



## Accreditation

### The Power of the U of T Brand Working for You

U of T sponsored continuing education programs are viewed as providing the most valuable learning experiences in the marketplace – delivering Better Education. Better Outcomes™. This is consistent with the long-standing global reputation of the Office of CEPD, University of Toronto Faculty of Medicine for innovation, leadership and excellence in continuing education and professional development. It is also a result of the proven process the Office uses which certifies that programs meet all requirements for academic excellence and are outcome-based to reinforce the University and Faculty of Medicine reputation and brand.

An accredited program is deemed to be “sponsored” by the University of Toronto Faculty of Medicine and is eligible to use the university name and logo, therefore assuring that both the academic excellence and the value of the U of T brand are associated with your program.

### The Accreditation Process – The Value of Peer Review

The Office of CEPD’s mandate is to accredit all programs led by Course Directors who are faculty of U of T Faculty of Medicine, and which use the logo of the University in their promotional materials.

U of T accreditation involves a peer review of the academic process to certify that the curriculum is rigorous, scientifically sound and qualifies for continuing education credits for the participating healthcare professionals. All continuing education programs undergo this quality review process. After being peer-assessed they are then approved by the Faculty of Medicine Continuing Education Directors and Leaders Committee (comprised of Continuing Education directors of each of the Faculty’s departments), as well as the Faculty Council Continuing Education Committee (FCCEC). The committees review each program for its attention to educational principles such as needs assessment, clear objectives, appropriate format, evaluation strategies, conflicts of interest and other matters necessary for accreditation.

All programs are reviewed according to the accreditation criteria established by the following bodies, thereby ensuring the awarding of credits to attendees:

- The College of Family Physicians of Canada
- The Royal College of Physicians and Surgeons of Canada
- American Medical Association
- European Council for Continuing Medical Education
- other governing organizations and bodies as required or appropriate

This accreditation process also ensures that our core values of life-long learning and critical inquiry and scholarship are upheld in a manner consistent with the U of T Faculty of Medicine reputation.

### Benefits and Value-Add to Course Directors

The Office of CEPD’s extensive experience means we understand the policies and intricacies of the accreditation process. We can be a valuable resource, navigator and facilitator for Course Directors, helping them expedite the accreditation process.



The Office’s goal is to support and enable Course Directors to be able to better plan and implement continuing education activities. Beyond the power of the U of T brand, and the value this carries, Course Directors have access to a wide variety of *free* services that will support and enable them, which enhances the academic outcome of the continuing education activities they are delivering. These services include access to our knowledge hub, online tools, event management services, awards and grants, and other benefits.

# Accreditation

## Knowledge Hub

- Free access to the Office of CEPD's knowledge hub for knowledge translation, knowledge sharing and knowledge transfer in order to support Course Directors in the research, design and delivery of innovative, accredited continuous learning experiences. Please also refer to the [Research & Scholarship brochure](#).
  - As part of **Knowledge Translation**, free access to key research to ensure that important health issues and learning best practices are identified, understood and addressed in program design and delivery
  - As part of **Knowledge Sharing and Transfer**, free access to literature searches in continuing education, knowledge translation and related areas through the Research and Development Resource Base (RDRB) – a world-class searchable literature database
  - As part of **Knowledge Transfer**, free access to Educational Consulting expertise to advise Course Directors on best practices in continuing education and professional development, program development/design (needs assessment, objectives, education/learning formats), evaluation strategies and other essential components of accreditation/sponsorship – all consistent with delivering outcome-based continuous learning experiences

## Educational Consulting Services

Course Directors can receive free access to Educational Consulting experts who can advise them on best practices in continuing education and professional development, program development/design (needs assessment, objectives, education/learning formats), evaluation strategies and other essential components of accreditation/sponsorship - all consistent with delivering outcome-based continuous learning experiences.

The Office understands that the design and development of continuing education – especially in the dynamic field of healthcare – involves leveraging a distinct set of skills and represents a unique area of expertise which includes knowledge of adult and organizational learning principles, systematic educational design and evaluation methodologies. In order to support Course Directors we offer the following services to better enable them in the delivery of outcome-based continuous learning experiences:

- **Program design:** support and training for needs assessment methodologies, writing learning objectives, choosing effective methodologies and developing evaluation strategies
- **Accreditation process:** assistance with the CEPD course proposal system and facilitation of the accreditation process, ensuring that courses meet the standards for U of T accreditation and sponsorship, which should ultimately expedite the accreditation process for Course Directors
- **Specialized training:** teaching, audience interaction and facilitation techniques for both small and large group situations
- **One-on-one coaching:** personalized training for presentation and facilitation skills
- **Special interest learning modules:** topics include effecting and measuring change; developing communities of practice; advanced needs analysis techniques; identifying and working with educational influencers; practice-based learning and outcomes measurement

The expertise available through our Educational Consultants ensures that important health issues and learning best practices are identified, understood and addressed in program design and delivery, in order to foster improved health outcomes.

