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Accreditation and continuing professional development (CPD)

## CPD accreditation

*Application guide*



## Applications for accreditation of CPD activities

CPD providers seeking accreditation will need to review the terms of service and use and complete the accreditation application form. Information provided in the accreditation form will help SHPA to determine whether an activity meets the standard to be accredited as being suitable for

- consideration for an individual pharmacist's CPD plan, and
- the APC's [Accreditation Standards for Continuing Professional Development Activities](#).

An application for accreditation can only be made after key decisions have been finalised including educational content and mode of delivery (e.g. learning objectives and program format).

Applicants are encouraged to follow a planning process like that outlined in **Appendix A (Overview and development of CPD activities)**.

Applicants will also need to demonstrate that CPD activities map to the [National Competency Standards Framework for Pharmacists in Australia, 2016](#).

*As an accrediting body, SHPA must ensure that the primary objective of the educational activity is the enhancement of knowledge and improving quality use of medicines in Australia. Accredited CPD activities must be free from commercial control and all sponsorship and perceived or actual conflicts of interest must be outlined in the accreditation application.*

Applicants should review **Appendix B (Commercial support and disclosure)** prior to completing their accreditation application.

*The following information is required to complete the accreditation application form:*

- Activity title program and format details.
- Subject matter expert / presenter details including biography, qualifications and any conflicts of interest.
- Comment on whether the activity will be offered / provided once or repeated.
- Learning objectives for whole program and program components.
- Relevant pharmacist competencies.
- Proposed CPD activity group for program / program components<sup>1</sup>.
- Draft promotional material.
- Proposed method of evaluation of activity.

All information must be provided prior to the accreditation process commencing. This includes evidence for Group 2 CPD activities, where applicable.

Providers seeking Group 2 CPD accreditation must submit evidence as outlined in **Appendix C (Accreditation of Group 2 activities)** that their activity meets the APC's Accreditation Standards for Continuing Professional Development Activities.

Accreditation of activities **must be done prospectively** with adequate lead time for review (minimum of four weeks). CPD activities **cannot** be accredited retrospectively.

Applications received from applicants with outstanding evaluation reports will not be considered until the outstanding evaluation is received.

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<sup>1</sup> Evidence to support any *Group 2 activities in the program (as outlined in Appendix C)* must be included with the accreditation application.

Accreditation can be sought for one-off activities, or for repeated activities for a period of up to a maximum of three years.

Examples of one-off activities include:

- Updates on rapidly changing or living guidelines
- Conferences

Examples of CPD activities where a longer duration (up to three years) may be required:

- Online modules or exercises
- Repeated activities, e.g., roadshow events, webinar recordings
- Content that is unlikely to frequently change, e.g., leadership skills

Applicants are required to apply for reaccreditation within the period of accreditation granted if the content information has changed at any time, i.e., the accreditation granted is only valid if the content reflects current scientific knowledge and practice.

## Reaccreditation

Applications for reaccreditation of a CPD activity will not be considered if there are any outstanding evaluation forms by the applicant. Applications for reaccreditation of a CPD activity must include a review of the activity and outline any amendments made to the activity in response to the evaluation.

## Accreditation fees

SHPA will advise the applicant of the estimated cost of accreditation when the application is received. Upon acceptance of the cost, an invoice will be issued, and full payment must be received before the review process can begin.

Accreditation is subject to fees being paid.

All fees are non-refundable regardless of whether the material meets the APC Accreditation Standards.

Activity (any format)	Fee (inc. GST)
Up to 1-hour activity	\$540
1-2-hour activity	\$680
2 – 4-hour activity (half day)	\$1360
4 – 6-hour activity (full day)	\$1980
More than 1 full day activity	POA to Head of Education
<b>Group 2 component</b>	
Up to 1 Group 2 credit	\$200
1 – 3 Group 2 credits	\$110 per additional credit
>3 Group 2 credits	POA
Fast track fee	\$290
Application assistance (available on request)	\$140/hour
Appeals fee	\$320

Accreditation applications should be submitted at least 28 days prior to the event. A fast-track fee applies for applications received 14-27 days before CPD activity delivery. Accreditation applications received less than 14 days prior to delivery of a CPD activity **will not be considered**.

