

# Beaumont

## EVENT MARKETING MATERIALS REQUIREMENTS FOR ACCREDITED CE EVENTS

### IMPORTANT REMINDERS

- All advertising and recruitment materials must be reviewed and approved by the CME department **prior** to printing/distributing. *We recommend you provide initial drafts for review prior to completing the design and layout process.*
- If advance authorization is not obtained and there is an error in, or omission of, any of the required elements of the printed promotional materials, the CE department **may require the materials to be corrected and reprinted and disseminated 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 your assigned CE contact.
- The statement, *AMA PRA Category 1 Credit(s)*<sup>™</sup>, is a trademarked statement of the American Medical Association (owner of the CME credit system) and must be used **verbatim every time** that it appears in a publication; it is **NOT permissible** to publish or announce that “*AMA PRA Category 1 Credit(s)*<sup>™</sup> **has been applied for**” or “**CME credits are pending**”. No mention of CME credit can be mentioned until official approval has been awarded.
- Confidential Registrant Information:** information on the identity of learners (participants, registrants) at Beaumont CME activities is the confidential property of Beaumont. Information on learners will only be released to third parties when learners have prospectively authorized the release of this information.

### Requirements for Save the Date Card • Abbreviated Announcements (★ = Required)

✓	Content	Comments
<input type="checkbox"/>	Presented by...	The Beaumont Health Department/Division of <Insert> presents...
<input type="checkbox"/>	★ Title, Date, Location	List prominently.
<input type="checkbox"/>	Sponsorship Statement <i>Optional</i>	Provided by Beaumont Health – OR – Provided by Beaumont Health in partnership with Oakland University William Beaumont School of Medicine – OR – Jointly provided by Beaumont Health and <Insert other organization(s) as identified on the CME application>
<input type="checkbox"/>	★ Logo <i>Optional for internal only distributions</i>	Beaumont Health logo (contact Marketing for logo and requirements). <i>If activity is jointly provided, other organization’s logo(s) can be added, but must not overshadow the Beaumont logo. If including the OUWB logo, contact OUWB directly for the logo and requirements.</i>
<input type="checkbox"/>	Credit statement for Save-the-Date/ abbreviated announcements only Note, a CE application must be submitted and approved before credits can be advertised.  If multiple CE credit types are being offered, this can be combined into a single statement. <i>Example:</i> This activity is approved for <i>AMA PRA Category 1 Credit</i> <sup>™</sup> , ANCC Contact Hours, and ACPE Contact Hours for pharmacists.	<b>Medicine CME (AMA PRA Category 1) credit:</b> This activity has been approved for <i>AMA PRA Category 1 Credit</i> <sup>™</sup> <b>AOA 1-A Osteopathic CME credit:</b> This activity has been approved for AOA Category 1-A Credit. <b>ACPE (Pharmacy) CE credit:</b> This activity has been approved for ACPE contact hours for [insert pharmacists and/or pharmacy technicians]. <b>ANCC (Nursing) CE credit:</b> This activity has been approved for ANCC contact hours. <b>APA (Psychology) CE credit:</b> This activity is approved for CE credit for psychologists. <b>ASWB ACE (Social Work) CE credit:</b> This activity is approved for ASWB ACE continuing education credit. <b>CDR CPEU (Dietetic) CE credit:</b> This activity is approved for CDR continuing professional education units.  <i>Note, you cannot state the number of approved credits in this abbreviated statement. To save space, we encourage you to add a statement, “For full CME/CE information, visit the conference website.</i>
<input type="checkbox"/>	★ Contact Information	Include CE contact, hosting department/organization contact, AND event website (if applicable)

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## Requirements for Brochures • Detailed Flyers/Posters • Websites (★ = Required)





