

Podunk City Study Club

Guidelines for Developing CE Programs

In accordance with the overall mission of the club, the CE programs will be developed to support all members' aspirations of becoming better educated, better trained, and more skillful dentists. The scientific integrity of the programs will be paramount, and the programs will be selected to support a broad variety of course subjects for general dentists. Commercial support will be allowed to influence the educational content of any program.

Selection of topics will be done by the Planning Advisory Committee based on general guidance from the executive committee. Consideration will be given to member surveys and other feedback, course evaluations, advice from professional organizations, peer reviewed literature, public health statistics, patient care data, national guidelines, regulatory/certification requirements, consensus statements.

Every effort will be made to find highly qualified instructors in the relevant topics. Careful evaluation of the potential instructors qualifications will include potential instructor's CV, scouting reports, professional society referral, university and dental school faculty members and suggestions, speaker's bureaus, participant course evaluations, and personal interviews.

Discussion with instructors will clarify our goals and ensure instructors can provide evidence-based sources from peer-reviewed journals to support the content they plan to cover. They will be advise to, whenever possible, use generic names instead of brand names. Additionally, there will be agreement that instructors plan to engage in direct discussions with participants as part of the presentation.

If commercial support is accepted, it will be with the clear understanding that the Podunk City Study Club has responsibility for all instructional content and faculty selection, and that any funding is unrestricted and will be disclosed in all advertising material. All commercial activity (product display, instrument demonstration) will be separated from all educational activity in location (no marketing information in the classroom) and time (no sales activity during instructional activity) so it does not compete for attention. In no way will commercial support be allowed to compromise the topic selection, procedures or materials described, or the scientific integrity of the evidence presented.