

Joint Provider Continuing Medical Education (CME) Guidelines Part 2: For Marketing CME Activities

As a provider of CME, The Christ Hospital Health Network (TCHHN) requires Joint Providers to submit for review all materials used for marketing purposes. This is to ensure the materials align with the Accreditation Council for Continuing Medical Education's Essential Areas, Policies and Standards for Commercial Support. Below are detailed guidelines for flyers and activity handouts. A separate list of presentation requirements is available.

Use of Accreditation and Credit Designation Statements

The OSMA accreditation statement and the AMA's credit designation statement must appear on all CME activity materials and brochures distributed. Please copy and paste the below statements. These statements should remain in separate paragraphs as is reflected below. Additionally, the *AMA PRA Category 1 Credit(s)*™ statement must always be italicized.

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Ohio State Medical Association (OSMA) through the joint providership of The Christ Hospital Health Network and [name of non-accredited provider]. The Christ Hospital Health Network is accredited by the Ohio State Medical Association (OSMA) to provide continuing medical education to physicians.

The Christ Hospital Health Network designates this [learning format] for a maximum of [number of credits] *AMA PRA Category 1 Credit(s)*™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Save the Date Announcements

The above statements are not required on save the date announcements provided that the announcements contain only general, preliminary information about the activity such as the date, location and title. If more specific information is included, such as faculty and objectives, the statements must be included.

Marketing an Event without CME Approval

When events have not yet been approved for *AMA PRA Category 1 Credit*™ marketing materials must exclude the above statements and exclude any reference to CME. The materials cannot state that *AMA PRA Category 1 Credit*™ is pending or has been applied for.

The Use of Commercial Logos

Commercial logos are prohibited from all CME activity related materials. Thus, flyers and any handouts used for reference to the activity or during the activity cannot contain any advertising, corporate logo, trade name or product group messages of an ACCME-defined commercial interest. For more information, please refer to the ACCME's Standards or Commercial Support. For more information, please refer to the ACCME's Standards or Commercial Support.

Submit materials to TCH.Medstaff@thechristhospital.com.