



## Promotional Materials for Certified Continuing Education

### INTRODUCTION

Marketing is a key component of a successful conference. Potential participants need certain information before they register and before an activity takes place. Please use these guidelines to help design promotional materials that are compliant with all Accreditation Council for Continuing Medical Education (ACCME) guidelines.

### SAVE THE DATE NOTICES

Save-the-date postcards and emails can be sent prior to CME approval. Just remember the Center for CME must review and approve promotional material prior to print and distribution. Listed below is information to include on save-the-date notices (card, email, or website):

- Title of Activity
- Date of Activity
- Venue (Virtual or Address if in person)
- Activity Sponsor
- Link for more information

In lieu of including the full accreditation and credit designation statements, the following sentence can be included verbatim (including italics):

**This activity is approved for *AMA PRA Category 1 Credits*<sup>™</sup>.**

### DESIGNING PROMOTIONAL MATERIALS

Promotional materials can include brochures, websites, registration forms, social media posts, and email advertisements. All promotional materials for certified continuing education must comply with all ACCME guidelines. The Center for CME must review and approve promotional material prior to print and distribution.

→**Overview:** An activity overview provides potential participants with a description of what to expect from your activity. This is your opportunity to tell them why they should register!

**Example:** Women face unique challenges in the field of digestive diseases, both as patients and practitioners. This activity will address these challenges in an exciting and interactive forum. Topics include the symptoms, diagnosis, and treatment of common gastrointestinal and liver diseases that afflict women more commonly and/or differently than men as well as strategic solutions to barriers women providers in digestive diseases and medicine face in their career development.



→**Learning Objectives:** Learning objectives are brief statements that describe what participants will learn by the end of the activity.

**Example:** At the conclusion of this educational activity, participants will be able to:

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

→**Target Audience:** The group at which the activity is aimed.

**Example:** This activity is designed for physicians, trainees, nurses, physical and occupational therapists, and mid-level providers in the specialties of plastic & reconstructive surgery, general surgery, breast surgery, medical oncology, radiation oncology, and lymphedema as well as other healthcare professionals dedicated to the diagnosis and treatment of breast cancer and lymphedema.

→**Accreditation and Credit Designation:** The accreditation and credit designation statements must be included verbatim (including italics) in all promotional materials, in separate paragraphs as shown here. The ACCME expressly prohibits use of the expression that “CME credit has been applied for.” Statements can vary, so please consult with the Center for CME for your statements.

**Example:**

#### **Accreditation Statement**

The University of Chicago Pritzker School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

#### **Credit Designation Statement**

The University of Chicago Pritzker School of Medicine designates this live activity for a maximum of XX *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

→**Faculty:** If you choose to list course directors or other faculty, please include their name, degree(s)/credential(s), title (if applicable), and institution (if applicable).

**Example:**

Sonali M. Smith, MD  
Elwood V. Jensen Professor in Medicine  
Chief, Section of Hematology/Oncology  
University of Chicago

If you choose to include faculty photos, please ensure all faculty are aware and consent to their use.



→**Americans with Disabilities Act (ADA):** All CME promotional materials must include a mechanism for participants to alert organizers to special needs or accommodations required by the American Disabilities Act of 1990.

**Example:** The University of Chicago is committed to providing equal access appropriate to need and circumstances and complies fully with the legal requirements of the Americans with Disabilities Act. If you are in need of special accommodation, please contact <insert phone number> or via email at <insert email address>.

→**Refund Policy:** All accredited continuing education for which a fee is charged must state a refund policy in promotional materials.

**Example:** If you cancel your participation in this conference, your registration fee, minus a \$100 administrative fee, will be refunded when written notification is received by <insert deadline date>. **No refunds will be issued after <insert deadline date>.**

## ADDITIONAL INFORMATION

- Remember that promotional material must reviewed and approved by the Center for CME before materials are printed and distributed.
- Brochures, websites, promotional emails, and syllabus should include the same content approved by the Center for CME.
- When an activity receives commercial support, additional rules apply. For more information, contact the Center for CME.
- When designing promotional materials, be sure to keep copyright and fair use guidelines in mind. You can learn more at the [University of Chicago's Copyright Information Center](#).
- Keep templates or copies of marketing from your previous marketing campaigns. While you may not re-use the same postcard or brochure, you may be able to use it as a foundation or inspiration for future activities.