

UNIVERSITY OF  
**WATERLOO**



SCHOOL OF PHARMACY

# CPD Policy Manual

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## MANDATE / OVERVIEW

As outlined in the [School of Pharmacy Strategic Plan](#) (2020-2025 – see *Beyond Borders*), one of the goals of the University of Waterloo's School of Pharmacy is to develop, deliver and promote continuing professional development (CPD) offerings to meet the needs of our alumni and broader Pharmacy community, including our preceptors, co-operative education (co-op) employers and Communities of Practice. This is part of the University of Waterloo's goal of supporting learning at various stages of individuals' professional lives, encouraging our alumni and others to reskill in a society that increasingly requires continuous learning. The CPD unit is the group responsible for this programming at the School of Pharmacy.

The School of Pharmacy's Lifelong Learning unit (also known as CPD) focuses on promoting the expertise and innovations of our faculty and staff in our programming and has earned a reputation for producing high quality, award-winning programs of interest to many different health professions groups. Previous areas of focus have included pharmacy professional practice, opioids and substance use, minor ailments, antimicrobial stewardship, interdisciplinary collaboration, neurology/geriatrics, cardiology, all with the goal of facilitating improved patient outcomes. The unit has produced programs recognized and/or accredited by organizations including the Canadian Council for Continuing Education in Pharmacy (CCCEP), College of Family Physicians of Canada (CFPC MainPro+), Council on Optometric Practitioner Education (COPE), Royal College of Dental Surgeons of Ontario, Royal College of Physicians and Surgeons of Canada, Continuing Pharmacy Education, College of Pharmacy, Dalhousie University, and the Canadian Association of University Continuing Education (CAUCE).

As of January 1, 2022, the School of Pharmacy became an Accredited Provider with CCCEP and is now able to self-accredit programs developed by the Lifelong Learning team and collaborators. The team provides regular reporting to CCCEP to ensure that accreditation standards are being upheld.

The audiences for the School of Pharmacy's lifelong learning offerings encompass alumni, faculty, preceptors, co-op supervisors, pharmacists, pharmacy technicians and other health care providers, locally, nationally, and internationally. The unit delivers live and online programming, including webinars, workshops, conferences, modular computer-based learning, and other multimedia offerings to meet participant needs through various platforms.

## PERSONNEL

The CPD unit is managed by the Director, Lifelong Learning (a full-time, permanent position) who:

- designs and implements continuing professional development programs for pharmacists, pharmacy technicians, other health care professionals, and educational programs for members of the public
- develops and maintains educational resources for preceptors, co-op supervisors and students while on experiential education placements
- delivers for-credit distance education programming
- develops and updates a strategic business plan to assess and sustain the viability of these programs. As continuing education / CPD is an ancillary operation, it must generate its own income and make recommendations for cost-benefit analyses
- acts as a liaison between the School of Pharmacy and University of Waterloo business units including the Centre for Extended Learning, WatSPEED, Centre for Teaching Excellence, and others, facilitating other distance education and lifelong learning initiatives at the School of Pharmacy and across the University
- oversees course accreditation processes as both an institution submitting courses for external accreditation (e.g., to MainPro+) and as an CCCEP Accredited Provider who can self-accredit courses in compliance with CCCEP standards
- conducts and participates in educational research related to continuing professional development, distance education, recognition of prior learning, use of innovative technologies in education and other related topics
- reports to the Hallman Director, School of Pharmacy.

The unit is supported by the Administrative Coordinator, Lifelong Learning (a part-time, permanent position) who:

- acts as a primary contact for the CPD unit and responds to or triages inquiries, as required
- corresponds with CPD registrants regarding enrolment and course completion requirements
- supports the Director, course authors, reviewers and developers regarding CPD course creation, annual updates, and accreditation processes
- tracks and produces regular CPD course registration and financial reports
- assists with market research and needs assessments
- assists with planning and executing CPD events and workshops
- assists with marketing and communication efforts for CPD initiatives, including websites, promotional materials, and coordinating exhibit spaces
- reports to the Director, Lifelong Learning

and by the Lead Designer, Lifelong Learning (a full-time, permanent position) who:

