

Guidelines for Promoting Accredited Continuing Education

A draft copy of all advertisements **must be approved by the Advocate Health Interprofessional Continuing Education (IPCE) Team before printing or distribution.** This ensures that all materials are compliant with the requirements of Joint Accreditation (JA) and Advocate Health.

Visual Look of Promotional Materials

Pieces must remain educational, not promotional. Brochures may not include excessive information regarding the facilities and/or social activities to the point that it exceeds the educational information provided. The visual look and supporting images should be medical in nature, not promotional. For example, do not use photos of golfers or skiers, even if there is a social component of the program that features these activities. These materials must also comply with Advocate Health brand standards.

Save the Date Guidelines

“Save the date” materials such as postcards or posters must be limited in content. These pieces cannot list exact amount of credit, speakers, or any other promotional information. They may only include the following:

Required Information	Preferred Information
<ul style="list-style-type: none"><input type="checkbox"/> Activity title<input type="checkbox"/> Date of activity<input type="checkbox"/> Time and place of activity	<ul style="list-style-type: none"><input type="checkbox"/> The general topics covered<input type="checkbox"/> Name of the activity director<input type="checkbox"/> Contact name and phone number for more information

CME: If IPCE has already certified the activity application for AMA PRA Category 1 Credit™, the announcement may read: *“This activity has been approved for AMA PRA Category 1 Credit™.”*

Providers may **never** publish or announce, “AMA PRA Category 1 Credit has been applied for.” Also, you cannot add how many credits it has been approved for on a Save the Date.

Flyer Guidelines

It is recommended that the flyer contain each of the following elements:

Required Information	Preferred Information
<ul style="list-style-type: none"><input type="checkbox"/> Activity name and /or activity title<input type="checkbox"/> Speaker(s)<input type="checkbox"/> Date of activity<input type="checkbox"/> Time and place activity<input type="checkbox"/> Statement of purpose or overall learning objectives<input type="checkbox"/> Target audience<input type="checkbox"/> Registration Link (if applicable)<input type="checkbox"/> Accreditation Statement and Designation of Credit Statement* (With JA Logo)	<ul style="list-style-type: none"><input type="checkbox"/> Contact name and phone number for more information<input type="checkbox"/> Agenda<input type="checkbox"/> Speaker photos<input type="checkbox"/> Exhibit Support (if applicable)<input type="checkbox"/> Format<input type="checkbox"/> Disclosure Statement (if applicable)<input type="checkbox"/> Commercial support acknowledgement** (if applicable)

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Brochure Guidelines

It is recommended that the brochure contains each of the following elements:

Required Information	Preferred Information
<ul style="list-style-type: none"><input type="checkbox"/> Advocate Health logo<input type="checkbox"/> Activity Title<input type="checkbox"/> Date of activity<input type="checkbox"/> Time and place activity<input type="checkbox"/> Statement of Purpose or Overall Learning Objectives<input type="checkbox"/> Target audience<input type="checkbox"/> Disclosure Statement (if applicable)<input type="checkbox"/> Registration link (if applicable)<input type="checkbox"/> Accreditation Statement and Designation of Credit Statement* (With JA Logo)<input type="checkbox"/> Commercial support acknowledgement (if applicable)**<input type="checkbox"/> Disclosure Statement***	<ul style="list-style-type: none"><input type="checkbox"/> Name of the activity director<input type="checkbox"/> Contact name and phone number for more information<input type="checkbox"/> Agenda<input type="checkbox"/> Speaker(s)<input type="checkbox"/> Registration fees and breakout sessions<input type="checkbox"/> Refund policy statement - This is recommended, even if the policy is "no refunds"<input type="checkbox"/> Advocate Health's CE Learning Platform statement: For a complete listing of all Advocate Health's accredited continuing education, visit our web site at https://cme.advocateaurorahealth.org<input type="checkbox"/> Exhibitor Support (if applicable)

Disclosure Statement Statements

If the accredited continuing education has not obtained all required disclosures, then the below statement should be added:

Acknowledgement of all disclosures for planner(s) and speaker(s) (nothing to disclose or the existence of relevant financial relationships) will be made at the activity. Financial relationships will be identified and mitigated prior to the activity.

When a conference planner(s) and speaker(s) have no relevant financial relationships:

The planner(s) and speaker(s) have indicated that there are no relevant financial relationships with any ineligible companies to disclose.

When conference planner(s) and/or speaker(s) have relevant financial relationships:

The speaker, Joan Doe, MD, has disclosed that she is a Consultant for Medtronic. The other planner(s) and speaker(s) have indicated that there are no relevant financial relationships with any ineligible companies to disclose. All of the relevant financial relationships listed for **this individual** have been mitigated.

The speaker, Joan Doe, MD, has disclosed that she is a Consultant for Medtronic. The planner, Emily Smith, MD, has disclosed that she is a Physician Advisory Board Member for Illinois Surgery Center. The other planner(s) and speaker(s) have indicated that there are no relevant

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financial relationships with any ineligible companies to disclose. All of the relevant financial relationships listed for **these individuals** have been mitigated.

* Accreditation Statement and Designation of Credit Statement

Continuing Medical Education (CME)

The following official accreditation statements, and no other, must appear in a separate paragraph and verbatim with the prescribed number of CE credits.

JA Accreditation Statement (include JA logo next to the accreditation statement) (choose 1):

Single Provider



In support of improving patient care, Advocate Health 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.

