



## PROMOTIONAL MATERIALS BEFORE AND AT THE MEETING

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There is information that must be conveyed to potential participants before they register for a meeting and before the educational activity takes place. This information should be included in the promotional mailing or registration website. Please use the following checklist to ensure that the save the date card, invitation, brochure or email advertisement for your program meets these requirements. These requirements are dictated by the Accreditation Council for Continuing Medical Education (ACCME), the MCW CME Committee and the Identity Standards for the Medical College of Wisconsin.

### Save the Date Notices

Information listed on the save the date card, email or website may include the following:

- Title of Activity
- Date
- Venue, City/State
- Hosted by:
- Link for more information

Save the date postcards and/or save the date emails can be mailed out or posted prior to CME approval

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### Brochures, Email Notices, Flyers, Invitations, Websites about the meeting

**CME credit *will not* be awarded for activities with advertisements that do not meet these requirements.**

- A draft copy of the brochure, invitation or advertisement for the activity **must** be on file in the CME Office **before** the educational activity can be approved for CME credits. The maximum number of hours for which an activity is accredited will be determined from the agenda. Please call the CME Office at 955-4900 if more information is needed.
- The Medical College of Wisconsin **CME logo must be displayed** on the brochure. The program must be identified as a CME activity of the Medical College of Wisconsin. Departments, divisions, clinics, or hospitals may also be listed as producers or presenters. If there is joint or co-sponsorship of the meeting by an outside organization, they may be listed as such.
- **Learning Objectives or the Educational Purpose must be listed in the brochure.** This is to inform potential attendees of the activity content. Include any prerequisites.

#### **EXAMPLE:**

#### **THE OBJECTIVES OF THIS ACTIVITY ARE TO:**

- Highlight recent research progress related to lung cancer
- Identify current lung cancer treatment options
- Review promising clinical research strategies for the next decade

# PROMOTIONAL MATERIALS CONTINUED

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**A statement of “Who Should Attend” must be listed.** And should include any prerequisites

(EXAMPLES): This activity is designed for nuclear medicine physicians, radiologists, technologists and referring physicians.

This symposium has been designed for primary care physicians seeking the latest information pertaining to back pain.

**Accreditation statement and statement of credit.** The following statements are to be included verbatim (including italics) in all brochures, in separate paragraphs as shown here, with the prescribed number of CME and Hours of Participation credits, which the CME office will determine. The ACCME expressly prohibits use of the expression that “CME credit has been applied for”

Accreditation Statement (direct provider):

The Medical College of Wisconsin is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

**- or -**

Accreditation Statement for Joint Provider Activities:

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education through the joint providership of The Medical College of Wisconsin and (name of joint provider). The Medical College of Wisconsin is accredited by the ACCME to provide continuing medical education for physicians.

**- and one or more of the following statements depending on the type of credit being offered-**

Designation of Credit Statement:

The Medical College of Wisconsin designates this [**learning format**] for a maximum of \_\_\_\_ *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Hours of Participation for Allied Health Professionals (if applicable):

The Medical College of Wisconsin designates this activity for up to \_\_\_\_\_ hours of participation for continuing education for allied health professionals.

Psychology CE Credit Statement (if applicable):

The Medical College of Wisconsin is approved by the American Psychological Association to sponsor continuing education for psychologists. The Medical College of Wisconsin maintains responsibility for this program and its content.

This activity contains content or processes that may be potentially stressful.

Illinois Social Worker Continuing Education (if applicable):

The Medical College of Wisconsin is registered with the Illinois Department of Professional Regulation as a Continuing Education Sponsor for social workers (License No. 159-000664).

The **learning format** listed in the Designation of Credit statement must be one of the following AMA approved learning formats:

1. Live activity
2. Enduring material
3. Journal-based CME activity
4. Test-item writing activity
5. Manuscript review activity
6. PI CME activity
7. Internet point-of-care activity

The majority of MCW CME accredited activities are going to be choice #1 “Live activity”. If you are unsure of the learning format of your activity please contact the CME Office at 456-4900

Sponsorship of continuing education by other organizations may also be listed, e.g., ASRT, AAFP, ACOG etc.