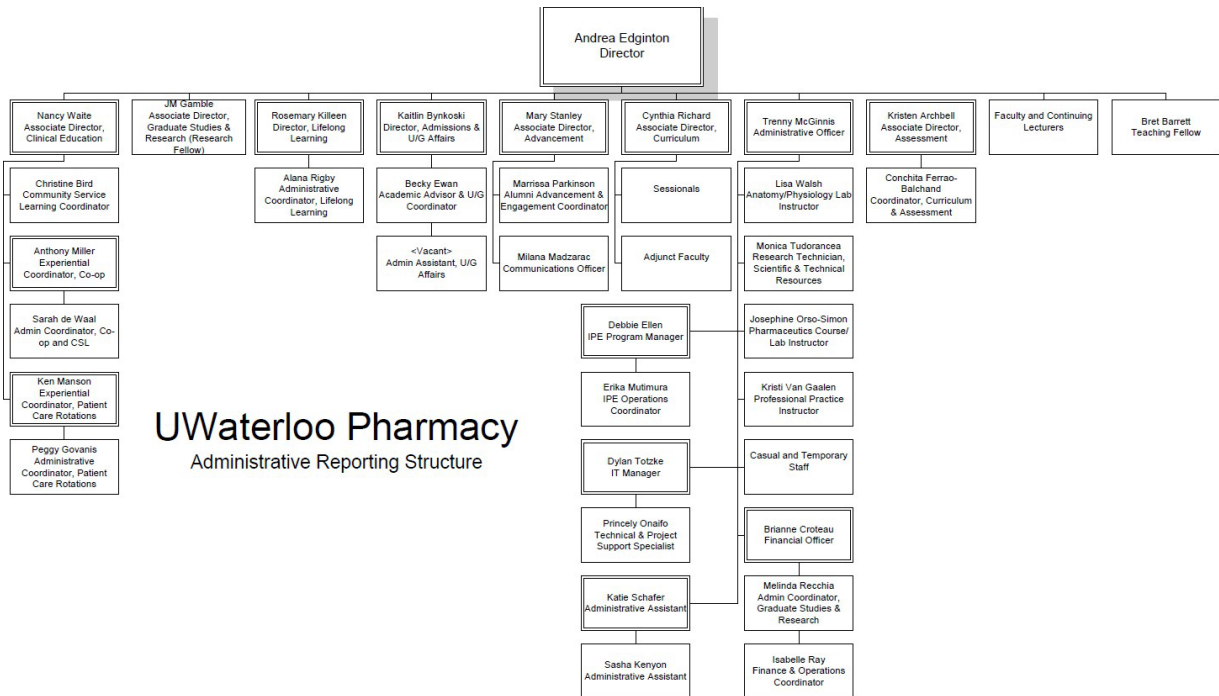
- Leads the overall visual direction of CPD programs, marketing and communication materials, web pages and mobile apps, as applicable
- Leads the design of all infographics, videos, flashcards, illustrations, and other assets for effective knowledge transfer to health care professionals and the public
- Ensures quality of material aligns with the quality and branding of the University of Waterloo and increases the University's credibility as a health innovator through provision of professional graphic and video content

- Liaises with software development providers
- Updates visual materials where appropriate, including adjusting content for specific communities, populations, health groups, or jurisdictions, where health policies and practices may differ from those in Ontario; or to maintain and uphold accreditation
- Creates and adheres to an effective video creation process
- Develops new multimedia strategies, formats, and/or ideas to express important pharmacy-related and health information in a clear and engaging manner.

Additional support is provided to the unit by permanent full-time [School of Pharmacy personnel](#) including:

- Administrative Officer
- Programmatic Assessment Manager
- Financial Officer
- Communications Officer
- Associate Director, Advancement
- Information Technology Manager
- Liaison Librarian
- Administrative Coordinator, Patient Care Rotations
- And other School and University staff, as required, including [Centre for Extended Learning staff](#) – Instructional Designers/Online Learning Consultants, Digital Media Developers, Copyright/QA Specialists, Technical Support staff

See the [University of Waterloo website](#) for the contact info and names of staff members in these roles.



Documentation of all CPD activities is recorded in the University of Waterloo’s secure Microsoft Sharepoint system, so files are available to School personnel and securely backed up to cloud-based

servers.

Staff vacations are staggered so at least one member of the CPD team (or a cross-trained team member) is always available for learner inquiries.

