

### **Q1. What are CEUs?**

CEUs stands for Continuing Education Units, and is a general term that refers to learning activities that are used to meet one of the requirements to renew and/or maintain a license or certification. Each profession has standards their members must meet for continuing education, and it also commonly varies from state to state.

While CEU is a generalized term, many healthcare licensing boards develop their own unique term to better describe the process. For example, medical practitioners earn CMEs, which is defined as continuing medical education; and acupuncture licensing boards may call them PDA (professional development) points. In this document we use the general term CEU, however each licensing board has their own term or lingo. If you have additional questions in this area, please contact our Education Liaison for clarification.

### **Q2. Who can earn CEUs at our CellCore events?**

To become a CEU provider, we first had to identify the organizations that we'd need to work with to meet the education needs of the practitioners we partner with. We identified the co-sponsors that would help us offer CEUs to approximately a dozen practitioner types (see list below). From there, we submit course documents for each event we offer, and our co-sponsors tell us how many hours of CEUs a practitioner can earn by attending that event; that's the information that we share with you on our event site.

For the rest of our practitioners, either they don't have CEU requirements or we weren't able to meet one of the CEU provider qualifications. For example, most medical disciplines (MD, DO, Nursing, Pharmacy, etc.) won't approve a CEU provider who manufactures supplements because they feel it's a potential case of commercial bias. Other disciplines (ex. Patient Advocates) feel that nutritional counseling is outside the scope of practice for that profession, so they wouldn't approve our application.

However, we have agreements with these co-sponsors to offer CEUs at our ECO conferences in all 50 US states (unless otherwise noted):

1. **Acupuncture/Oriental Medicine** practitioners - through the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM)
2. **Chiropractors** - through Logan University in Chesterfield, MO (in all states except for NY and TN) and the Tennessee Chiropractic Association

\*NY doesn't allow CEUs for nutritional therapy or functional medicine

3. **Functional Diagnostic Nutrition (FDN)** practitioners - through the FDN Certification Course and Community

4. **Health and Wellness Coaches** - through the National Board for Health and Wellness Coaching (NBHWC)
5. **Holistic Nutrition** practitioners - through the National Association of Nutrition Professionals (NANP)
6. **Homeopathic** practitioner - through the Council for Homeopathic Certification (CHC)
7. **Massage Therapist** - through the National Certification Board for Therapeutic Massage and BodyWork (NCBTMB); approval is only given for topics of a soft tissue or neuromuscular nature
8. **Naturopaths** - through the Oregon Board of Naturopathic Medicine (OBNM) or a reciprocity agreement with them; approval currently available for these states: AZ, CO, CT, DC, KS, ME, MD, MA, MT, NH, OR, PA, UT, VT and WA.
9. **Nutritionist** - through the Nutritional Therapy Association (NTA) or NANP
10. **Registered Dietitians** - through the Commission on Dietetic Registration (CDR)
11. **Restorative Wellness Solution** practitioners - they accept CEUs through our collaboration with NTA

### **Q3. I'm eligible for CEUs, how do I register for them?**

When you purchase your ECO ticket, you'll be given the option of purchasing a separate CEU ticket. When you register for a CEU ticket, you'll be asked to provide the following information that our co-sponsors need to verify your license:

- Credentials
- Full Name
- Business Address
- Phone number
- Practitioner type
- License or Certificate number
- State(s) you practice in (ex. DC's and ND's)

### **Q4. What does the CEU fee cover?**

The CEU fee helps cover the application fees for each practitioner type and in some cases, fees with each state accepting our CEU application. If for some reason your state or national licensing board does not accept our application to offer CEUs, the affected practitioners will be notified via email by our Education Liaison and their CEU ticket will be refunded within 30 days after the event ends.

### **Q4. I'm registered for CEUs, now how do I track my attendance at the event?**

ECO is a Hybrid event in that we offer a LIVE virtual option, and an in-person option. Our virtual attendees log into the Live stream for their session; the system captures their attendance down to the minute provided the practitioner is using a stable internet connection.

For our in-person attendees, they sign-in and out by seeing a CellCore team member at the entrance to the venue to have the unique code on their badge scanned when they enter and exit each morning and afternoon session. Once the event is over, our Education Liaison will download an attendance report and share it with our CEU co-sponsors.

**Q5. Are there any other requirements to earn CEUs?**

Yes, our co-sponsors require that attendees pass a quiz over the conference information with at least a 75% score, and they complete a Conference Feedback Survey.