## **Review of accreditation applications**

The submitted accreditation application will be considered by the SHPA accreditation evaluation pharmacist within four (4) weeks from the date of application according to the **SHPA criteria to guide accreditation approval (Appendix D)**.

The accreditation evaluation pharmacist will not consider the application if they identify a conflict of interest relating to the application. In such instances the application will be referred in the first instance to the backup accreditation evaluation pharmacist or, if this is not possible, the Head of Education will refer it to another pharmacist within SHPA.

The applicant will be informed by the accreditation evaluation pharmacist within the four-week time frame if the application is incomplete, requires clarification or has been approved or rejected.

Should the application require clarification or additional information and the applicant is unable to provide this in a timely manner (e.g., before the activity is delivered) the application will not be considered.

SHPA's education coordinators are available to act as a resource to assist applicants in completing their application. If required and appropriate, the accreditation evaluation pharmacist may ask SHPA's education coordinators to work with the applicant to improve the application.

External providers who request assistance will be charged a fee for this service.

## **Applications from external providers**

If a provider unknown to SHPA makes an application, the applicant is required to provide detailed information about the provider including the:

- Organisation's mission statement and raison d'être.
- Organisation's ABN and if the organisation is a registered training organisation.
- Details on the organisation's membership and affiliations.
- Organisation's conflict of interest policy and privacy policy.
- Organisations procedure for handling grievances / complaints.
- If required, the organisation's anti-discrimination policy.

## **Accreditation outcomes**

### **Approval of accreditation applications**

Should the accreditation application be successful, the applicant will receive notification from the accreditation evaluation pharmacist via email including confirmation of:

- Unique program accreditation number.
- CPD activity group(s) of the activity.
- Total CPD hours and CPD credits.
- Relevant pharmacist competencies.
- Duration of accreditation (where required).
- The date the evaluation report is due.

An electronic copy of the APC accreditation logo, information about the use of this image in promotional and learning materials along with a link to the [APC Accreditation Marketing Policy](#) will also be provided to the applicant at this time.

### **Rejection of accreditation applications**

If an application is not approved, the reason for non-approval will be recorded and the applicant notified within four weeks of receipt by SHPA. Reasons for non-approval may include, but are not limited to:

- Insufficient evidence provided within the application
- Conflicts of interest identified
- Content does not reflect accurate or current scientific knowledge or practice

Providers will be offered an opportunity to submit a new application if the reason for rejection can be addressed. A fee for amendment and resubmission of an application will apply.

Should a provider wish to appeal the decision, they may do so within fourteen (14) days of being notified that their application was unsuccessful.

All appeals will be reviewed by the Chair of the SHPA Education Steering Group and will follow the process outlined in the SHPA CPD accreditation appeals policy.

## Promotion of accredited activities

No activity may be advertised as an accredited CPD activity until the associated accreditation application has been approved by SHPA's accreditation evaluation pharmacist.

The information below is taken directly from the APC Accreditation Marketing Policy.

"The APC CPD logo is a nationally consistent and distinguishable mark to be displayed on accredited CPD activities to demonstrate an activity has been allocated CPD credits and meets the requirements for accredited CPD.

The APC CPD logo must be displayed in a way that clearly identifies both the activity's status and the unique identifier adjacent to the logo. It should be displayed in a manner that clearly states the credits allocated and status of the accredited activity.