Given the changing demographic of healthcare professionals – and therefore how they “learn” – combined with the ongoing developments in learning techniques and best practices, the services of our Educational Consultants could be an invaluable resource to Course Directors.

To learn more about our Educational Consulting services, please contact: [educationalconsulting.cepd@utoronto.ca](mailto:educationalconsulting.cepd@utoronto.ca)

## Commercial Support Guidance

The Office is also well-poised to provide Course Directors with guidance on the effective management of relationships between private for-profit entities and the Faculty and its faculty, staff, students and residents, consistent with the Faculty of Medicine, University of Toronto's policy on commercial support, which is applicable for all Educational and Research activities.

## Online Tools

- Access to the Office's unique state-of-the-art web-based event management system and online tools for accreditation and abstract management, which facilitate and expedite the accreditation process:
  - Course Directors can submit their course material for accreditation and sponsorship using this system, which distributes the material to the peer reviewers and facilitates an iterative process for discussing course design, resulting in a faster review process and more rapid responses to the Course Directors

# Accreditation

## Online Tools (cont'd)

- Course Directors can use the Office's online registration management services, which create records of registrant CE profiles and activities, automatically generate documentation letters for accreditation for attendees, and link with the CFPC and RCPSC membership profiles to allow for permission-based automatic transfer of continuing education credits (registrants simply need to provide their national college ID number), thereby eliminating the administrative burden on Course Directors
- Course Directors can also access scientific abstracts for their events through the Abstract Management System

## Event Management Services

- Course Directors can also access the Office's deep expertise in event management, logistics and services for the execution of world-class programs and conferences for healthcare professionals *locally, nationally and internationally*. This includes access to our state-of-the-art web-based event management system that features PCI-compliant secure credit card processing, as well as a secure database integrating various components of an event into an online environment.

Please also refer to the Event Management brochure.

## Awards & Grants

- Access to U of T Faculty of Medicine grants for travel and continuing education R&D and eligibility for U of T Faculty of Medicine continuing education awards. Award recipients are acknowledged each year at the Annual Educational Achievement Celebration hosted by the Faculty of Medicine.
  - David Fear Fellowship Awards for study leaves
  - Colin R. Woolf Awards of excellence for teaching, innovation and long-term commitment to continuing education
  - Fred Fallis Award of excellence for distance education
  - Dave Davis CEPD Research Award
  - CE R&D grants

## Other Benefits

- Free promotion on the Office of CEPD web site ([www.cepd.utoronto.ca](http://www.cepd.utoronto.ca))
- Free advice regarding event timing and placement to avoid possible conflicts, and maximize attendance
- GST exemption for registration fees due to the U of T educational umbrella policy for course fees

The reputation of Course Directors is further strengthened because the healthcare professionals attending their programs are guaranteed a more effective learning experience, which will result in better knowledge transfer, empowering them to drive improved health outcomes for their patients.

## Follow Us On:

To learn more about the Office's accreditation process, and how it might benefit you, please contact:

[accreditation.cepd@utoronto.ca](mailto:accreditation.cepd@utoronto.ca)

Stay CONNECTED with the greater CE community, keep up-to-date on news, activities, recent developments, and contribute to our ongoing blog dialogue at: [connect.cepdtoronto.ca](http://connect.cepdtoronto.ca)



[www.cepd.utoronto.ca/twitter](http://www.cepd.utoronto.ca/twitter)



[www.cepd.utoronto.ca/facebook](http://www.cepd.utoronto.ca/facebook)



[www.cepd.utoronto.ca/linkedin](http://www.cepd.utoronto.ca/linkedin)



[www.cepd.utoronto.ca/youtube](http://www.cepd.utoronto.ca/youtube)

*The Office of Continuing Education and Professional Development delivers Better Education. Better Outcomes. The Office of CEPD, as part of the Faculty of Medicine, University of Toronto has a long-standing global reputation for innovation, leadership and excellence in continuing education and professional development. Our knowledge hub spearheads the research, design and delivery of innovative, accredited outcome-based continuous learning experiences for healthcare professionals. Faculty Course Directors have access to innovative education techniques and research to accelerate knowledge transfer, while healthcare professionals and international institutions/associations who take our programs are enabled to make better decisions around the care and treatment of their patients. For more information visit: [www.cepd.utoronto.ca/](http://www.cepd.utoronto.ca/).*