Each day of the conference the Education Liaison will post a quiz that attendees can download from the ECO Agenda; it will cover the information shared that day in the order that the sessions are presented. So, feel free to use your notes or answer the questions while the session is going on; it's definitely an open book test! Some specifics of the quizzes:

- Format - Google form, with 1-3 questions per topic (requirement of our cosponsors)
- You can open the quiz on your computer and complete it throughout the day as topics are covered; just make sure that your computer screen doesn't time out to guarantee that your answers are still there
- The quiz doesn't count until it's completed and submitted; which will automatically release your results to our Education Liaison
- You can take a quiz as many times as needed until you pass with at least a 75%, or you're happy with your score. If you repeat the quiz, our Education Liaison accepts the highest grade as your score
- All quizzes must be completed within 24 hours of the event ending in order to meet this requirement set by our co-sponsors. .

A link to the Feedback Survey will also be posted on the ECO Agenda and remain open throughout the event. This is another requirement set by our co-sponsors; yet for us it's so much more! We greatly appreciate your feedback and value the ideas we get from our practitioners concerning ways to improve and additional topics they'd like to learn more about. Don't have time during the event to complete the survey; that's okay, our Education Liaison will email the attendees a link to complete it within the following week.

**Q6. How many hours of CEUs can I earn at ECO?**

This amount varies by profession and in some cases by state. On average, we're able to offer between 5 - 20 hours of CEUs per ECO event (depending on the hours of the event and number of breaks). Of course, the attendee is only awarded the number of

hours that they actually attend LIVE (either virtually or in-person). We are not currently approved to offer CEUs for watching pre-recorded material.

The Education Liaison will update the ECO site as approvals come in so you can see how many hours of CEUs you're eligible to earn for your profession.

**Q7. When do I get my CEU Certificate?**

Our Education Liaison will take up to 30 days to complete and email CEU certificates out to our attendees. However, our co-sponsor for chiropractic CEUs (Logan University) will mail a hard copy of the certificate to the attendees respective state board(s) and another copy to the attendee within that same time period.

Once you receive your certificate, we recommend that you print an additional copy for your records in addition to the one you send to your state or other agency when renewing your license or certificate.

**Q8. What do I do if I don't receive my certificate within 30 days?**

Please contact our Education Liaison (Debbie Denno, DC) at [debbie.denno@cellcorebiosciences.com](mailto:debbie.denno@cellcorebiosciences.com) with any CEU questions, errors to your certificate or when you need another copy. She'll respond within 2-3 business days to resolve this issue for you.

**Q9. Can I earn CEUs for more than one state? Or more than one profession?**

Yes, you can earn CEUs toward multiple state licenses (in the case of our DC or ND practitioners); you may also earn CEUs for more than one discipline (ex. Acupuncture and Chiropractic). When completing the registration process for your CEU ticket, indicate each type of profession you want CEUs for, and the license or certificate number associated with each profession (ex. Acupuncture Certificate #1234567 and Chiropractor in AL, license #CHO 4567). If you want to add a professional license later, you can always contact the Education Liaison for assistance.

For those attendees registering for CEUs in multiple professions or multiple states, you'll pay only one CEU Ticket fee.

**Q10. I forgot to get my CEU Ticket, can I still earn CEUs after the event?**

If you attended virtually, contact the Education Liaison no later than the first 3-5 business days after the event. We'll pull your attendance report and invoice you for the CEU Ticket fee.

If you attended in-person, you will need to contact the Education Liaison ASAP. If you scanned your badge upon entering the sessions we will be able to download a report and verify your attendance; then we'll invoice you for the CEU Ticket fee. We'll only be able to issue CEUs to attendees who we can download an attendance report for; so

it's imperative that in-person attendees either scan their badge or use the sign-in sheets at the entrance to the venue to record their attendance (MUST be done during the event).

The Education Liaison will work with you to complete the daily quizzes and Session Feedback Survey to complete the CEU process.

**Q11. I don't see my profession on the approved list of CEUs, can I still earn them?**

Unfortunately not; we can only issue CEUs to those professions that we've received approval for (posted on the ECO site).

See Q2 for more information on why certain professions aren't eligible for CEUs. At this time we are unable to offer CEUs due to the reasons outline in Q2 for:

- Any Dentist/Orthodontist/Oral Surgeon, DO, MD, Midwives, RN or Nurse Practitioner, Ophthalmologists, Pharmacist, Physician's Assistant (PA), Physical Therapist, Radiologists or surgeons - regardless of specialty
- Aromatherapy
- Ayurvedic practitioners
- International practitioners (except for DC's in certain Canadian provinces)
- Naprapaths
- Patient Advocates

**Have CEU questions? Reach out to our Education Liaison:**

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