✓	Content	Comments
<input type="checkbox"/>	Presented by...	The Beaumont Health Department/Division of <Insert> presents...
<input type="checkbox"/>	★ Title, Date, Location	List prominently.
<input type="checkbox"/>	Sponsorship Statement <i>Optional</i>	<p>Provided by Beaumont Health – OR –</p> <p>Provided by Beaumont Health in partnership with Oakland University William Beaumont School of Medicine – OR –</p> <p>Jointly provided by Beaumont Health and &lt;Insert other organization(s) as identified on the CME application&gt;</p>
<input type="checkbox"/>	★ Logo <i>Optional for internal only distributions</i>	Beaumont Health logo (contact Marketing for logo and requirements). <i>If activity is jointly provided, other organization's logo(s) can be added, but must not overshadow the Beaumont logo. If including the OUWB logo, contact OUWB directly for the logo and requirements.</i>
<input type="checkbox"/>	★ Description	Brief description informing potential participants about the CE activity (e.g., highlight specific topic areas)
<input type="checkbox"/>	★ Target Audience	Can be incorporated into the description and does not have to be an independent statement).
<input type="checkbox"/>	★ Learning Objectives	<p>At the conclusion of the activity, learners should be better able to:</p> <ul style="list-style-type: none"> <li>• Must insert objectives from approved CE application.</li> </ul>
<input type="checkbox"/>	★ Commercial Support	<i>Commercial supporters (companies that provide financial support in the form of educational grants) cannot be listed until there is a fully executed grant letter of agreement in place signed by Beaumont CME and the company. Exhibitors must not be acknowledged as commercial supporters or given special recognition; they are paying for a sales and marketing opportunity and not supporting the educational conference.</i>
<input type="checkbox"/>	★ Faculty List	<ul style="list-style-type: none"> <li>• List full name, degree(s), titles, and affiliations for speakers, panel members, moderators, planners, etc.</li> <li>• Course directors should be listed first and denoted.</li> <li>• Beaumont faculty with OUWB appointments must have titles and affiliations for both organizations listed.</li> <li>• First mention of OUWB should be listed as Oakland University William Beaumont (OUWB) School of Medicine; subsequent mentions should be listed as OUWB School of Medicine.</li> </ul>
<input type="checkbox"/>	★ Agenda Required if event is >2 hours	<p>Add statement "Agenda subject to change." Include times, presentation titles, and faculty names.</p> <p>Any presentations that are not CME-certified must be denoted as such. There MUST be a 30-minute break before AND after any promotional/non-CME lecture.</p>
<input type="checkbox"/>	★ Contact Information	<p>Include CME contact and hosting department/organization contact</p> <p>Include website address whenever possible</p>

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## ★ ACCREDITATION & CREDIT DESIGNATION STATEMENTS

★ = Required Content

The following statements cannot be altered in any way. Statements cannot be combined (there must be a line break between the statements).