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- **Commercial support** (known at the time of printing or posting) of the activity must be listed in the brochure. This support should be acknowledged with a statement that the program is “*supported by an educational grant*” from the organization.

Additional information about the company is allowed. See the disclosure section below.

- **Advertising a company or product.** This is allowed by the ACCME when the material is only promoting the meeting and does not contain educational material such as abstracts. However, to use the MCW non-profit bulk mailing permit, the brochure may not appear commercial- such as having a picture of the hotel, airline or cruise ship. If the meeting is not using the MCW bulk mailing permit, these restrictions do not apply but the CME office and committee reserve the right to limit advertisements.
- **Bulk rate mailing**—this option is more economical than first class mail. Keep in mind that this option does take longer than first class mail so advance planning is recommended.

For more information click on the link below to the MCW mailroom rules and regulations:

[http://infoscope.mcw.edu/campusoperations/Mailroom.htm#bulk\\_mail](http://infoscope.mcw.edu/campusoperations/Mailroom.htm#bulk_mail)

- **Refund Policy:** All CME activities for which a fee is charged must state a refund policy in the promotional material, even if the policy is “no refunds”.
- **ADA Compliance:** All CME promotional materials must include a mechanism for participants to alert organizers to special needs or accommodations required by the Americans with Disabilities Act of 1990. It can be as simple as a question and phone number: Special Needs? Contact \_\_\_\_\_
- **Registration form:** The following information is to be included in the attendance record for the CME database, which is submitted in a spread sheet. The format of the form is your choice, below is an example:

<b>PLEASE PRINT OR TYPE:</b>			
Name and degree(s) as they should appear on the CME/Contact Hour certificate:			
_____	_____	_____	_____
Last	First	middle initial	degree(s)
MCW faculty: __ Yes __No Department: _____			
Address: _____			
(your certificate will be mailed to this address)			
Zip Code: _____		City: _____ State: _____	
Business phone: (____)_____		email address: _____	
Special Needs? _____		Contact us at _____	

# PROMOTIONAL MATERIALS CONTINUED

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## Additional Information

- Please avoid using the color **RED** or **Teal** in the brochure.
- Remember that the brochure needs to be reviewed and approved by a member of the CME Office before it may be printed.
- Keep in mind the program booklet/syllabus should have many of the same things as your brochure, (CME logo, learning objectives, accreditation statements, commercial support). The same rules apply.
- When an activity receives commercial support additional rules & regulations apply. There is much less restriction on exhibitors than commercial grants. For more information see <http://www.mcw.edu/cme> and the ACCME website [http://www.accme.org/dir\\_docs/doc\\_upload/68b2902a-fb73-44d1-872580a1504e520c\\_uploaddocument.pdf](http://www.accme.org/dir_docs/doc_upload/68b2902a-fb73-44d1-872580a1504e520c_uploaddocument.pdf)

## **Before the meeting starts: Disclosure Information**

The audience must be given written notification, such as in the program or syllabus which contains the:

The accreditation statements. CME logo, and learning objectives.

The disclosures for all planners and presenters, including those with no commercial interests. Those without commercial interests can be listed together. For example:

The following planners and presenters have disclosed that they have no commercial interests:  
Drs. Osler, Halsted, Kelly and Welch

For those with commercial interests, the company and the role of the individual must be listed. For example:

The following planners and presenters have disclosed these commercial interests.

Name	Company	Role
Dr. Smith	Anatomic Specimens Inc.	Employment
Dr. Jones	XYZ Pharmaceutical	Speaker

A list of companies providing commercial support grants. It is recommended but not required that they be thanked and that exhibitors be listed and thanked. The ACCME does **NOT** allow the inclusion of the mission of the company, its areas of clinical involvement, and especially corporate logos, and corporate slogans. **No** product name or images are allowed.