

Applying for HCA CPD Accredited

December 2023



CPD
Accredited



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Introduction

Organisations providing Continuing Professional Development (CPD) for their own employees, or as a commercial offering, are able to apply for accreditation for their activity from the Healthcare Communications Association (HCA). As the leading professional association representing healthcare communications, HCA CPD Accreditation adds endorsement of the quality standards and sector suitability of an activity.



About

As the leading professional organisation representing healthcare communications, the HCA recommends that all healthcare communication professionals have Personal Development Plans (PDPs) and that these include appropriate CPD expectations. To help guide expectations and set standards, the HCA has published a CPD Framework for the sector which recommends an annual CPD minimum target for practitioners.

The HCA provides a free-to-use CPD Record Platform for healthcare communicators to record their CPD achievements and submit annually for personal HCA Certification that they have achieved or exceeded the recommended CPD Standards. The HCA also offers their own accredited CPD courses specially developed to support those working in healthcare communications across disciplines and experience level.

To further assist healthcare communicators in their learning journey and support high-quality and consistent learning opportunities that are relevant to our sector, the HCA will now accredit other activities. All CPD activity accredited by the HCA will have a designated CPD Course Organiser who is responsible for maintaining the quality standards required in delivering the CPD activity and for approving HCA CPD Accreditation Credits to those who have completed the course and any required assessment. This document outlines further details.

Why have your course accredited by the HCA?

- Endorsed by the leading professional association in the sector, HCA CPD Accreditation confers enhanced credibility to your activity, demonstrating it reaches the high-quality standards required to be awarded this recognition
- Employees or commercial clients will be able to identify your activity as providing these quality standards, making participation worthy of their time commitment and enhancing their perception of your organisation and the CPD provided
- This can help in retaining existing employees and attracting new team members
- By participating in the accreditation scheme, and promoting your CPD Accreditation, you are helping enhance the standards for CPD across our sector, ensuring healthcare communications continues to be seen as a credible and progressive profession



How is a course assessed to receive HCA CPD Accreditation?

HCA CPD Accreditation assessment is a 3-stage process:

1. The CPD activity is submitted to the HCA CPD Accreditation service by the course provider
 - The course provider may be an organisation providing their own internal training or a commercial training provider. Different accreditation fees will apply with discounts for HCA member organisations
2. The course to be accredited is confidentially assessed by the HCA CPD Accreditation Lead, to determine if it is relevant and tailored to healthcare communication professionals and that the method of delivery is appropriate for the learning outcomes
3. The content and delivery methodology are then also independently assessed to ratify that accredited courses meet accepted cross-industry CPD standards




Submitting for HCA CPD Accreditation

- Go to the HCA website (the-hca.org/accreditation) and register your activity for accreditation, making the appropriate payment for the type of accreditation required. Accreditation fee varies depending on the following parameters:
 - 1) Number credits being applied for*
 - 2) In-house vs commercial delivery
 - 3) HCA Member Organisation vs Non-Member

Please note, there is no fee distinction between online, virtual and in-person activity

- Once you have registered, and payment has cleared, you will be emailed the accreditation paperwork to complete
- If you have questions in completing the accreditation application, please email: CPDaccreditation@the-hca.org
- The accreditation process can take up to 6 weeks. You should therefore submit with this timeframe in mind for any time-specific events
- On completion, the accreditation documentation and all supporting material should be sent to CPDaccreditation@the-hca.org by email or via the upload function provided with the accreditation documentation
- On completion of the accreditation assessment, you will be informed by email of the outcome. You can then communicate that HCA CPD Accreditation has been achieved and are authorised to use the associated logo on all promotional materials linked with the activity

* One HCA CPD Accreditation Credit equates to one hour of online or workshop-based learning and reflection

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- Accreditation is valid for 3 years, after which the activity needs to be resubmitted. This is to ensure that the content and methodology remains current and relevant
 - Submission for re-accreditation can be made in advance of the expiry date to ensure continuity of accreditation
 - Once expired, if re-accreditation has not been achieved, the course is no longer accredited and there needs to be an immediate cessation in the use of materials with the HCA Accredited logo or any material or communication implying the same

Please note: This process accredits CPD activities, allowing the HCA's accreditation to be used in any promotion of the activity. The HCA does not commit to undertake their own active promotion of any courses it accredits as part of this accreditation scheme. The HCA reserves the right to list what activities it has accredited as a publicly accessible record, including the name of the organisation who has been accredited to undertake the activity and the name of the designated CPD Course Organiser.



Example required supporting information when submitting for HCA CPD Accreditation:

Course / Workshop

Completed Submission Form

Agenda / Course structure / Outline so it is apparent how the course will be delivered

Presenter instruction notes: e.g., room layout, hand-outs, exercises, case studies

Presentations, including speaker notes to ensure consistency on delivery of material

Delegate feedback mechanism and hand-outs

Delegate Evaluation. Knowledge tests should include both the questions and correct answers and any overall pass / fail

Conference / Event

Completed Submission Form

Agenda / Schedule / Timetable of activity

Presentations, including speaker notes

If presentations not available in advance, please provide briefs / abstracts and confirm the availability of all presentations post event as these are necessary for accreditation record

Delegate feedback mechanism and hand-outs

Details of event (i.e., dates, times, venue, URL)

Delegate evaluation

Online / e-learning

Completed Submission Form

Course structure / Outline

Access details – log-in credentials for CPD Assessor

Navigation guide for easy access to learning screens (if available)

Delegate feedback mechanism and hand-outs

Quiz / Test / Assessment / Summary of learning. Knowledge tests should include both the questions and correct answers and any overall pass / fail criteria

Delegate evaluation

Note: It is possible to assess online learning offline prior to implementation of material into an EMS

All supporting material should be sent to CPDaccreditation@the-hca.org by email attachment or by providing a link to download files

Accreditation Fee

Accreditation	In-house Activity, Non-Member	In-house Activity, Member	Commercial Activity, Non-Member	Commercial Activity, Member	Charity Member
Any CPD activity up to and including 6 CPD Credits	£500	£300	£750	£500	£200
Additional CPD Credits (per credit)	£50	£30	£75	£50	£20
Activities requiring more than 18 credits costed individually	Contact: CPDaccreditation@the-hca.org				

For organisations wishing to accredit multiples course please contact: CPDaccreditation@the-hca.org to discuss bespoke pricing

