

CME Promotional Materials Guidelines

Promotional materials include all types of written announcements such as invitations, brochures, posters, flyers, bulletin board schedules, online registrations, etc. **All promotional materials that are to be distributed for MSD jointly provided CME must NOT BE produced or disbursed without the approval of MSD. Phrases such as: "CME has been applied for;" "CME is pending;" or "CME will be offered" MAY NOT BE USED.** All publicity MUST include the following elements -- all statements must be used in their entirety, and cannot be modified:

◆ **NAME OF EDUCATIONAL ACTIVITY**

◆ **OVERVIEW OF THE EDUCATIONAL ACTIVITY** in educational terms

◆ **TARGET AUDIENCE**

"Target Audience for this activity is: (physicians, specialty groups, other health care audiences, etc.)"

◆ **LEARNING OBJECTIVES**

The activity's learning objectives should be included on all promotional materials, and must be phrased using measureable action verbs. The Purpose or objectives of the activity must be made available to the learner before participating in the activity.

"After participation in this educational activity, learners will be able to"

◆ **FULL ACCREDITATION LANGUAGE**

MSD LOGO MUST APPEAR



CONTINUING MEDICAL EDUCATION FOR PHYSICIANS

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 the Medical Society of Delaware and [insert name of joint provider]. The Medical Society of Delaware is accredited by the ACCME to provide CME activities for physicians.

The Medical Society of Delaware designates this live continuing medical education activity for a maximum of [insert #] *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

It is the policy of the Medical Society of Delaware to comply with the ACCME Standards for Commercial Support of Continuing Medical Education. In keeping with these standards, all faculty participating in continuing medical education activities jointly provided by the Medical Society of Delaware are expected to disclose to the activity audience any real or apparent conflicts of interest related to the content of their presentation.

Joint providership of CME by the Medical Society of Delaware in no way implies endorsement or recommendation of any product or service.

This activity is not supported by commercial funding.

OR

This activity is supported by grants from X, Y, Z. All other commercial funding will be disclosed at the event.

◆ **SAVE THE DATES/BRIEF ANNOUNCEMENTS** may include the following statement **ONLY IF** the CME application has been approved by MSD in advance:

This activity has been approved for *AMA PRA Category 1 Credits™*.

You **MAY NOT USE ANY NUMBERS** in this statement, and this statement **DOES NOT REPLACE THE FULL ACCREDITATION LANGUAGE** that is required on brochures, online registration pages and other promotional materials.

Please contact MSD at 302-366-1074 if you need clarification, or have questions.