One of the following statements must accompany the APC CPD logo and accreditation number:

- This activity has been accredited for X hours of Group X CPD (or X CPD credits) suitable for inclusion in an individual pharmacist's CPD plan. OR
- This activity has been accredited for X hours of Group X CPD and X hours of Group X CPD (for the interactive workshop component). This comprises a total of X CPD credits suitable for inclusion in an individual pharmacist's CPD plan. OR
- This activity has been accredited for X hours of Group X CPD (or X CPD credits) suitable for inclusion in an individual pharmacist's CPD plan which can be converted to X hours of Group X CPD (or X CPD credits) upon successful completion of relevant assessment activities.

CPD activity providers **must not** identify the organisation that has accredited the activity in promotional material except by the use of the unique identifier supplied by the accrediting organisation when the activity is accredited.

Applicants may indicate on their promotional material that accreditation has been sought but must not give any indication as to the success or not of their application. For example, the number of credits awarded should not be advertised until accreditation is granted.

Providers may use a statement such as '**currently applying for accreditation**' or '**seeking accreditation**' in their promotional materials.

CPD activity providers and CPD accrediting organisations must ensure that advertising comprises no more than 20% of total space allocated in and around the printed content of any material relating to the activity (e.g., *PowerPoint* slides).

## **Amendment of accreditation**

Following successful accreditation of an activity, SHPA must be notified within three (3) business days should any changes be made to the following:

- learning objectives
- pharmacist competency standards addressed
- program format or duration
- provider/presenter
- program details

or if scientific advances have rendered the material obsolete before the accreditation date of expiration.

Providers can download and complete an accreditation amendment form from the SHPA website to provide this information to the accreditation evaluation pharmacist.

In this situation, the accreditation evaluation pharmacist shall decide whether the accreditation can remain in place with the amended information or if a new accreditation application must be submitted.

Review of materials following minor changes (e.g., date or name of activity changed) will be undertaken at no additional charge to the provider.

Should the accreditation evaluation pharmacist feel the changes are major and require submission of a new accreditation application, the provider will be required to pay the appropriate fee.

## **Revocation of accreditation**

SHPA reserves the right to revoke accreditation if there are major changes to an accredited activity such as those listed above or new information regarding the activity is received (e.g., through the evaluation process, receipt of sample materials, complaint or feedback from an event attendee or designated quality reviewer).

Any information provided to SHPA that suggests the quality or educational value of the activity has been compromised will be further investigated.

Providers will be formally notified if accreditation is revoked for any reason and will be offered an opportunity to appeal the revocation or submit a new application that illustrates that the reason for the revocation has been addressed.

Should accreditation be revoked, it is the responsibility of the provider to notify all current and future participants that the activity is no longer accredited.

Should a provider wish to appeal the decision to revoke accreditation, they may do so within fourteen (14) days of being notified that their application was unsuccessful.

All appeals will be reviewed by the Chair of the SHPA Education Steering Group and will follow the process outlined in the SHPA CPD accreditation appeals policy.

## **Grounds for appeal**

Applicants have the right to appeal the decision within fourteen (14) days of being notified of the outcome of their application. Grounds for appeal may include, but are not limited to, rejection or revocation of accreditation application.

## Evaluation

All accredited CPD activities must include an evaluation.

A standard SHPA evaluation form is available on the [SHPA website](#) for accredited activities. Providers can choose to create their own evaluation form; however, the following questions must be included at a minimum:

- The activity was satisfactory overall.
- The material was well presented.
- The material was up to date.
- The content was objective, balanced and independent.
- The activity supported the achievement of each of the learning objectives.
- There was adequate opportunity to participate and ask questions.
- The knowledge I gained through participation in this CPD activity will impact on my practice.
- The educational content of the CPD activity was of high quality.
- The mode of delivery was suitable for the CPD activity.

An evaluation report must be provided to the accreditation evaluation pharmacist within four weeks of the activity being completed. If an activity is repeated, an evaluation report should be submitted for each time the activity is held.

Evaluation reports should include:

- A comment on attendance or participation.
- Results from the evaluation questions (above).
- Any complaint received regarding the activity.

Ad hoc feedback from participants could also be included in the evaluation report for an activity.

