

CME Associates Please NOTE:

The following change by the American Medical Association goes into effect on **July 1, 2011** and is mandatory every time the credit designation statement is used:

AMA Credit Designation Statement

The AMA Credit Designation Statement indicates to physicians that the activity has been certified by an accredited CME provider as being in compliance with *AMA PRA Category 1 Credit™* requirements. The AMA Credit Designation Statement must be written without paraphrasing and be listed separately from accreditation or other statements.

The following AMA Credit Designation Statement must be included in relevant announcement and activity materials (see page 8):

The UAMS College of Medicine designates this [learning format] for a maximum of [number of credits] *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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

1. **Live activity** – this includes all Regularly Scheduled Series (RSS), conferences, symposiums, webinars, etc. that are offered live. For example:

The UAMS College of Medicine designates this live activity for a maximum of 1.0 *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

2. Enduring material For example:

The UAMS College of Medicine designates this enduring material for a maximum of 1.0 *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Brochures and other promotional materials (including websites and email announcements) are an important aspect for the success of your CME event. **Please read this material carefully.** It contains information and statements that are **required elements** for compliance with the Accreditation Council for Continuing Medical Education (ACCME), the American Medical Association (AMA) and University of Arkansas for Medical Sciences (UAMS) policies regarding all promotional materials for your event.

This guide contains requirements for: 1) brochures, web sites, or e-mails; 2) flyers or announcements; or 3) save the date cards.

- The statement, *AMA PRA Category 1 Credit(s)[™]*, is a trademarked statement of the AMA and must be used **verbatim every time** that it appears in a publication.
- Save the Date cards can be helpful. However, it is **NOT permissible** to publish or announce that “*AMA PRA Category 1 Credit(s)[™]* has been applied for” or “CME credits are pending”. CME may not be mentioned at all until approval has been awarded.
- The Office of Continuing Medical Education (OCME) **must approve, prior to printing and distribution, all** written promotional material, regardless of the format, for any CME activity that is designated for *AMA PRA Category 1 Credit(s)[™]*.
- Please plan accordingly. The OCME staff will review these materials as quickly as possible. However, the materials will be reviewed first come, first served. It is highly recommended that you send these materials to the OCME no less than one week (two weeks are preferred) prior to sending them to print. This will allow the OCME staff time to review the materials and for you to make any necessary corrections prior to printing. If corrections are needed, a second review will be necessary before printing.
- If advance authorization is not obtained from the OCME and there is an error in, or omission of, any of the required elements of the printed promotional materials, the OCME **will require the materials to be reprinted and disseminated with the corrections at your expense.** *This includes printed brochures, flyers, announcements (U.S. mailed or emailed), “save the date” cards and/or posting to websites.* Send proposed text and/or preliminary draft materials to:

Email: lamabry@uams.edu

UAMS Office of Continuing Medical Education
4301 West Markham Street #525
Little Rock, AR 72205
Phone: 501-661-7962 Fax: 501-661-7968

Formal Conferences: Brochure, Website, Email Requirements
([see sample brochure](#))

1. General course information located on the main panel, web page, or email

- a. Course title
- b. Dates & Location
- d. Sponsorship statement from below. Only **one** of these statements applies to your event. Please choose the appropriate statement. The correct statement must be used verbatim.

		Statement
<p>Sponsorship statement (use verbatim) <i>Only one of these sponsorship statements applies to your event. Please choose the appropriate statement.</i></p>	<p>A Directly Sponsored Activity is an activity presented by a department within the College of Medicine. The <u>College of Medicine</u> is the “CME accredited entity” within the UAMS System.</p>	<p>Sponsored by: UAMS College of Medicine Department of <i>[name of department]</i></p>
	<p>A Jointly Sponsored Activity is an activity presented by an entity outside of the UAMS College of Medicine (e.g., another college within the UAMS System or an entity/organization completely outside the system).</p>	<p>Jointly Sponsored by: UAMS College of Medicine and <i>[list all non-accredited entities involved]</i></p>

2. The following information must be included in the brochure, website, or email. It may appear on any panel/page of the brochure, website, and/or email.