Hiring of personnel is managed through the UWaterloo Talent Acquisition System according to the University Human Resources [policies](#). As the Director, Lifelong Learning reports directly to the Hallman Director, any change in personnel of this position would involve the School's Director, who works with the Administrative Officer to implement the UW recruitment process, including internal/external recruitment, and secondment in adherence to [Policy 5](#). In the case of any unexpected transition of the CPD program administrator, the School of Pharmacy has several faculty and staff members who are pharmacists or pharmacy technicians with significant backgrounds in clinical education who have cross-training for the role.

## ANNUAL GOALS AND OBJECTIVES

Achievement of annual goals and objectives for the Continuing Professional Development (CPD) unit are tracked via the School's Programmatic Assessment Plan and Operational Plans and reported in annual summary reports. Examples of specific goals include:

- Leverage the expertise of our faculty by developing new continuing professional development programs and hosting conferences, symposia, and workshops that showcase this expertise.
- Continue to build a national reputation for high-quality continuing professional development by developing strategic partnerships with health care and academic organizations and offering unique programming for a variety of audiences.
- Ensure sustainability of continuing professional development programs through revenue generation.
- Offer programming that meets the needs of the pharmacy community and other healthcare providers.

Annual targets are established by the Hallman Director and Director, Lifelong Learning.

## PRINCIPLES AND POLICIES

The CPD unit is governed by and subject to the policies and procedures of the University of Waterloo. A full list of University of Waterloo (UW) Policies is available: [\[full list by classification\]](#). Professional support and guidance to University of Waterloo governing bodies, committees and councils is provided by the university's [Secretariat](#). Core functions of the Secretariat include:

- freedom of information and protection of privacy
- supervision of the process of policy development and renewal
- coordination of the risk management and legal compliance programs at the university.

Specific UW policies of relevance to the development, management, and promotion of lifelong learning programs include:

Policy 11 – [University Risk Management](#)

Policy 33 – [Ethical Behaviour](#)

Policy 46 – [Information Management](#)

- Includes University records, published information and scholarly works of Waterloo faculty
- Information Lifecycle Management (records retention schedules are included)
- University of Waterloo Privacy Officer: [fippa@uwaterloo.ca](mailto:fippa@uwaterloo.ca) or <https://uwaterloo.ca/privacy/>
- Privacy Resources: <https://uwaterloo.ca/privacy/resources>
- Example of Records Management – FN25 – Student Accounts - <https://uwaterloo.ca/records-management/records-classification-and-retention-schedules/finance/fn25-student-accounts>

Policy 69 – [Conflict of Interest](#)

The CPD unit adheres to the principles and [policies](#) of the [UW Office of Research Ethics](#), including research integrity, compliance with the [Tri-Council Policy Statement: Ethical conduct for Research Involving Humans \(TCPS2\)](#) and the [University of Waterloo Statement on Human Research \(PDF\)](#).

Support for copyright-related queries and advice is available from [Copyright@Waterloo](#). This includes [frequently asked questions](#) for instructors/authors, advice for online courses, use of fair dealing and individual support for authors or instructors of UW courses or programs.



## PROGRAM DEVELOPMENT

All continuing education programming is developed according to best practices in adult education and utilizing the guidelines from the University of Waterloo [Centre for Extended Learning](#) (CEL), in particular, the [CEL Quality Guidelines](#) and CEL [User Experience Design for Learning](#). Additional resources for authors/faculty are available from the UW [Centre for Teaching Excellence](#) (CTE), [WatSPEED](#), [BCIT](#), and [CCCEP](#). Adherence to the requirements of various accreditation organizations, e.g., CCCEP, COPE, MainPro+ etc. with respect to documentation, conflict of interest, reporting and sponsorship policies is reinforced by the Director, Lifelong Learning. As a CCCEP Accredited Provider, the School is able to self-accredit programs with that accrediting body in compliance with CCCEP standards and procedures.

The collaboration between the School of Pharmacy and the UW Centre for Extended Learning has resulted in several program [awards](#) for excellence in continuing professional development.

