



**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 1<sup>st</sup> 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:

#### Accreditation Statement

This activity was co-provided by the Texas Tech Health Sciences Center and [name of accredited provider partner].

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.

**\*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)*<sup>™</sup>" or similar language.

2. The Office of CME must approve all marketing materials before circulating or printing. Required components are:
  - a. Accreditation and designation statements with trademark and italics - EXACTLY as given to accredited providers by the AMA and ACCME.
  - b. Disclosure of all who control content (landing page of enduring materials, brochures, flyers, evaluations for Grand Rounds, syllabi)
  - c. 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 )
  - d. ADA policy
  - e. Conference cancelation policy (if activity is a conference)
  - f. Conference registration refund policy (if fee is charged)
  - g. Faculty names, credentials and affiliations (hospital or academic)
  - h. Program schedule
  - i. Registration form if applicable
  - j. Logos must conform with TTUHSC established Guidelines and Communications and Marketing Policies
3. TTUHSC will not approve any marketing materials that state "credit has been applied for" or any similar language.
4. 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.
5. TTUHSC 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.
6. Marketing materials must not overemphasize extracurricular or social events beyond the education activity. Publicity should present the CME activity as the major incentive for participation. (Compliance with ACCME Standards for Integrity and Independence in Accredited Continuing Education Standard 5.2)
7. 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 Office of CME 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.
8. 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.