hours.

Study Guide

To take full advantage of this updated CCPE course, we suggest you follow a learning path:

1. **Complete the pre-course survey before starting with your reading.** The survey is on the “MyCCPE” portal. For access: Go to the CCPE website www.ccpe-cfpc.org, click on “Open a session on MyCCPE” at the top right hand corner.
2. Read the learning tips in this document, to optimize your learning effort.
3. While proceeding with a first reading of the paper material, it is valuable to explore beforehand the essay questions in Part II of the exam. All the answers you need for the Part II exam are contained in the modules provided.
4. Proceed with your final evaluation (Part I multiple choice exam) on the “MyCCPE” portal after reading the paper material.
5. Now go back and study the learning material a second time. The Part II exam actually serves as a study and retention aid. You may decide to answer the Part II exam questions as you go from module to module – ultimately it may save you time and increase your understanding of the material.
6. Have a CHE program clearly in mind which you use as your “experimental field” for the purposes of this course and completion of the essay question Part II exam.
7. Should you have a question while studying you can contact our customer service at info@ccpe-cfpc.org. If we don’t have an answer to your question, we will ask the subject matter expert and get back to you with an answer.

NOTE:

Although it may be tempting to leave all the studying to the final week before submitting the exam, cramming will only result in sub-optimal application of the material. Even though this may result in the desired outcome (i.e. obtaining a passing mark), the education project submitted will not enable you to achieve the benefits previously described. Your project may not achieve the desired level of behaviour change expected from the target audience. By cramming, you will be doing yourself a disservice in the long run.

Should you choose to start learning right away, you will likely notice a distinct improvement in your project preparation and your ability to generate value while discussing the various implications of education contained in this course. You will undoubtedly be more successful sooner and possibly generate greater impact from your educational activities.

Suggested Study Schedule

NOTE: The schedule below was prepared as a guideline only for participants. To receive certification, you must successfully complete both Part I (online exam) and Part II (home-based exam) with a mark of 60%.

From reception date of course material	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Pre-course survey	X					
Explore Part II of the exam while proceeding with first reading	X					
First Reading of Modules 1-12 including post module quiz	X					
Start to develop your education program		X	X	X		
Modules second reading		X				
Review areas of difficulty		X				
Complete Part I of the exam (online)			X			X
Submit Part II of the exam (word doc. & attachments) by mail. <i>(you can choose to submit anytime within 6 months)</i>				X	X	X
Post-course survey				To be completed after both exams.		

Learning Tips

Your learning and development plan may include reading books, consulting web pages or attending a seminar. We recommend that you consider the following suggestions to optimize your learning and apply the knowledge you acquired into practical skills:

- Rather than reading an entire course, explore the table of contents to assess which sections are most relevant to you. Read these sections first.
- Search for one insight or application in everything you read. Draw conclusions and search for meanings relevant to your development.
- While reading, highlight or bookmark sections that you deem interesting or applicable to you. Consider creating a summary to help you convert knowledge into action the next day.
- Be open to new ideas and innovations. Assess how you can implement them in your own area. Refine your ideas by discussing them with colleagues.
- Build time into your schedule to reflect on your learning and apply to your job what you have learned. Your behaviour will not change simply because you have learned something from a book or training program. You have to consider what you will do and make time to implement it.
- Keep your reading source handy for quick reference as a means to improve your competencies.
- Always determine what you will do with your new information or insight. Set a new goal and act on it.
- After course completion, you may benefit from discussing your ideas and your action plan with a peer, a coach, a mentor, or your supervisor.
- Choose learning experiences that are relevant to your objectives and provide you with the best chance to practice and apply new information and skills.

SPECIAL NOTE:

The Ethics of CHE and CME as it relates to the Pharmaceutical Industry in Canada

The current reality allows the pharmaceutical industry in Canada to play a role in Continuing Health Education. This is a privilege for industry that must be sustained on trust. The ethics guidelines protecting this trust must be followed without exception.

CHE and CME content and goal setting must be the sole responsibility of the medical professionals involved. Program content must be evidence-based and designed to clearly match attendee needs and specifics of their practice. The industry sponsor may play a supportive role only and cannot be prescriptive in relation to content. The value to the sponsor must be in the realm of ensuring that care providers are able to optimize their approach to disease management through accurate diagnosis and inclusion of the patient as a full partner in disease prevention and treatment. If this is achieved, the sponsor will benefit appropriately.

Any and all reference to medications must be presented in a balanced fashion with all appropriate therapies being reviewed in a scientific and complete fashion. The business goals of the sponsor must be medium to long term and closely associated with best practice.

The world of best practice and treatment guidelines is not part of CHE directly. The committees devoted to review and updating of guidelines must function at arm's length from industry to ensure non-bias in the process. Guidelines and consensus statements define evidence based application of medicine and are sited in risk and in legal terms as well. Based on these reasons alone, they must be the sole responsibility of medical professionals with linkage to Medical Schools, Specialty Societies and disease focused agencies with the patient's best interest at the front of their agendas. The added reason is that the medical profession exists and is effective because of trust between patient and the medical professional. Nothing must interfere with that trust or even appear to interfere in any way.

If a sponsoring company employee is a nurse, doctor or pharmacist by education; they cannot be considered a medical professional in this context. They are to be considered as an employee of a company devoted to growth of a select product or device.

The planning committees focused on education within a local geography are not functioning with the same level of rigor as a guideline or consensus committee. For this reason CHE and guideline setting should never be confused in any way.

The CCPE, through this CHE learning program wants to help the industry to play a valued and proper role as they support the medical professions. Proper and early diagnosis as well as best care will in itself benefit the patient, the provider as well as the industry. The challenges of providing this care in busy practices needs the support of practical education that can be assessed and lead to better health.

The CCPE program devoted to CHE will be assessed for both methods and ethics. It is our intent to help company representatives at all levels to understand the best role for them to play to make programs more effective. By living up to this vision the companies develop trust, renewed access and have the chance to show their full understanding of disease management. They also learn about the needs of physicians and patients to a level that can allow them at a later date (the office visit) to express the benefits and advantages of their products and services more fully.

Action Planner

Ideas I can implement:

	Idea	Action to be taken	Result expected
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

Instructions to complete Part I of the CHE Exam (Online Exam)

Now, to access your CCPE Online Exam, please follow these easy steps.

1. You will need your 6 digit CCPE Personal Identification Number (PIN) to log on to the portal. If you do not know your PIN number, also called “student number,” you can call the CCPE toll free number 1-888-333-8362 or 514-333-8362 during regular business hours (Eastern Standard Time) on weekdays or send us an e-mail: info@ccpe-cfpc.org
2. Go to CCPE’s homepage at www.ccpe-cfpc.org
3. Select “English”
4. At the top right of our homepage, click “*Open a session on MyCCPE*”.
5. You will be asked for your “username” and “password”. Enter your 6 digit CCPE Personal Identification Number (PIN) as your Username and your family name as your Password.
Example : **Username:** 0 0 0 0 0 0 (enter your 6 digit personal identification number).
Example : **Password:** Smith (enter your family name).
6. The exam consists of 45 questions (all multiple choice) You will have a time limit of 55 minutes to complete the exam. A timing device is visible for you to monitor the time limit.
7. When you open the exam, you will receive specific instructions. If you have a technical problem while taking the online exam, call the technical support number: 1-888-333-8362 or 514-333-8362 during regular business hours (Eastern Standard Time) on weekdays or send us an e-mail info@ccpe-cfpc.org
8. Remember that once you open the exam on the portal, YOU MUST COMPLETE IT or you will be considered to have failed by absence.
9. You have the possibility to navigate in your exam, but you are allowed only one (1) validation opportunity to a question. Remember, selecting an answer and clicking “next” automatically validates an answer. So be sure of your answer before clicking on “next” or “back”.
10. The system permits you to skip a question. To skip a question, leave all answer boxes empty and click on “next”.
11. The Progress Bar located at the bottom of the screen displays three distinct colours: white (unanswered questions), grey (answered questions) and orange (current question). Clicking a question number displayed in white will allow you to answer the question. Please ensure that ALL questions are answered by scrolling the Progress Bar back and forth using the arrows at the extremities of the Progress Bar. Click on "VALIDATE AND EXIT" to complete the entire exam process.
12. You will be able to view your mark for Part I. You will also be able to view the feedback for your exam by clicking “solution” immediately following the exam.
13. Log out after you have completed Part I of your exam!

Instruction to complete Part II of the CHE Exam (Home-Based Essay)

- **Part II of the CHE exam (home-based essay-type exam)** is sent by e-mail to all participants when the paper-based course material is sent to you. You can also download the exam directly from your portal.
- The exam is a Word document and **is your working file**. Once completed, please print out your document and attachments. Please send the print-out by regular mail to the address indicated on the first page of your exam.
- The exam must be submitted **within 6 months of your registration date**. Students who do not return their exam by the due date will have to re-register and pay the full course fee again.
Note: Before you go any further, **SAVE the CHE exam Word File as a new Word file on your computer**. Then you may proceed to answer questions from the exam. In addition all other **WORD files that you may use from the “Resources” as an attachment must also be SAVED** first as a new WORD file before working with them. If you do not proceed as specified, you will lose your work.
- On the cover page of your exam, CLEARLY INDICATE: your full name and your PIN number (6 digit student number). If you do not know your PIN you can contact us via e-mail at info@ccpe-cfpc.org or call our toll free number at **1-888-333-8362**.
- You will be asked to develop a CHE program of your own. You may want to read the requirements for the exam before deciding which program would be most beneficial. Remember the goal is for you to learn as much as you possibly can through this process – this is an opportunity so be sure to choose something that is relevant and interesting to you. If you are actively working on a CHE project, you may use this in your exam. The exam will ask for examples of needs and assessments, learning agendas, etc. If you have them already, you may use them – just be prepared to provide a “rationale” for every answer. Please refer to the explanatory note in exam for questions 6-7-8.
- Please set aside ample time for this exam! We suggest you read the exam and list what is required as soon as you receive it. Do a “trial run”. This will give you an idea of how much time will be needed to complete all parts that are required.
- **PLEASE USE ALL RESOURCES PROVIDED ONLINE IN YOUR PORTAL** i.e You will find examples of educational tools that will help you complete the exam.
- **EXAM RESULTS:** The home-based exam will be adjudicated by our CHE expert in this field. The pass mark is 60%. You will receive your exam results by e-mail along with a personal evaluation from the examiner. The basic criteria for marking include:
 - A. Demonstration of knowledge/comprehension of principles outlined in the course
 - B. Answers relevant to the questions asked
 - C. The program meets criteria required of major accrediting bodies and adequate documentation is provided.
 - D. A passing mark is necessary for both Part I and Part II of the exam – the marks will be consolidated to provide the final overall mark.
- **AS A SAFEGUARD:** We urge you to keep a photocopy of your completed exam as well as all attachments and/or a backup of the electronic version.

We wish you success!