<p>Accreditation Statement (use verbatim) <i>only one of these applies to your event. Please choose the appropriate statement.</i></p>	<p>For Directly Sponsored Activities (verbatim)</p>	<p>The University of Arkansas for Medical Sciences (UAMS) College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.</p>
	<p>For Jointly Sponsored Activities (verbatim) Be sure to insert your organization name where indicated!</p>	<p>This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of The University of Arkansas for Medical Sciences (UAMS) College of Medicine and <i><name of joint sponsor(s)></i>. The UAMS College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.</p>

<p>AMA Designation Statement (verbatim)</p>	<p>The UAMS College of Medicine designates this live activity for a maximum of [number of credits] <i>AMA PRA Category 1 Credit(s)</i>[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.</p>
<p>Disclosure Policy Statement (verbatim)</p>	<p>It is the policy of the University of Arkansas for Medical Sciences (UAMS) College of Medicine to ensure balance, independence, objectivity, and scientific rigor in all sponsored or jointly sponsored educational activities. All individuals who are in a position to control the content of the educational activity (course/activity directors, planning committee members, staff, teachers, or authors of CME) must disclose all relevant financial relationships they have with any commercial interest(s) as well as the nature of the relationship. Financial relationships of the individual's spouse or partner must also be disclosed, if the nature of the relationship could influence the objectivity of the individual in a position to control the content of the CME. The ACCME describes relevant financial relationships as those in any amount occurring within the past 12 months that create a conflict of interest. Individuals who refuse to disclose will be disqualified from participation in the development, management, presentation, or evaluation of the CME activity.</p>
<p>Target Audience</p>	<p>Indicate for which group of physicians and/or health professionals the educational activity is planned. Be as specific as possible as to types of physicians and other health professionals so a potential participant can determine if the activity might be applicable to him/her.</p>
<p>Statement of Need, Overall Purpose, and Learner Objectives</p>	<p>A general program overview describing the identified need(s) (new information, new regulations) and the overall purpose or objectives (to train, to impart new information to the audience) MUST be communicated to the audience. This information will help the potential learner determine whether to attend.</p> <p>When writing learning objectives, begin with the phrase, "At the conclusion of this activity, the participant should be able to...", then list each objective in a bulleted format using action verbs in terms of behavior such as, compare, describe, discuss, assess, etc.</p>
<p>Course Faculty</p>	<p>List all speakers by name and credentials: John L. Doe, M.D. Position Title Department, Institution</p>
<p>Course Agenda/Time Schedule/Speakers</p>	<p>Include time, topic, and speaker/moderator</p>
<p>Use of Logos - The UAMS College of Medicine logo should be used on CME promotional materials. It may be used with other logos as necessary.</p>	<p>Artwork for the logo can be found at: http://creativeservices.uams.edu/uams%5Flogos/com-logos.asp</p>

<p>Americans with Disabilities Act (ADA) Statement</p>	<p>Special Needs: We are committed to making this CME activity accessible to all individuals. If you need auxiliary aid(s) or service(s) as identified in the Americans with Disabilities Act, or have a dietary restriction, please describe your needs on the registration form. Most requests can be accommodated if notification is received by ____insert date_____.</p>
<p>Registration Information</p>	<p>Course title Dates Registration fees (if applicable) Cancellation date and/or refund policy (highly recommended) Registrant's contact information (name, address, daytime phone, fax, email, degree and specialty) Method of payment (check or credit card)</p> <p>Required information for awarding CME credit: If you prefer to not place this information on the registration form, it is highly recommended to use the credit claim form at the conference to gather this information. Without this information, we cannot award credits to the participants. Ask the OCME staff about using this form.</p> <ul style="list-style-type: none"> • Contact Information (name, address, telephone, email address) • Last 4 digits of Social Security Number (Required for identification purposes only for CME credits.)
<p>Travel and Accommodations – if applicable</p>	<p>Hotel reservations, etc.</p>
<p>Return Panel</p>	<p>Your Office's Return mailing address Space for mailing address label Postage</p>
<p>Optional information</p>	
<p>Acknowledgements of Commercial Support</p>	<p>Use the following language when acknowledging educational grants:</p> <p>This activity has been supported by educational grants from the following:</p> <p><i>List of companies</i></p>

