

Operating Policy and Procedure

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 Texas Tech University Health Sciences Center (TTUHSC) Center of Accredited Interprofessional Continuing Medical Education (CAICME). If a revision to the policy is recommended, the TTUHSC CME Executive Committee will review and approve changes.

POLICY/PROCEDURE:

Policy

It is the policy of the TTUHSC CAICME 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 by Joint Accreditation. This information can be found on:

[Credit Requirements & IPCE Credit Mark | Joint Accreditation for Interprofessional Continuing Education](#)

The accreditation and credit designation statements are to be used in print and electronic formats (e.g. flyers/brochures, course syllabus, credit certificate, landing page of internet activity or enduring material, etc.) TTUHSC CAICME 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 pages, and announcements* must contain the correct Joint Accreditation statement and Joint Accreditation Provider Mark. For example:

For Directly Provided Activities:



In support of improving patient care, Texas Tech University Health Science Center is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

For Multiple Organization Activities:



In support of improving patient care, this activity has been planned and implemented by Texas Tech University Health Sciences Center and _____. Texas Tech University Health Sciences Center is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

2. All print and electronic flyers, brochures, front matter/landing page and announcements* must contain the correct credit designation statements.
- a. **IPCE Credit:** Jointly accredited providers may include the following credit mark and statement with their interprofessional continuing education activities *in addition* to the Joint Accreditation statement. The interprofessional continuing education (IPCE) credit designation should only be used for activities that have been planned by and for the healthcare team. For activities that are focused on a single profession, for example, medicine, nursing, or pharmacy, jointly accredited providers should designate that appropriate credit. Use of the IPCE credit is *optional* but will serve to highlight to your learners that the activity has been planned by and for the healthcare team. The IPCE credit mark and statement of credits can be included on certificates of participation or other meeting material as determined by the jointly accredited provider.



This activity was planned by and for the healthcare team, and learners will receive (INSERT #) Interprofessional Continuing Education (IPCE) credits for learning and change.

Joint Accreditation Criteria require that IPCE reflect practice-based needs and utilize the educational modality most appropriate to the expected results. Activities may be designed to allow learners to participate at their own pace and/or over a period of time. Therefore, IPCE credits should be calculated by the jointly accredited provider based on the estimated time allotted for the education. The jointly accredited provider may establish a reasonable estimate of the hours of engagement for the educational activity. Reference: [JA IPCE-credit memo-to-JA-providers_012017 \(5\).pdf](#)

- b. **CME Credit:** When awarding continuing medical education (CME) credit, TTUHSC CAICME will comply with the requirements established by the credit system, e.g., AMA PRA Category 1 Credit, AAFP Prescribed Credit, ACOG Cognates. Reference: [The Physician's Recognition Award and credit system 2017 revision | AMA \(ama-assn.org\)](#)

Credit Designation Statement to use:

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.

***Exception:** Save the Date announcements that do NOT identify the number of credits being offered, are not required to have the accreditation and credit designation statements. Save the Date announcements may state "This activity has been approved for *AMA PRA Category 1 Credit(s)*™".

- c. **CPE Credit:** When awarding continuing pharmacy education (CPE) credit, TTUHSC CAICME will utilize the online submission of activity and participant information via CPE Monitor™. For instructions on awarding ACPE credit, please refer [CPE-Monitor-Instructions](#) on the Joint Accreditation website.

Credit Statement to use:

Texas Tech University Health Sciences Center designates this activity X contact hour. It is the responsibility of the pharmacist {and pharmacy technician} to provide the correct information [i.e. e-Profile ID and DOB (in MMDD format)] to receive credit for participating in a CE activity. Credit will be provided to NABP CPE Monitor. UAN#: JA0000XXXX-XXXX-XX-XXX-XXX-X.

- d. **CNE Credit:** When awarding American Nurses Credentialing Center (ANCC) contact hours, TTUHSC CAICME will comply with the credit requirements established by the ANCC. Please refer to the [CNE Standards](#) on awarding ANCC contact hours.

Credit Designation Statement to use:

Texas Tech University Health Sciences Center designates this activity for X Nursing contact hours. Nurses should only claim credit commensurate with the extent of their participation in the activity.

- e. **APA Credit:** When awarding American Psychological Association (APA) credit, TTUHSC CAICME will comply with the requirements established by APA. For instructions on awarding this credit, please see the lease see [APA standards](#).