### Needs Assessment

Various methods are used to identify the learning needs of our target audiences such as surveys, focus groups, roundtable discussions, environmental scans, and task force findings. The CPD unit regularly refers to findings identified in our ongoing online needs assessment surveys, as well as surveys distributed during live programs/events and other meetings conducted by the School. We also partner with organizations who have completed their own needs assessments (e.g., our partnership with Public Health Agency of Canada to develop the course *Antimicrobial Stewardship in Primary Care*, a need identified in the [Communicable and Infectious Disease Steering Committee Task Group on Antimicrobial Use Stewardship Report](#) and [Putting the Pieces Together: A National Action Plan on Antimicrobial Stewardship](#)).

### Content Review

Each CPD program submitted for accreditation is subject to a rigorous, multistep review process. A database of subject matter expert reviewers is maintained with details of their last review, areas of content expertise, profession, academic or other affiliation(s) and any potential conflicts of interest to note. The CPD unit often utilizes two (2) or more practitioner reviewers, representative of the target audience(s), during the content development process to include their insights prior to finalizing program content for external peer review. Insights of value may be incorporated into the final version of the program as “Clinical Insights” as an additional content feature. As well, the current Director, Lifelong Learning is a pharmacist and experienced medical editor who adds an additional level of editorial and content review to the process.

### **Example of review process for an online CPD program hosted by UW Centre for Extended Learning:**

- First draft content submitted by author
- Content reviewed by Director, Lifelong Learning for consistency, gaps, adherence to identified learning objectives/outcomes, need for additional references etc.
- Content reviewed by Online Learning Consultant, Centre for Extended Learning
- Any required/suggested revisions or updates made by author
- Content reviewed by two (2) or more practitioner reviewers (identified by CPD unit staff) and Advisory & Planning Committee members, if applicable
- Revisions incorporated by author

- Content sent to 2 or more external reviewers (as per CCCEP or other accreditation organization guidelines) along with CCCEP (or other applicable) reviewer guidelines and forms to be completed and this CPD policy manual. At least one pharmacy technician expert reviewer to be included if program to be solely accredited for technician audience.
- Revisions incorporated by author and author response document generated
- Content reviewed by Practitioners/Internal Reviewers with whom we have a Practitioner/Internal Reviewer Agreement in place
- Practitioner/Internal Reviewer feedback incorporated by author
- Expert Reviewer Release Statement(s) and other required forms completed by reviewers
- Final content review by Director, Lifelong Learning and CEL staff (technical & QA support, copyright specialist, instructional designer/online learning consultant)
- Submission to accreditation organization(s), as applicable
- Any revisions incorporated based on accreditation organization feedback and final version released, once approved.

#### **Example of review process for an online Pharmacy5in5.ca module**

- First draft content drafted by author(s)
- Content reviewed for consistency, gaps, adherence to identified learning objectives/outcomes, need for additional references etc. by Pharmacy 5in5 Content Lead and Director, Lifelong Learning.
- Additional review by internal (beta-tester) reviewers (UW-affiliated reviewers) including pharmacy technician reviewer for any content accredited for pharmacy technicians
- External reviewers (practitioners and subject matter experts on course topic) identified and recruited. If module to be accredited solely for pharmacy technicians, then at least one of the external reviewers to be a pharmacy technician expert, as appropriate
- Content updated based on initial review by Pharmacy 5in5 Content Lead, Director, Lifelong Learning and internal UW reviewers
- Content, disclosure forms, link to CPD manual, and expert reviewer forms sent to external reviewers
- Revisions from external reviewers incorporated; author response document(s) generated
- Final content uploaded to learning platform for technical testing by internal reviewers
- CCCEP accreditation checklist materials gathered and shared in team Sharepoint
- Final technical review, submission to CCCEP, incorporation of program number & expiry date into course and promotional materials. Release from beta mode. Launch e-mails sent.

#### **Program review / renewal**

Content for each ongoing program is monitored quarterly for any required changes or updates and in response to course participant or author feedback via surveys or e-mail to [phrcpd@uwaterloo.ca](mailto:phrcpd@uwaterloo.ca). Updates or revisions are made as required. Online programs offered through the Centre for Extended Learning have monitored discussion boards where questions and comments from learners are posted and articles of interest can be posted by the course author and/or course administrators. Three (3) months prior to expiry of accreditation, author(s) and advisory committee members, if applicable, are contacted by the CPD unit staff to review the entire program and provide any required updates or revisions. Notification of any outstanding learner comments or queries is provided to the author(s) at this

time.

Once any author updates or revisions are implemented in a DRAFT version of the program, this is sent

for external review, as per CCCEP program renewal procedures. Summary feedback reports are made available to external renewal reviewers.

Once finalized with any additional changes or updates, the updated program is submitted for accreditation renewal or is self-accredited by the School (in the case of CCCEP accreditation).

### Evaluation

The CPD staff meet weekly to review any participant correspondence, quarterly reports of financial results and participant feedback as well as accreditation reports. Quarterly reports are generated for each ongoing program and annual summary reports are used to inform program updates, content additions and new programming decisions. These reports are reviewed monthly with the Hallman Director.

### Promotion

Promotion and marketing of programs is managed by the CPD unit in collaboration with the School of Pharmacy Communications Officer, who works under the direction of the School's Associate Director, Advancement. Primary channels for promotion include the School of Pharmacy [website](#), social media channels (LinkedIn, Twitter and Instagram) and targeted online newsletters and subscriber e-mails to alumni preceptors, co-operative education supervisors and others who have opted in to receive our communications. These channels are part of the University of Waterloo's institutional communication network and have no paid advertising or opportunity for external promotion.

Accredited sessions or activities are clearly identified as such (with expiry dates) in any promotions and information is provided (or linked) to assist prospective participants in making informed decisions about registering in any program e.g., course learning objectives/outcomes, intended audience, expert author(s) etc. All promotions align with standards set out by accrediting bodies.

Learning activities are conducted according to the School of Pharmacy Conflict of Interest Policy for Interactions with External Organizations which specifically references adherence to CCCEP Sponsorship guidelines, including use of generic names in educational content. The CPD unit utilizes CCCEP policies for all activities, including those unaccredited, with respect to:

- off-label use of pharmaceutical products
- no product placement or commercial promotional material allowed in educational content
- no commercial logos used in educational content
- separation of any promotional activities from educational programming at live events
- preferred use of generic names for pharmaceutical products

## FACULTY (AUTHORS & REVIEWERS)

School of Pharmacy faculty and other University of Waterloo faculty and staff are preferentially highlighted in the CPD unit's programs, subject to availability and alignment with current needs assessments, to maximize the use of UW expertise. Wherever possible, the CPD unit focuses on interprofessional collaboration to enhance patient care and outcomes and supports partnerships with external organizations and subject matter experts to expand the reach and appeal of its programming.

Potential authors, speakers and reviewers are advised of the School's CPD policies and the requirement for conflict-of-interest declarations (either CCCEP and/or MainPro+ forms) prior to engagement. At the time of engagement, authors and reviewers are also provided with this checklist:

- University of Waterloo reimbursement policy
- Need for 2-factor authentication, if accessing the LEARN learning management system or access to Pharmacy 5in5 platform, if not already a user
- Program timelines
- How to access any required University resources, e.g., [reference standards](#), [copyright FAQs](#), [Guide for Instructors](#) or other policies
- Requirement for adherence to University of Waterloo [policies](#) and School of Pharmacy Conflict of Interest Policy
- [CCCEP Guidance for Authors and Presenters](#) and required forms to be completed
- CEL guidance documents, if applicable

## COPYRIGHT

All University of Waterloo personnel have access to the [Guide for Instructors](#) to assist in determining when copyright permission is required. In all cases, content used in any University of Waterloo programs must be legally and legitimately obtained. Authors are responsible for obtaining any required permissions to use copyrighted materials, e.g., figures, tables from other publications.

Each School of Pharmacy CPD program includes the message *"Use of the materials is for the registered student only. Not to be copied or distributed without written permission from the University of Waterloo."* Permission requests are directed to [phrcpd@uwaterloo.ca](mailto:phrcpd@uwaterloo.ca) and are handled by the Director, Lifelong Learning.

## LEARNER REMEDIATION POLICY

As outlined in the course introduction and “How Does this Course Work?” or FAQ sections of each program, learners have unlimited attempts at assessment quizzes offered in online courses and programs. Learners are advised that they will need to score 70% or greater to pass each quiz.