Formal Conferences Brochure, Website, and/or Email Checklist

Main or Front Panel

- Course Title
- Dates
- Location
- Sponsorship statement (use either the directly or jointly sponsored statement)

Any Panel (including front panel)

- Accreditation Statement (use either the directly or jointly sponsored statement)
- AMA Designation Statement
- Disclosure Policy Statement
- Target Audience
- Statement of Need, Overall Purpose and Learner Objectives
- Course Faculty listed with name and credentials
- Course Agenda/Time Schedule
- Acknowledgements of Commercial Support (if applicable)
- UAMS College of Medicine logo included & other logos, if needed

- Registration information
 - Course title
 - Date(s)
 - Registrant's contact info (name, address, daytime phone, fax, email, degree & specialty)
 - Registration fees (if applicable)
 - Method of payment (check or credit card) (if applicable)
 - ADA statement for special needs (highly recommended)
 - Cancellation date and/or refund policy (highly recommended)
- Travel and Accommodations (if applicable)
- Return panel
 - Return Address
 - Postage
 - Blank area for mailing address

Save the Date Cards (See example Save the Date Card)	
Must include:	a. Course Title b. Dates and Times c. Location d. Sponsorship e. Overall goals or purpose (It is not necessary to include “learner objectives”.)
Accreditation and Designation statements A “save the date” announcement may indicate that <i>AMA PRA Category 1 Credit(s)[™]</i> will be provided without stating the exact amount, but ONLY if the activity has been certified to receive <i>AMA PRA Category 1 credit[™]</i> by the OCME. It is NOT acceptable to publish or announce that “ <i>AMA PRA Category 1 Credit(s)[™]</i> has been applied for” or “CME credits are pending”.	The announcement must read exactly as follows: “This activity has been approved for <i>AMA PRA Category 1 Credit(s)[™]</i> .”

Save the Date Cards Checklist

- Course Title
- Dates and Times
- Location
- Sponsorship statement (use either the directly or jointly sponsored statement)
- Abbreviated Accreditation Statement (use either the directly or jointly sponsored statement)
- Statement of Overall Purpose or Goals

Regularly Scheduled Series (RSS) Flyers and Announcements (see Sample Flyers)	
Must include:	a. Course Title b. Dates and Times c. Location d. Directly or Jointly Sponsorship statement e. Purpose and/or objectives (The course overall goal/purpose, or the objectives of the course must be communicated to the audience.)
Accreditation Statement (use verbatim) only one of these applies to your event. Please choose the appropriate statement.	For Directly Sponsored Activities (verbatim) The University of Arkansas for Medical Sciences (UAMS) College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.
	For Jointly Sponsored Activities (verbatim) Be sure to insert your organization name where indicated! This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of The University of Arkansas for Medical Sciences (UAMS) College of Medicine and <name of joint sponsor(s)>. The UAMS College of Medicine is accredited by the ACCME to provide continuing education for physicians.
AMA Designation Statement (verbatim)	The UAMS College of Medicine designates this live activity for a maximum of [number of credits] <i>AMA PRA Category 1 Credit(s)</i> [™] . Physicians should only claim credit commensurate with the extent of their participation in the activity.
Faculty Disclosure Statement	<Insert speaker name>has no financial relationships with commercial entities to disclose. OR <Insert speaker name> has the following financial relationship(s) with commercial interest to disclose: <Insert name of commercial interest> <Insert relationship with commercial interest>
Acknowledgement of Commercial Support (if applicable)	If commercial support is obtained, include an acknowledgement statement on the flyer/announcement. This activity has been supported in part by an educational grant from: <i><insert name of supporter></i>

RSS Flyers and Announcements Checklist

- Course Title
- Dates and Times
- Location
- Sponsorship statement (use either the directly or jointly sponsored statement)
- Accreditation Statement (use either the directly or jointly sponsored statement)
- AMA Designation Statement
- Faculty Disclosure Statement
- Statement of Need, Overall Purpose and Learner Objectives
- Acknowledgements of Commercial Support (if applicable)

Reviewed and Revised 09/21/2010