Credit Statement to use:

 <p>AMERICAN PSYCHOLOGICAL ASSOCIATION</p>	Continuing Education (CE) credits for psychologists are provided through the co-sponsorship of the American Psychological Association (APA) Office of Continuing Education in Psychology (CEP). The APA CEP Office maintains responsibly for the content of the programs.
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XX Continuing Education (CE) credits are awarded.

- f. **AAPA Credit:** AAPA has developed CME approval logos for AAPA Category 1 CME credit, AAPA Category 1 PI-CME credit, and AAPA Category 1 Self-Assessment CME credit. These logos are designed to be used adjacent to the credit designation statement as a way of alerting PAs that the needs of PAs were considered in the planning of the activity and that AAPA CME credit has been designated.

AAPA Credit Designation Statement – Live:



Texas Tech University Health Sciences Center has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for ___ AAPA Category 1 CME credits. PAs should only claim credit commensurate with the extent of their participation.

AAPA Credit Designation Statement – Enduring Materials



Texas Tech University Health Sciences Center has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for ___ AAPA Category 1 CME credits. Approval is valid until {Expiration Date}. PAs should only claim credit commensurate with the extent of their participation.

AAPA Credit Designation Statement – PI-CME



Texas Tech University Health Sciences Center has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 PI-CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for a maximum of ___ AAPA Category 1 PI-CME credits. Approval is valid until {Expiration Date}. PAs should only claim credit commensurate with the extent of their participation.

AAPA Credit Designation Statement – Live Self-Assessment



Texas Tech University Health Sciences Center has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 Self-Assessment CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for ___ AAPA Category 1 Self-Assessment CME credits. PAs should only claim credit commensurate with the extent of their participation.

AAPA Credit Designation Statement – Enduring Self-Assessment



Texas Tech University Health Sciences Center has been authorized by the American Academy of PAs (AAPA) to award AAPA Category 1 Self-Assessment CME credit for activities planned in accordance with AAPA CME Criteria. This activity is designated for ___ AAPA Category 1 Self-Assessment CME credits. Approval is valid until {Expiration Date}. PAs should only claim credit commensurate with the extent of their participation.

Resource: [AAPA Standards](#)

- g. **ASWB Credit:** When awarding Association of Social Work Boards (ASWB) credit, TTUHSC CAICME will comply with the credit requirements established by ASWB ACE. Please refer to the [ASWB Standards](#) for instructions.

Complete ACE approval statement:



As a Jointly Accredited Organization, Texas Tech University Health Sciences Center is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. Regulatory boards are the final authority on courses accepted for continuing education credit. Social workers completing this course receive [number] [type*] continuing education credits.

3. TTUHSC CAICME must approve all marketing materials before circulating or printing. Required components are:
- Accreditation and designation statements with trademark and italics - EXACTLY as given to accredited providers by Joint Accreditation.
 - Disclosure of all who control content (landing page of enduring materials, brochures, flyers, evaluations for Grand Rounds, syllabi)
 - Correct (without use of logos or marketing messages) acknowledgement of grant support from ineligible companies (Compliance with ACCME Standards for Integrity and Independence in Accredited Continuing Education, Standard 4.4)
 - ADA policy
 - Conference cancelation policy (if activity is a conference)
 - Conference registration refund policy (if fee is charged)
 - Faculty names, credentials and affiliations (hospital or academic)
 - Program schedule
 - Registration form if applicable
 - Logos must conform with TTUHSC established Guidelines and Communications and Marketing Policies
4. TTUHSC CAICME will not approve any marketing materials that state "credit has been applied for" or any similar language.
5. Accredited education must be free of marketing or sales of product or services, Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
6. TTUHSC CAICME will not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.
7. Marketing materials must not overemphasize extracurricular or social events beyond the education activity. Publicity should present the accredited continuing education as the major incentive for participation. (Compliance with ACCME Standards for Integrity and Independence in Accredited Continuing Education Standard 5.2)
8. Product promotion material or product specific advertising of any type is prohibited in or during accredited continuing education activities. The ACCME provides very specific guidance on marketing and advertising within print, audio, video, live and enduring activities. TTUHSC CAICME will provide to anyone developing printed marketing materials the ACCME Standards for Integrity and Independence in Accredited Continuing Education standard 5.2 which directs our actions in keeping inappropriate marketing and promotion out of CME activities.

9. Educational material that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for any ineligible company, including cooperate or product logos, trade names, or product group messages. Ineligible companies may not provide access to or distribute, accredited education to learners.