

CME Outfitters, LLC

— Best Practice Model for Content Review and Validation —

CME Outfitters has a reputation for the development of best-in-class education as rated by physician participants and our external review board. All content developed is evidence-based and is focused not only on improving clinician knowledge, but improving performance of practicing clinicians. Throughout the development process, CMEO maintains full control over all aspects of the planning, faculty selection, organization, implementation, and evaluation of the activity. It is the mission of CMEO to develop activities that are fair-balanced, scientifically accurate, and based on an identified need. All activities developed by CMEO undergo a rigorous scientific accuracy review and content validation before release. Following is the content development, validation, and independent review process utilized by CMEO for each activity.

CMEO collaborates with independently chosen expert faculty to develop the content for the activity based on identified needs and gaps in knowledge and/or performance.

Scientific accuracy review is performed by CMEO's Medical Resources Group to confirm that the content is an accurate reflection of current practice and the most recent scientific data and guidelines. CMEO scientific accuracy review includes, but is not limited to:

- All reference articles are retrieved and reviewed to validate data presented
- Insertion of article abstracts into activity resources for easy access to data by faculty in a variety of learning formats (i.e., PPT notes section, facilitator guide, live activity script, moderator/speaker "virtual resource binder" that includes references and abstracts accessible to faculty electronically for online activities)

To further ensure the activity meets standards of scientific rigor and objectivity, the content is then reviewed by an independent Clinical Review Board faculty member. CRB members must be board certified in the specialty area for which they are reviewing and must see patients on a regular basis.

The content is further reviewed by an independent Peer Review member. CMEO's Peer Review process further enhances the quality of the evidence-based content presented for all activities. Independent peer reviewers must meet guidelines set forth in the CMEO Policies and Procedures manual. Each reviewer must be:

- Independent of CME Outfitters, LLC
- Have no involvement in the development of content for the activity being reviewed
- Have no relationship with any faculty member involved in the development or presentation of content for the activity
- Have no relationship with the designated commercial supporter(s) of the activity or other commercial interests with close ties to the therapeutic area being presented
- Have an established level of experience and knowledge, verified through curricula vitae, of the therapeutic area being discussed in the activity

All reviewers are asked to assess the activity for scientific rigor, absence of bias, application to practice and a linkage to performance improvement and improved care for patients. All feedback and comments are shared with the faculty who assist in developing content and appropriate changes are incorporated.