Evaluation reports will be reviewed by the accreditation evaluation pharmacist **within four weeks** of being received. Any information that suggests the quality or educational value of the activity has been compromised will be further investigated. As noted earlier, SHPA reserves the right to revoke accreditation if there are concerns about the quality or education value of the activity.

The accreditation evaluation pharmacist will follow up outstanding evaluation reports. New accreditation applications will not be considered from any provider with an outstanding evaluation report.

## Sample materials

Sample materials from CPD activities offered by providers external to SHPA are required to be submitted to the accreditation evaluation pharmacist with CPD evaluation reports and will be reviewed for concordance with the submitted accreditation application.

For SHPA CPD activities, all course material will be stored electronically at the Federal Secretariat and a sample will be reviewed during the evaluation phase for consistency with the original accreditation application.



## **Complaints**

Any complaint received by the education provider should be included in the evaluation report provided by the applicant. In addition, attendees will be offered an opportunity to lodge complaints directly to SHPA. A standard complaint form is available via the SHPA website.

Any complaints for an accredited CPD activity will be reviewed and managed by the accreditation evaluation pharmacist.

## **Quality Assurance**

SHPA undertakes quality assurance audits to ensure that accredited CPD activities are compliant with the APC Accreditation Standards for accredited CPD activities.

These audits are also an opportunity to give feedback to providers on the quality of their offering which supports continuous improvement and enhances the overall quality of CPD available.

SHPA will audit a random selection of CPD activities each year. At least 5% or 5 activities will be audited.

In addition, SHPA may choose to audit a particular activity if a complaint is received about the activity or there are other concerns raised about it.

Audit activities may include:

- 'Secret shopper' – SHPA representative taking part in the activity.
- Direct discussion with participants in the activity to elicit their feedback.
- Desktop audit – request for materials from the activity (including but not limited to, promotional materials, slide deck, evaluation reports).

Should an activity be found to be in breach of the original accreditation approval, the provider will be notified and given the opportunity to remedy the issues identified.

If the provider fails to remedy the issues or refuses to participate in the audit process, SHPA reserves the right to revoke accreditation.

## **Review of the accreditation application process**

SHPA will annually review how providers found SHPA's accreditation application process. Feedback will be used to inform updates to SHPA's accreditation application form or accreditation policy.

## **Record keeping**

All accreditation applications are handled in line with SHPA's Privacy Policy.

Electronic records of all accreditation applications will be kept for 7 years.

The following information will be kept for successful applications:

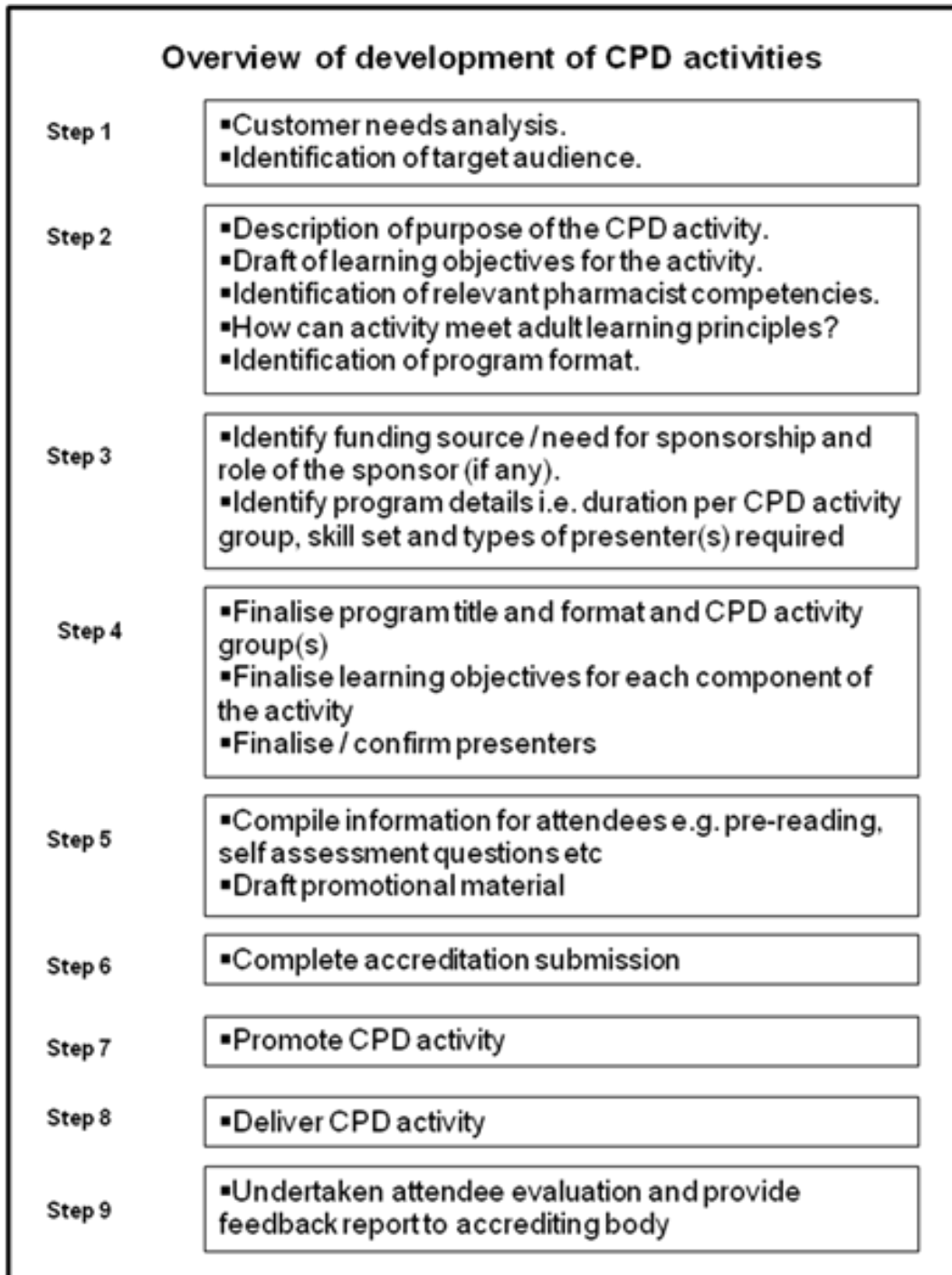
- Accreditation number.
- Date the application was approved.
- Accreditation application form.
- Supporting materials (e.g., Group 2 requirements).
- Correspondence with the applicant.
- Evaluation form (when received).

For unsuccessful applications, the following information will be kept:

- Accreditation application form.
- Date the application was received.
- Date the application was rejected.
- Reason application was rejected.

## **Appendix A: Overview and development of CPD activities**

As shown in the flowchart below, an application for accreditation can only be made after key decisions have been made (e.g., learning objectives, format). The flowchart may assist applicants in the development and planning of their CPD activity.



## **Appendix B: Commercial support and disclosure**

### **Independence**

As an accrediting body, SHPA must ensure that the primary objective of the educational activity is the enhancement of knowledge, improving the quality use of medicines in Australia and that the following decisions were made free of commercial control:

- Identification of educational needs.
- Determination of learning objectives and pharmacist competencies to be covered.
- Selection and presentation of content.
- Selection of all persons and organizations that will be in a position to control the content of the activity.
- Selection of all speakers.
- Selection of educational methods and format.
- Evaluation of the activity.

### **Transparency**

Organisers of educational activities should ensure that the nature of any sponsorship provided is declared in their accreditation application. In addition, the applicant must outline how they will acknowledge sponsorship in the promotion of the activity and at delivery.

### **Managing commercial promotion at sponsored events**

Applicants should note any involvement of the sponsor in the activity including attendance.

Any financial relationships that individual organisers/ speakers have or have had in the last twelve months with the sponsor should be declared in the accreditation application.

Sponsorship of activities by the pharmaceutical industry should be consistent with the provisions outlined in the Medicines Australia Code of Conduct (Edition 18) and Guidelines available at [www.medicinesaustralia.com.au](http://www.medicinesaustralia.com.au). “Company educational events” outlined under section 9.4 of the Code where the educational content and selection of speakers is arranged by the company will not be accredited.

Where there is pharmaceutical industry sponsorship of an accredited educational event (independently organised by a society, college or university), sponsorship must be paid to the organisation arranging or conducting the event, not individual healthcare professionals. Applications for accreditation of industry sponsored educational events should include the nature of any financial contribution/ s made by the sponsor in a manner consistent with event reporting requirements in Section 41.3.5 of the Medicines Australia Code of Conduct.

Payment/s for a trade display/ exhibit at an educational event (e.g. conference) is regarded as sponsorship and will need to be declared in accreditation applications for industry sponsored educational events. Pharmaceutical industry trade exhibits (displays) at accredited activities should be in an area separate from the area where the education is delivered.

Introductory presentations given by pharmaceutical industry representatives at accredited activities are discouraged and must not include product specific promotion.

Promotional material advertising sponsored events may carry a sponsor logo and a statement regarding the nature of the sponsorship (e.g. unrestricted educational grant), but the logo must not be given

prominence. Sponsor logos should not breach the APC Accreditation Marketing Policy and must not appear in the dedicated accreditation section of promotional material for accredited events.

In presented/ educational materials for accredited events, sponsors should be acknowledged in a manner that makes it clear that the educational content of the activity is independent of commercial influence. A sponsor logo (and sponsorship statement) may also be included at the beginning or end of a piece of presented/ educational material.

The use of promotional language and product specific promotion in CPD activities is strictly prohibited.

## **Conflicts of interest**

The applicant should ensure that any conflicts of interest are disclosed, considered and managed throughout the planning, promotion and at the activity.

It is anticipated that professional development providers will follow their organisation's policy regarding conflict of interest. SHPA's Conflict of Interest policy supports SHPA as an organisation and members in accord with the SHPA Code of Ethics by:

- Supporting transparency and accountability.
- Providing confidence to members and the public that SHPA board members and employees will not act prejudicially or improperly.
- Promoting individual responsibility for integrity and impartiality.

Conflicts of interest may be actual, potential or perceived and need to be considered within an ethical framework that requires all involved to act with integrity, impartiality in good faith and in the best interests of the organisation they serve.

*How can a provider identify that a conflict of interest exists?*

Consider the following questions:

- Do I (or anyone else involved in the activity) have personal or private interests that may conflict or be perceived to conflict with my involvement in the activity? Private interests include not only the individual's own personal, professional or business interests, but also personal, professional or business interests of individuals or groups with whom they are closely associated. They may pecuniary or non-pecuniary.
- Could there be benefits for me (or anyone else involved in the activity) now or in the future that could cast doubt on my objectivity?
- Remember perception is important. How will my involvement (or anyone else involved in the activity) in the decision-making processes or delivery of the activity be viewed by others? Are their risks associated for me or my organisation?
- Does my involvement (or anyone else involved in the activity) in decision making processes appear fair and reasonable in all the circumstances?
- What are the consequences if I (or anyone else involved in the activity) ignore a conflict of interest? What if this involvement was questioned publicly?
- Have I (or anyone else involved in the activity) made any promises or commitments in relation to the activity? Do I (or anyone else involved in the activity) stand to gain or lose from the proposed actions / decisions?

*How can conflicts of interest be managed appropriately?*

There is likely to be more than one way to effectively manage conflicts of interest. A combination of strategies may be required. Options include:

Recording/ registering the disclosure of the conflict of interest.

