Policy: CME Program – Advertising and Promotion

Purpose: This policy provides guidelines for managing advertising and promotions associated with PNWU’s CME Program and sponsored CME activities.

Policy: PNWU’s CME Program applies a responsible approach towards advertising and promotion of CME activities to effectively communicate with potential learners, to demonstrate compliance with organizational guidelines for communications, and to ensure that the American Osteopathic Association (AOA) and the Accreditation Council for Continuing Medical Education (ACCME) CME accreditation requirements are met.

Definitions: N/A

Procedure:
1. The PNWU CME Committee must approve all applications for CME credit prior to formal activity planning.
2. Once an activity is approved, promotional or advertising materials will be reviewed by the CME Committee and approved by the CME Director prior to release.
3. Promotional or advertising materials must include the following:
   a. Title of activity or course, date(s), location, sponsor(s) or provider(s)
   b. Appropriate accreditation statement
   c. Intended audience description
   d. Clearly stated objectives for the activity
   e. CME credits available (number and type(s)
   f. Faculty credentials
   g. Acknowledgement of any commercial support confirmed through a signed letter of agreement when materials are printed
   h. In accordance with the Americans With Disabilities Act, directions for participants requesting accommodation for special needs, with a date by which such requests must be submitted.
4. All promotional and advertising material will adhere to PNWU’s policies and guidelines associated with commercial support, industry relationships, social events, and communications guidelines.

Related Documents:
- Policy: CME Program – Commercial Support (in development)
- Policy: CME Program – Social Events (in development)
- Policy: Gift Acceptance
- Policy: Pharmaceutical and Biomedical Device Industry Relationships
- PNWU Staff and Faculty Handbook