

# Setting the Record Straight on In-house Monitoring Programs

The increasing importance of monitoring of CE activities has led many organizations to conduct their own monitoring. Given the significance of the potential outcomes and scope of the services often required, outsourcing this function is frequently considered. Outsourcing, either by combining internal monitoring staff with independent external reviewers, or exclusively utilizing independent reviewers, is worthy of serious consideration. Before making a decision, those considering outsourcing should consider some of the myths and advantages of using an independent review organization.

## MYTHS of Keeping Monitoring In-House

	MYTH	REALITY
1	<b>In-house staff are more cost-effective than hiring an independent review organization.</b>	The cost of hiring an independent review organization is actually approximately the same – and in some cases less – without the loss of productivity of current staff.
2	<b>In-house monitors are knowledgeable of our products and science.</b>	Staff are typically knowledgeable of subject matter <i>or</i> compliance – not usually, both. They also have an inherent conflict of interest in that they are employees of the organization. For funders, the new legal standard set by CIAs for compliance monitoring is independent review organizations (IRO) utilizing <b>trained</b> reviewers who are <b>subject matter experts</b> and can provide detailed data that verifies the overall quality of an activity as well as whether its content is “fair, balanced, accurate and not misleading.”
3	<b>Maintenance of Control.</b> Using in-house staff allows the organization to have hands-on involvement and daily input during every aspect of the process to ensure objectives are met.	Organization involvement is fundamental, however, objectivity is critical. Organizations can be involved, but it is essential to have an independent review organization actually do the monitoring. As such, you can trust that the results are objective.
4	<b>When monitoring an activity, an informal approach is the simplest solution.</b>	A standardized approach ensures objectivity, and offers a consistent and reliable approach to your monitoring needs.



## Advantages of Hiring CME Peer Review to Monitor Your CE Activities

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### ADVANTAGES

1

#### **Avoid Organizational Conflict of Interest.**

One of the reasons for hiring an independent review organization is the confidentiality of information and anonymity of reviewers. CME Peer Review vets each reviewer for potential conflicts of interests prior to each assignment. Reviewers with any potential conflicts are automatically disqualified from working on the project.

2

#### **Qualified, Subject Matter Experts Trained in the Regulatory Compliance of CME Activities.**

CME Peer Review hires only qualified subject matter experts who meet rigorous criteria and trains them before they can become eligible to monitor activities. Each reviewer must complete CME Peer Review's exclusive training program that focuses on all regulatory standards and guidance's related to the development and delivery of independent education.

3

#### **CME Peer Review Evaluation and Process have been Tested to ensure good Quality Data.**

One of the most important steps in monitoring is the design of the evaluation form. The evaluation can be biased by the order and wording of the questions in the evaluation form. Questions with non-exhaustive response lists or inappropriate sensitivity of scale questions can lead to poor quality data. CME Peer Review has monitored hundreds of activities with many clients across virtually every therapeutic area.

4

#### **Timeliness of Results.**

Monitoring activities requires resources and time. Many organizations don't have the resources available to implement all aspects of a monitoring program in a timely manner. Hiring an independent monitoring firm can free in-house managers to focus more on the findings and actionable decisions.

5

#### **Comprehensive Reports.**

CME Peer Review's reports are thorough; they address all of the relative standards, regulatory guidance and professional ethics codes. We identify the degree to which your activities meet relevant standards, and also pinpoint how some guidelines may not have been followed. The peer review process can be dizzyingly subjective; our process, experience and people ensure you get the objective results you need.

6

#### **No need to Track HCP Honoraria and Expenditures.**

CME Peer Review hires, qualifies, trains, vets and pays each reviewer a fair market value rate. The client is blinded to the name of the reviewer and the reviewer is blinded to the name of the client.

**Independent Monitoring. Expertly Delivered.**



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