✓	Comments
☐	<p>★<b>REQUIRED FOR ALL ACTIVITIES</b> <i>Accreditation Statement for Directly Provided Activities:</i>    <small>JOINTLY ACCREDITED PROVIDER™ INTERPROFESSIONAL CONTINUING EDUCATION</small>            In support of improving patient care, Beaumont Health is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.</p> <p style="text-align: center;">- OR -</p> <p style="text-align: center;"><i>Accreditation Statement for Jointly Provided Activities:</i>    <small>JOINTLY ACCREDITED PROVIDER™ INTERPROFESSIONAL CONTINUING EDUCATION</small>            In support of improving patient care, this activity has been planned and implemented by Beaumont Health and _____. Beaumont Health is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.</p> <p style="text-align: center;">- AND -</p> <p>★Required if AMA PRA Category 1 (Medicine) CME credit has been approved.  <b>Physicians:</b> Beaumont Health designates this live activity for a maximum of XX* AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.</p> <p>★Required if AOA 1-A (Osteopathic) CME credit has been approved.            Beaumont Health is accredited by the American Osteopathic Association to provide osteopathic continuing medical education for physicians.            Beaumont Health designates this program for a maximum of XX* AOA Category 1-A credits and will report CME and specialty credits commensurate with the extent of the physician's participation in this activity.</p> <p>★Required if ACPE (Pharmacy) CE credit has been approved.  <b>Pharmacists:</b> Beaumont Health designates this activity for X* ACPE contact hours. ACPE Universal Activity Number (UAN): JAXXXXXX-XXXX-XX-XXX-XXX-X. Pharmacists [and/or Pharmacy Technicians] should claim only the credit commensurate with the extent of their participation in the activity. Credit will be provided to NABP CPE Monitor within 60 days after the activity completion.</p> <p>★Required if ANCC (Nursing) CE credit has been approved.  <b>Nurses:</b> Beaumont Health designates this activity for a maximum of XX ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.</p> <p>★Required if APA (Psychology) CE credit has been approved.    <small>AMERICAN PSYCHOLOGICAL ASSOCIATION</small>  <b>Psychologists:</b> Continuing Education (CE) credits for psychologists are provided through the co-sponsorship of the American Psychological Association (APA) Office of Continuing Education in Psychology (CEP). The APA CEP Office maintains responsibly for the content of the programs.</p> <p>★Required if ASWB ACE (Social Work) CE credit has been approved.  <b>Social Work CE:</b> As a Jointly Accredited Organization, Beaumont Health is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. Regulatory boards are the final authority on courses accepted for continuing education credit. Social workers completing this course receive [insert #] continuing education credit(s).</p> <p>★Required if AAFP credit has been approved for the event/lecture.            See AAFP approval notification for correct accreditation statement.</p> <p>★Required if Dietetic CPEU has been approved for the event/lecture.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">   <small>the credentialing agency for the Academy of Nutrition and Dietetics</small>            Completion of this RD/DTR profession-specific or IPCE activity awards CPEUs (One IPCE credit = One CPEU).            If the activity is dietetics-related but not targeted to RDs or DTRs, CPEUs may be claimed which are commensurate with participation in contact hours (One 60 minute hour = 1 CPEU).            RD's and DTRs are to select activity type 102 in their Activity Log. Sphere and Competency selection is at the learner's discretion.         </div>

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✓	Content	Comments
<input type="checkbox"/>	Non-physician Statement <i>Optional</i>	Physician CME credit can be used to meet the continuing education requirements needed for Michigan nursing, physician assistant, and psychology licensing.
<input type="checkbox"/>	Special Needs Statement <i>Optional</i>	Beaumont Health is committed to making its activities accessible to all individuals. If you are in need of a special accommodation, please notify us in advance of the activity.
<input type="checkbox"/>	Facility/Directions/Lodging <i>Optional</i>	
<input type="checkbox"/>	★ Registration Fees	<i>NOTE: If the event is hosted by Beaumont and the event will be advertised to an external audience (i.e., providers not affiliated with Beaumont), a registration fee must be charged to participants. All registration fees must be approved by CME before finalizing/publishing.</i>  "There is no fee to attend, however, advance registration is required." – Or – "There is no fee to attend and advance registration is not required."
<input type="checkbox"/>	Registration Form	Online registration is preferred. If mail in option will be provided, required fields include full name, degree, email address, mailing address, specialty, cell phone number. <i>ACCEPTABLE METHODS OF PAYMENT include Credit Cards or Checks – CASH PAYMENTS ARE NOT ALLOWED PER BEAUMONT POLICY. If credit card payment must be collected via secure online payment form or P2PE device.</i>
<input type="checkbox"/>	★ Cancellation and Refunds <i>Required if a fee is being charged.</i>	<i>Suggested language:</i> Cancellations or refund requests must be received by <INSERT DATE>; a \$X cancellation processing fee will be assessed to all cancelled registrations. Cancellation or refund requests after <DATE> will not be honored. To cancel a registration, please send an email to <INSERT EMAIL> with "Cancellation" in the subject line.

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## Additional Requirement for Web-based Activities\*:

✓	Content	Comments
<input type="checkbox"/>	★ Release date, Expiration date, and Estimated time to complete	Required for web-based educational activities only.

Additional Resources (click on title to access file):

- [Beaumont Branding Guide](#)