



THE ROCHESTER ACADEMY OF MEDICINE

CME Promotional Guidelines

All promotional materials (including all media forms such as flyers, brochures, posters, invitations, journal or newsletter listings and calendars, websites) containing information about accreditation and/or credit designation must be submitted with the required elements for CME Promotional Materials and approved BEFORE printing or distribution.

The statement *AMA PRA Category 1 Credit(s)*[™] is a trademarked statement and must be used verbatim every time it appears in publication.

It is not permissible to publish or announce that *AMA PRA Category 1 Credit(s)*[™] have been applied for or that CME credits are pending. CME may not be mentioned until your application has been approved and a certification letter has been issued.

Required Elements for CME Promotional Materials

1. Accreditation Statement

The accreditation statement must appear on CME activity materials and brochures distributed by accredited organizations.

The accreditation statement is as follows:

This activity has been planned and implemented in accordance with the accreditation requirements and policies of The Medical Society of the State of New York (MSSNY) through the joint providership of The Rochester Academy of Medicine and <name of nonaccredited provider>. The Rochester Academy of Medicine is accredited by the MSSNY to provide continuing medical education for physicians.



THE ROCHESTER ACADEMY OF MEDICINE

2. Credit Designation Statement

The credit designation statement must appear on CME activity materials and brochures distributed by accredited organizations.

The credit designation statement is as follows:

The Rochester Academy of Medicine designates <type of activity> for a maximum <number of credit hours> *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

3. Date of the activity

4. Location and address

5. Learning objectives -Must match approved CME application.

6. Target audience - Must match approved CME application.

7. Faculty information and credentials

8. Nonaccredited Provider and The Rochester Academy of Medicine logo. This can be found at www.raom.org/Accreditation.

9. Disclosure of Financial Relationships

Use the sample language below to provide financial relationship disclosure to learners in a format that can be verified at the time of accreditation. Disclosure must be provided to learners BEFORE engaging with the accreditation education.



THE ROCHESTER ACADEMY OF MEDICINE

What gets disclosed to learners before the education?

If there are NO relevant financial relationships:

Inform learners that planners, faculty, and others in control of content (either individually or as a group) have no relevant financial relationships with ineligible companies.

EXAMPLES:

"Dr. Xin Lee, faculty for this educational event, has no relevant financial relationship(s) with ineligible companies to disclose."

"Ruth Hopkins, Dr. Maryam Elbaz, and Ken Sanders, authors of this educational activity, have no relevant financial relationship(s) with ineligible companies to disclose."

"None of the planners for this educational activity have relevant financial relationship(s) to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients."

If there ARE relevant financial relationships:

Disclose name(s) of the individuals, name of the ineligible company(ies) with which they have a relevant financial relationship(s), the nature of the relationship(s), and a statement that all relevant financial relationships have been mitigated.

EXAMPLES:

Nicolas Garcia, faculty for this educational event, is on the speakers' bureau for XYZ Device Company.

Dr. Yvonne Gbeho, planner for this educational event, has received a research grant from ABC Pharmaceuticals.

All of the relevant financial relationships listed for these individuals have been mitigated.

10. Disclosure of Commercial Support

If commercial support is received, the accredited provider must also disclose to the learner(s) the name(s) of the ineligible company(ies) that gave them the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education.

Disclosure to learners **MUST NOT** include ineligible companies' corporate or product logos, trade names, or product group messages.



THE ROCHESTER ACADEMY OF MEDICINE

Recommended formats for acknowledgement of commercial support:

1. This activity is supported in part through educational grants from the following: (list company names)
2. We wish to acknowledge the following company(ies) for their generous support of this activity: (list names)
3. This activity is supported by an unrestricted educational grant from (insert company name)

Recommended format for acknowledgement of “in-kind” support:

1. XYZ Company - Food and Beverages
2. XYZ Company - Surgical Instrumentation Loan