



PROMOTIONAL GUIDELINES CONTINUING MEDICAL EDUCATION

DEFINITION OF “PROMOTIONAL MATERIALS”

Promotional materials include all media forms, such as flyers, brochures, posters, invitations, letters of invitation, catalog listings, journal or newsletter listings and calendars, space ads, and web sites, in which an approved CME activity is promoted or announced.

FORMATS FOR PROMOTIONAL MATERIALS

All announcements of CME activities must be in compliance with the Accreditation Council for Continuing Medical Education (ACCME) policies, the American Medical Association (AMA) and SLU graphics design policies. All announcements must be approved in advance by the SLU CME Program staff and must not be printed or distributed prior to review and approval. The two primary formats for promotional materials include:

Calendars or “Save the Date” Postcards: Calendar style announcements may be in the format of a postcard, a monthly listing or poster. A simple “mark your calendar” or “save the date” announcement should include the sponsoring institution name and department, date, time, topic, speaker and location. All preliminary announcements of this nature *must be followed* by a subsequent distribution of a brochure, flyer or invitation that provides all of the required elements listed below. If your activity has been approved but you are unsure of the final number of credits you may state “This activity has been approved for *AMA PRA Category 1 Credits*.™” You may **never** state applied for or pending.

Brochures, Flyers or Invitations: A brochure, flyer or invitation reflecting all of the required elements of a CME activity must be published (print, hand copy, or electronic copy) and provided to potential participants *prior to the participant’s registration for the program*.

For **regularly scheduled activities**, e.g., grand rounds, the required information may be communicated by prominently displaying a flyer with this information at the sign-in table in addition to distributing the flyer to the participants in advance via email. A template for regularly scheduled activities is available for departments or divisions.

REQUIRED ELEMENTS FOR CME PROMOTIONAL MATERIALS

Promotional items must be produced in accordance with all Accreditation Council for Continuing Medical Education (ACCME) and CME guidelines, and must be approved by the CME office in advance. ACCME guidelines require that the following information be conveyed to all *potential* participants of a program (*i.e., in advance of registering for an activity*). A preliminary calendar style announcement may be made that reflects the date, time, topic, speaker and location, but an announcement containing all of the required elements must be distributed to follow up this preliminary announcement.

The required elements for a promotional item are:

- Date of the activity
- Location and address
- Sponsorship and SLU logo
- Accreditation statement
- AMA credit designation statement
- Educational objectives
- Target audience
- Faculty information and credentials
- Disclosure policy and conflict resolution statement
- Faculty disclosure statements*
- Acknowledgment of commercial funding
- Validation of Content Statement

Program schedule with faculty assignments (timeframe)
Registration and general information (or link to on-line registration)

*For all activities, faculty disclosure information must be included in all materials as far in advance as possible, and must also appear in handout materials for the course. For larger CME conferences where advertising is prepared far in advance, it may not be possible to include the faculty disclosure statements within initial advertising. Therefore, inclusion in the handout materials distributed prior to the activity will be considered adequate. Please check with the CME office for additional details concerning disclosure guidelines.

REQUIRED STATEMENTS

Accreditation Statement:

Direct Sponsorship - If SLU is the sole sponsoring organization, the following accreditation statement must appear in its entirety on all promotional materials and may not be altered in any way:

Saint Louis University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Joint Sponsorship - If the activity is jointly sponsored with other non-accredited institutions, the following accreditation statement would be used in place of the above:

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (AACME) through the joint providership of Saint Louis University School of Medicine and < *insert non-accredited sponsor name* >. Saint Louis University School of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Designation of AMA Credits:

The following statement must appear on all promotional materials and may not be altered in any way. Statements may **not** be made that approval has been applied for or that approval is pending.

AMERICAN MEDICAL ASSOCIATION:

Saint Louis University designates this (activity format) for a maximum of (xx) *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

*Format categories

- Live activity
- Enduring material
- Journal-based CME activity
- Test-item writing activity
- Manuscript review activity
- PI CMA activity
- Internet point-of-care activity

Faculty Disclosure:

It is the policy of Saint Louis University School of Medicine to ensure balance, independence, objectivity and scientific rigor in its continuing medical education program. Faculty and planning committee participating in these activities are required to disclose to the audiences prior to the activity the following:

- (1) A relevant financial relationship within the past 12 months (including yourself, spouse/partner) as defined by the ACCME;

The ACCME defines a “commercial interest” as any proprietary entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients, with the exemption of non-profit or government organizations and non-health care related companies.

Revised 8/2015

- (2) Their intention to discuss a product that is not labeled for the use under discussion.
- (3) Their intention to discuss preliminary research data.

Saint Louis University School of Medicine has reviewed this activity's disclosures and resolved all identified conflicts of interest, if applicable.

Acknowledgement of Commercial Support:

The following are recommended formats for acknowledgement of commercial support:

1. This activity is supported in part through educational grants from the following: (list company names)
2. We wish to acknowledge the following company(ies) for their generous support of this activity (list names)
3. This activity is supported by an unrestricted educational grant from (insert company name)

If support provided is "in-kind" support, the nature of that support must be specified. Examples include:

1. XYZ Company – surgical instrumentation loan.
2. XYZ Company – refreshments.

Please note commercial interests that are paying for exhibit space only are not to be listed on the acknowledgement of Commercial Support thank you. If you choose you can list exhibitors in a separate category or not list them at all. Also remember free exhibit space can not be given to commercial interest that are giving an educational grant, they must also pay for exhibit space. Non-commercial support groups also need to complete an exhibit form. Determination will be made regarding fees due to anti kick back regulations.

The CME office has SLU templates approved for Commercial Support and for Exhibit Space. Please use the templates found on the website so you have the up to date forms. Each year the forms go through review and new ones are posted with approval numbers. Both agreements must be signed by the proper signature authority in the School of Medicine prior to the event. Route forms to the CME office for review and routing to the correct person for review and signature.

Signature authority (no one else can sign contracts or agreements)

Dr. L. James Willmore \$1.00-\$25,000.00

Dr. Robert Heaney \$1.00-\$25,000.00 (as backup for Dr. Willmore)

Dean Alderson over \$25,000.00

Validation of Content Statement:

The Course Director of this activity has ensured that the content of this presentation conforms to the ACCME policy activities which require accredited sponsors ensure that:

1. All the recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients.
2. All scientific research referred to, reported or used in CME in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.
3. Providers are not eligible for ACCME accreditation or reaccreditation if they present activities that promote recommendations, treatment, or manners of practicing medicine that are not within the definition of CME, or known to have risks or dangers that outweigh the benefits or known to be ineffective in the treatment of patients. An organization whose program of CME is devoted to advocacy of unscientific modalities of diagnosis or therapy is not eligible to apply for ACCME accreditation.

NOTE:

The Accreditation statement and the AMA statement must be on all promotional materials with the exception of save the date cards. Space permitting add the disclosure and validation of content statements.

Revised 8/2015