Restricting involvement in the matter; for example, refrain from taking part in discussions, restrict access to information about the activity or abstain from voting on decisions. If it is not practical to restrict involvement an independent third party may be required to participate in or review the integrity of the decision-making process.

Removal from all involvement in the matter may be required where ad hoc strategies are not feasible or appropriate.

There may be a need to relinquish the personal or private interest causing the conflict. Resignation from involvement in the activity is required if conflicting interests cannot be resolved.

All declared conflicts of interest should be recorded in the CPD accreditation application form. Conflicts of interest should be disclosed on presented materials for accredited CPD activities in accordance with the Australian Pharmacy Council's Accreditation Standards for Continuing Professional Development Activities.

## **Appendix C: Accreditation of Group 2 CPD Activities**

Group 2 activities allow the participant to demonstrate acquisition of knowledge or skills by successful completion of some form of assessment. Examples of Group 2 activities can be found in the [Pharmacy Board of Australia's Guidelines on Continuing Professional Development](#).

The most common types of Group 2 activities that applicants seek to have accredited are self-assessment questions and small-group workshops / case-based discussions.

All applications for Group 2 activities will require evidence that they are in accordance in with The Pharmacy Board of Australia's definition of Group 2 CPD activities and Standard 4 of the APC's [Accreditation Standards for Continuing Professional Development](#).

### **Self-assessment questions**

Self-assessment questions will be assessed for their relevance to the learning objectives and content.

To encourage quality CPD activities, SHPA recommends the following per hour of activity:

- Ten (10) fact recall questions OR
- Five (5) more challenging questions (e.g., that require application of knowledge to a related situation) and
- Two (2) supplementary questions

For this type of activity to be accredited as a Group 2 activity, applicants must provide the following:

- Learning objectives for the activity with which the questions are associated.
- Questions with answers.
- Rationale for the answers.

Questions can be multiple-choice questions (MCQs) or open-ended questions.

### **Small-group workshops / case-based discussions**

Attendees may be split into small groups for case-based discussions or workshops. To enhance the learning experience, groups must be of a small enough size to encourage active participation from all group members.

For this type of activity to be accredited as Group 2, two thirds (2/3) of the time allotted for the activity must be interactive (e.g., for a 30 minute session – at least 20 minutes must be interactive group work).

For this type of activity to be accredited as a Group 2 activity, applicants must provide the following:

- Learning objectives for the interactive activity
- Names of facilitators/tutors and their qualifications/experience to the topic
- An indication of how the discussion/workshop will be facilitated in order to ensure active and ample participation from each attendee (e.g., facilitator/tutor briefing document).
- Size of small groups (maximum of 20 participants per facilitator/tutor).
- Case study content or outline for discussions.

Evidence to support the application for Group 2 accreditation should be supplied as a separate document, along with the accreditation application.



## **Appendix D: Criteria to guide decision on accreditation approval**

SHPA will use the following evaluation checklist as a guide to consider applications for accreditation.

<b>Evaluation question</b>	<b>Yes / No</b>
Has the activity been developed after a needs assessment?	
Was there a pharmacist involved in content development?	
Does the program support adult learning principles?	
Are the learning objectives clear?	
Do the learning objectives relate to the topic(s) and identified purpose of the activity?	
Are learning objectives suitable / relevant to identified target audience?	
Is the content to be delivered by suitably qualified / experienced persons?	
Is content independent, evidence based, accurate and up-to-date with contemporary practice?	
Is there a clear link between content and highlighted pharmacist competencies?	
Where relevant, does the program comply with the pharmaceutical industry code of conduct regarding sponsorship?	
Does promotional material provide enough information for pharmacists to identify the relevance of the activity to their personal CPD plan?	
Is proposed evaluation adequate for content and format?	
Have contact details for applicant, coordinator and person responsible for providing formal feedback report been provided?	

Has all requested information been supplied?	
Where relevant, has processing fee been paid?	
Should application be approved?	

*Review date: January 2022*

*Next review date: January 2024*