



SOM OP: 60.12 Appropriate Use of Marketing and Promotion

PURPOSE: The purpose of this policy is to describe the appropriate management of marketing and promotional advertisements, announcements, flyers and brochures.

REVIEW: This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Continuing Medical Education. If a revision to the policy is recommended, the CME Committee will review and approve changes.

POLICY/PROCEDURE:

Policy

It is the policy of the TTUHSC Office of CME to abide by the ACCME Standards for Integrity and Independence in Accredited Continuing Education. TTUHSC is responsible for ensuring that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company. This includes, but is not limited to, advertising, sales, exhibits, promotion and non-accredited education offered in conjunction with accredited continuing education. Additionally, we will use without alteration, the accreditation and designation statements provided to us and trademarked by the AMA as described in the AMA PRA Handbook. The accreditation and credit designation statements are to be used on print and electronic formats g. flyers/brochures, course syllabus, credit certificate, landing page of internet activity or enduring material, etc.) TTUHSC Office of CME must review and approve all advertisements, announcements, flyers and brochures prior to printing and/or distribution.

Procedures

1. All print and electronic flyers, brochures, front matter/landing page and announcements* must contain the correct accreditation and credit designation statements.

For directly provided activities:

Accreditation Statement

The Texas Tech University Health Sciences Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Credit Designation Statement

Texas Tech University Health Sciences Center 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.

For jointly provided activities:

Accreditation Statement

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Texas Tech University Health Sciences Center and [unaccredited partner/provider]. Texas Tech University Health Sciences Center is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statement

The credit designation statement is exactly the one above with no changes.

For co-provided activities:

The two accredited organizations must determine which organization will extend the credit. The organization approving the activity for credit will use their directly provided credit designation statement. The accreditation statement will be worded: