Welcome to the ASHA Continuing Education Board’s webinar focused on Required Practice 3.3. In this module, we’ll take a closer look at what ASHA Approved CE Providers must do to manage financial and in-kind support in continuing education. This webinar is about minutes long.
ASHA CEB’s Requirement 3 is focused on transparency issues related to course planning, course delivery and marketing of courses offered for ASHA CEUs.

This webinar discusses required practice 3.3 in detail. Required practice 3.3 reads “The Provider must manage and disclose all financial and in-kind support given by other organizations that is used to pay all or part of the costs of the CE course.”
Requirement 3 has 4 components.

Management of:
1) Course content
2) Conflicts of interest (COI)
3) Financial & in-kind support
4) Exhibits & advertisements

Requirement #3 has 4 major components. Those components are (1) management of course content, (2) management of conflicts of interest, (3) management of financial and in-kind support, and (4) management of exhibits and advertisements.

This webinar focuses solely on Required Practice 3.3 which is about the management of financial and in-kind support. You should read the entire requirement to become familiar with the other 3 components and consult the requirement as you implement your course planning, delivery and marketing efforts. Additional webinars are available that go into more detail about the other 3 components. Below this screen is a list of resources including a hyperlink to other webinars that
you may want to access after viewing this webinar.
Providers are to manage and disclose all financial and in-kind support given.

In terms of financial support, this means money given by another organizations used to pay for all or some of the costs of the CE course.

In-kind support are other things that help put the CE course. Publicity, food, volunteers – these are all support that must be managed and disclosed by the provider.
When receiving financial and/or in-kind support, there are 4 key things the provider must manage.

Those 4 things are decisions, records, usage and disclosure. The slides that follow provide more detail on each of these 4 areas.
The provider must be the decision maker when it comes to how financial support is used and distributed.

The organization making the financial contribution may not stipulate how the financial support is to be used.
As a condition of receiving financial and in-kind support, a Provider is not required to accept advice or services from contributing organizations concerning planners, instructional personnel, learners, course content, planning, implementation, or evaluation.

The contributing organization may make suggestions and be part of the discussion but the final say is the providers.
Something that may be new to providers is keeping records of support received. Remembering that the requirement is about transparency, it makes perfect sense that the provider should be able to detail who provided support, what was provided and how that support was used.

The records must include the name of the organization providing the support. You’ll need to have records of the dollar amount each one contributed, a description of the in-kind support and how the financial and in-kind support was used.

These records, along with all other course records, must be retained for 7 years. If the course is conducted cooperatively, the Provider (not the coop party) must maintain these records.
Use of support

Payment for planners and instructional personnel must come from either the:
• Provider, or
• Cooperative party.

Payment to planners and instructional personnel may not come from the organization providing financial or in-kind support for the CE course.

Providers may use financial support to pay planners and instructional personnel. However, that payment must come from the provider (or if a cooperative offering, it may come from that organization).

Planners and instructional personnel may not be paid directly by the financial support. You’ll want to pay close attention to this part of the required practice if your organization has in the past offered sessions within conferences that were largely run by financial supporters. Providers will need to discuss the changes with financial supports so that the event may be in compliance with Requirement 3 and offered for ASHA CEUs.
Providers may also use financial support to pay for learners expenses.

However, provider must give (that is, disburse) the money to the learner. Supporters may not directly help learners with expenses. Remember, the provider must manage the disbursement of all support.
In addition to disclosure related to course content and instructional personnel, the provider must disclose to learners any financial and/or in-kind support received.

This disclosure may be in a brochure, on your website, in promotional emails that you send out, and/or as part of the introductions before the course starts. You just want to be sure that the learners have this information before the course.
Financial support disclosure examples:

• For a Live, Group Course
  - This webinar, "Clinical Examination of Voice Disorders," was funded in its entirety by the Computer Voice Analysis Company of St. Louis, manufacturers of computer-based voice analysis equipment.

• For an Asynchronous Course
  - This self-study online course was written by Dr. Boyd-Hester. Partial funding to develop and deliver this course was provided by Hilyer Pharmaceutical Company.

Here are examples of how you might disclose to learners that financial support was received to assist in the conduct of the CE course.
Here are some examples of in-kind support disclosure.

We have an example of equipment (online registration services) and space being provided, as well as food and sign language interpreters.

It’s likely that you’re in the habit of acknowledging contributions already. This requirement just puts a little more structure in place.
Thank you for joining us and look for other Requirement 3 webinars coming soon.