

FA017 | Advertising, Marketing, and Promotion Related to CME Credit Policy

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Responsible Administrator: David Sakala,
Director, Continuing Medical Education, Office of
Faculty Affairs
Responsible Office: Faculty Affairs

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Approved by:



Marc J. Kahn, MD, Dean

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Definitions

Accreditation Statement: The standard statement that must appear on all Continuing Medical Education (CME) activity materials and brochures distributed by Accreditation Council for Continuing Education (ACCME)-accredited providers. There are two variations of the statement; one for directly provided activities and one for jointly provided activities.

AMA Credit Designation Statement: The statement that 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.

American Medical Association (“AMA”) Physician’s Recognition Award (“PRA”): The AMA PRA has recognized participation in CME since 1968. The AMA established the PRA certificate and the related AMA PRA credit system to recognize physicians who, by participating in CME activities, demonstrate their commitment to staying current with advances in medicine.

AMA PRA Category 1 Credit™: The type of CME credit that physicians earn by participating in certified activities sponsored by CME providers accredited by either the ACCME or an ACCME-recognized State/Territory Medical Society; by participating in activities recognized by the AMA as valid educational activities and awarded directly by the AMA; and by participating in certain international activities recognized by the AMA through its International Conference Recognition Program.

Statement of Purpose

The purpose of this policy is to ensure that advertising, marketing, and promotional materials (electronic and print) for accredited continuing education meet the requirements of the ACCME, AMA, and the University of Nevada, Las Vegas (“UNLV”).

Entities Affected by This Policy

All Kirk Kerkorian School of Medicine at UNLV (“SOM”) individuals affected are required to understand and comply with this policy. A record of this policy will be kept accessible to all individuals affected and made available upon request.

Required Acknowledgement

All entities affected are required to acknowledge they have read and understand this policy.

Policy

Advertising, marketing, and promotion of CME credit in conjunction with accredited continuing education may occur only after the activity is approved by the Kirk Kerkorian School of Medicine (“SOM”).

Advertising, marketing, and promotional materials related to CME credit must be approved by the SOM prior to their dissemination.

Advertising, marketing, and promotional materials related to CME credit must include the appropriate SOM (e.g., department) logo. Use of the SOM logo or in combination with an individual college, department, research center, or administrative unit (i.e., signature) must adhere to university and SOM graphic standards.

The ACCME accreditation statement must appear on CME activity materials and brochures distributed by accredited organizations, with the exception of initial, save-the-date type activity announcements. Such announcements contain only general, preliminary information about the activity such as the date, location, and title. If more specific information is included, such as faculty and objectives, the accreditation statement must be included.

The ACCME accreditation statement is as follows:

For directly provided activities: “The (name of accredited provider) is accredited by the Accreditation Council for Continuing Medical Education (“ACCME”) to provide continuing medical education for physicians.”

For jointly provided activities: “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 (name of accredited provider) and (name of nonaccredited provider). The (name of accredited provider) is accredited by the ACCME to provide continuing medical education for physicians.”

There is no co-providership; accreditation statement. If two or more accredited providers are working in collaboration on a CME activity, one provider must take responsibility for the compliance of that activity. Co-provided CME activities should use the directly provided activity statement, naming the one accredited provider that is responsible for the activity. The ACCME has no policy regarding specific ways in which providers may acknowledge the involvement of other ACCME-accredited providers in their CME activities.

In addition to the **ACCME accreditation statement**, CME activity materials and brochures must include the **AMA Credit Designation Statement** which is as follows:

The (name of accredited CME provider) 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 phrase “AMA PRA Category 1 Credit” is a trademark of the American Medical Association. Accredited CME providers must always use the complete italicized, trademarked phrase. The phrase Category 1 Credit cannot be used when referring to AMA PRA Category 1 Credit(s)™.

The AMA Credit Designation Statement must be written without paraphrasing and must be listed separately from accreditation and other statements.

Related Documents

[Accreditation Statement | ACCME](#)

[AMA PRA Credit System requirements | American Medical Association \(ama-assn.org\)](#)

Contacts

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