At the time of enrollment in LEARN-based programs, learners are given access to online courses for 90 days from their registration. Individual reminder e-mails of upcoming expiry are sent 60 days post registration. Extensions can be granted to learners upon request, e.g., if medical, job-related, or other factors have impeded the learner’s progress with the program. Any specific content queries are forwarded to the author(s) as needed and/or posted on the discussion board for the benefit of other learners. Occasionally, these queries are formatted into frequently asked questions (FAQs) for future versions of the course.

For courses hosted on other platforms, learners have unlimited access to the course or module, subject to the terms of their annual subscription or complimentary preceptor access agreement. Learners are provided with notice of pending expiry of their subscription as per the terms of these agreements.

## LEARNER SUPPORT

Learners are supported in any inquiries regarding program content or other pharmacy-related issues by the Director, Lifelong Learning. Learners have access to an appropriate level of academic support who can also appropriately refer individuals to other resources, as needed.

## LEARNER RECOGNITION POLICY

Prior to registration, learners are provided details regarding course completion requirements on the course webpage such as the number of modules to be completed and minimum assessment outcomes. Course completion requirements are also indicated in the course materials (usually the course information/introduction section or “Objectives” page).

Within 30 days of completing course requirements, learners are emailed an official statement of completion for their records. A replacement statement of completion will be provided to learners upon request, up to three years from the participant’s completion date. Replacement statements indicate that it is a duplicate copy.

## LEARNER COMPLAINTS/DISPUTE RESOLUTION POLICY

Any concerns, complaints or disputes regarding continuing professional development or education programs offered by the University of Waterloo School of Pharmacy are handled in a stepwise dispute resolution process.

1. Any comments, queries, concerns, or complaints regarding continuing professional development programs can be directed to the [phrcpd@uwaterloo.ca](mailto:phrcpd@uwaterloo.ca) e-mail account. This account is monitored by two (2) School of Pharmacy staff and expected message response time is within one (1) business day. Any comments or messages received via School of Pharmacy social media accounts are redirected to this central e-mail for processing and tracking.
2. Initial triage of concerns, comments, requests, or complaints is handled by the Administrative Coordinator, Lifelong Learning. If the request involves technical support from the Centre for Extended Learning, it is forwarded to that department ([makeithappen@uwaterloo.ca](mailto:makeithappen@uwaterloo.ca)). Most

first-level queries are handled by the Administrative Coordinator at this stage to the satisfaction of the learner or client with no further action required.

3. Any queries or concerns requiring additional follow-up are forwarded to the Director, Lifelong Learning for review and either a) response to the individual learner or b) consultation with the author or contributor to a specific program, for example, if the concern is regarding a specific content element in a particular program. At this point, the Director, Lifelong Learning will respond to the learner or client with a response and provide a report on any action taken, e.g., an update submitted to a program or additional resource added to a program discussion board.
4. If for some reason, the learner or client is not satisfied with the response of the Director, Lifelong Learning, then the situation is escalated to the Hallman Director of the School of Pharmacy, currently [Professor Andrea Edginton](#) for resolution.
5. In addition, any concerns or complaints regarding CCCEP-accredited programs can be submitted directly to CCCEP as per their [Concern/Complaints Procedure](#). Complaints should be submitted in writing to the CCCEP Executive Director: [exec.dir@cccep.ca](mailto:exec.dir@cccep.ca). The complete CCCEP Complaints Policy can be found [on the CCCEP website](#). As a CCCEP Accredited Provider, the University of Waterloo School of Pharmacy is committed to ensuring that all CCCEP-accredited activities adhere to the standards and guidelines for CCCEP accreditation. As such, complaints respecting a CCCEP accredited program are guided by this policy, which ensures that any complaints are acted upon appropriately and in a timely manner.

## COURSE REFUND AND CANCELLATION POLICY

Requests for a refund for professional development courses will be considered **as long as the course content has not been accessed through our learning management system(s)**. All requests for cancellations must be made in writing within 24 hours of purchase to [phrcpd@uwaterloo.ca](mailto:phrcpd@uwaterloo.ca) for consideration. Approved refund requests may be refunded, subject to a cancellation fee. Pharmacy 5in5 purchases are subject to the terms and refund policy, as described on the platform. See the [Pharmacy5in5 FAQ](#) for this description.

Some courses are not subject to this cancellation policy, and this will be outlined on the course registration page. Please review the course registration page for details. Registrations are non-transferable, unless specified in the program description.