Joint Providership



In support of improving patient care, this activity has been planned and implemented by Advocate Health and _____. Advocate Health 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.

Credit Statement(s):

Accreditation Council for Pharmacy Education (ACPE)

Advocate Health designates this **(live/enduring)** activity for a maximum of **(x)** hours of CPE credit for **(pharmacists and pharmacy technicians)**. CPE credit can be claimed on the AAH CE platform within 60 days of activity completion and information will be provided to CPE Monitor. Participants should only claim credit commensurate with the extent of their participation in the activity.

American Medical Association (AMA)

Advocate Health designates this **(live/enduring)** activity for a maximum of **(x)** AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

American Nurses Credentialing Center (ANCC)

Advocate Health designates this **(live/enduring)** activity for a maximum of **(X.X)** ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

If you are promoting multiple sessions as part of one activity with various dates on the flyer, please add up the total hours listed on the flyer and include that in the Credit Designation Statement. For example,

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if you list 4 dates on the flyer and each session is 1 hour, you will indicate a total of 4.00 AMA PRA Category 1 Credits™.

Advocate Health designates this live activity for a maximum of 4.00 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

You can add this statement on the flyer:

Each session is certified for 1 AMA PRA Category 1 Credit™.

This statement clearly communicates the total credit available for all sessions while also specifying that each session can be claimed individually.

If you are promoting a single session, you would use the following:

Advocate Health designates this live activity for a maximum of X.XX AMA PRA Category 1 Credit™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Maintenance of Certification (MOC)

American Board of Internal Medicine MOC Recognition Statement

Successful completion of this CME activity, which includes participation in the evaluation component, enables the participant to earn up to [MOC point amount] MOC points in the American Board of Internal Medicine's (ABIM) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of granting ABIM MOC credit.

American Board of Pediatrics MOC Recognition Statement:

Successful completion of this CME activity, which includes participation in the evaluation component, enables the learner to earn up to [XX] MOC points in the American Board of Pediatrics' (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABP MOC credit.

American Board of Pathology MOC Recognition Statement:

This activity has been registered to offer [xx] Lifelong Learning (Part II) credit in the American Board of Pathology's (ABPath) Maintenance of Certification program.

Just a FYI:

ABPath does not have a formal statement, however accredited providers must clearly indicate to learners that the activity has been registered to offer credit in the American Board of Pathology's Continuing Certification program on activity materials. This language must include the specific credit type(s) and number of credits available: Lifelong Learning (CME) and/or Improvement in Medical Practice (Part IV).

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MOCA® Recognition Statement:

This activity contributes to the CME component of the American Board of Anesthesiology's redesigned Maintenance of Certification in Anesthesiology™ (MOCA®) program, known as MOCA 2.0®. Please consult the ABA website, www.theABA.org, for a list of all MOCA 2.0 requirements.

American Board of Orthopaedic Surgery (ABOS) Credit

Successful completion of this CME activity, which includes participation in the evaluation component, enables the learner to earn credit toward the CME [and Self-Assessment Examination requirements] of the American Board of Orthopaedic Surgery's Maintenance of Certification program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABOS credit."

American Board of Surgery Recognition Statement

If **NOT** offering Self-Assessment credit, the following Recognition Statement should be used:

"Successful completion of this CME activity enables the learner to earn credit toward the CME requirement of the American Board of Surgery's Continuous Certification program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABS credit."

If offering Self-Assessment credit (Accredited CME with Evaluation and Feedback), the following Recognition Statement should be used:

"Successful completion of this CME activity, which includes participation in the evaluation component, enables the learner to earn credit toward the CME and Self-Assessment requirements of the American Board of Surgery's Continuous Certification program. It is the CME activity provider's responsibility to submit learner completion information to ACCME for the purpose of granting ABS credit."

Portfolio Program

This QI Effort meets MOC Part IV Standards and Guidelines for the ABMS Multi-Specialty Portfolio Approval Program Organization and is eligible for MOC Part IV through participating ABMS Member Boards.

OR

As an Approved Portfolio Sponsor, Advocate Health has been approved by the ABMS Multi-Specialty Portfolio Approval Program Organization to approve QI Efforts for MOC Part IV.

**** Commercial Support**

Do not include logos of drug companies or other vendors. No product names or product logos are permitted. In all cases, care must be taken that the brochure does not include advertisements for anything other than the educational event. If using the Advocate Health bulk mail permit, please note that the US Postal Service prohibits its usage for activity brochures that appear commercial in nature. Using a for-profit company logo on a brochure is prohibited by Advocate Health and the Postmaster General.

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Commercial support must be acknowledged with a statement that the program is “supported by an unrestricted educational grant” from *the organization(s)*.

***** Disclosure Statement**

The Advocate Health ensures balance, independence, objectivity, and scientific rigor in all of its accredited continuing education. All participating faculty, course directors, and planning committee members are required to disclose to the program audience any financial relationships related to the subject matter of this program. Disclosure information is reviewed in advance in order to manage and mitigate any relevant financial relationships with ineligible companies. All faculty and planning committee members have attested that their financial relationships do not affect their ability to present well-balanced evidence-based content for this activity. Specific disclosure information for each course faculty will be shared with the audience prior to the faculty’s presentation.

Branding Guidelines

- Links to Advocate Health brand resources and guidelines can be accessed here [Brand Resources \(sharepoint.com\)](#)
- You can also access Advocate Health brand resources, logos, and approved images through this link: [Brand Resources - Home \(sharepoint.com\)](#)