

# Beaumont

## CME REQUIREMENTS FOR EVENT MARKETING MATERIALS [SAVE THE DATE / BROCHURE / WEBSITE]

### IMPORTANT REMINDERS

- All recruitment materials must be reviewed and approved by the Department of CME **prior** to printing. *We recommend you provide initial drafts of materials for CME review prior to completing the design and layout process.*

It is the policy of Beaumont Health that the Marketing and Public Affairs department manage the image of the corporation by coordinating all forms of printed communication intended for use to external publics. The marketing department must review all pieces for external publics prior to printing and distribution (Beaumont Policy 196).
- If advance authorization is not obtained from CME and there is an error in, or omission of, any of the required elements of the printed promotional materials, CME **may 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 your assigned CME contact.
- The statement, *AMA PRA Category 1 Credit(s)<sup>TM</sup>*, is a trademarked statement of the AMA 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>TM</sup> has been applied for" or "CME credits are pending". CME may not be mentioned at all until official approval has been awarded.
- Confidential Registrant Information:** information on the identity of learners (participants, registrants) at Beaumont CME activities is considered to be 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.

### Save the Date/Announcement Requirements (★ = Required Content)

✓	Content	Comments
	Presented by...	The Beaumont Health Department/Division of <Insert> presents...
	★ Title, Date, Location	List prominently.
	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>
	★ Logo	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.</i>
	CME Credit statement	<i>For save-the-date cards/posters: you may use only the below statement (note, you cannot state the number of approved credits in this statement). If you wish to state the number of approved credits, then you must use the full credit designation and accreditation statements provided in the next section.</i> This activity has been approved for <i>AMA PRA Category 1 Credit.<sup>TM</sup></i> <i>If Osteopathic credit is being offered:</i> This activity has been approved for AOA Category 1-A Credit.
	★ Contact Information	Include CME contact and department contact Include website address whenever possible

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## Brochures/Flyers/Website Announcement Requirements (★ = Required Content)

✓	Content	Comments
	Presented by...	The Beaumont Health Department/Division of <Insert> presents...
	★ Title, Date, Location	List prominently.
	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>
	★ Logo	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.</i>
	★ Purpose/Description	Brief description informing potential participants about the seminar (e.g., highlight specific topic areas)
	★ Target Audience	Must match what was approved on the CME application (can be incorporated into the purpose/description and does not have to be an independent statement).
	★ 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 CME application.</li> </ul>
	Faculty Disclosure	<i>All speakers and members of the planning committee have been asked to disclose any relevant relationships they may have with commercial interests. The presence or absence of relationships will be disclosed at the time of the meeting.</i>
	Commercial Support <i>(if applicable)</i>	<p><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></p> <p>This CME activity is supported by educational grants from &lt;INSERT COMPANIES&gt;.</p>
	<p><b>ALLOPATHIC</b></p> <p>★ Accreditation and Credit Designation <i>Required if stating the specific number of credits.</i></p> <p><b>Important:</b> <i>The accreditation and credit designation statements cannot be altered in any way.</i></p> <p><i>The statements cannot be combined (there must be a line break between the 2 statements).</i></p> <p><i>AMA PRA Category 1 Credit(s)<sup>TM</sup> must be italicized with the TM.</i></p>	<p><i>Directly Provided Accreditation Statement (do not include this heading):</i></p> <p>Beaumont Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.</p> <p style="text-align: center;"><b>- OR -</b></p> <p><i>Jointly Provided Accreditation Statement (do not include this heading in your materials):</i></p> <p>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 Beaumont Health and &lt;Organization Name&gt;. Beaumont Health is accredited by the ACCME to provide continuing medical education for physicians.</p> <p style="text-align: center;"><b>- AND -</b></p> <p>Beaumont Health designates this live activity for a maximum of &lt;INSERT NUMBER OF CREDITS&gt; <i>AMA PRA Category 1 Credit(s)<sup>TM</sup></i>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.</p> <p>Number of credits subject to change.</p>

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✓	Content	Comments
	<p><b>OSTEOPATHIC</b> ★ Accreditation and Credit Designation</p> <p><i><b>Important:</b> The accreditation and credit designation statements cannot be altered in any way.</i></p> <p><i>The statements cannot be combined (there must be a line break between the 2 statements).</i></p>	<p>★ Required if AOA credit being offered</p> <p>Beaumont Health System – Troy Hospital is accredited by the American Osteopathic Association to provide osteopathic continuing medical education for physicians.</p> <p>Beaumont Health System – Troy Hospital designates this program for a maximum of &lt;INSERT NUMBER OF CREDITS&gt; 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>Osteopathic Specialty Credits Available: &lt;INSERT SPECIALTY CREDITS&gt;</p> <p>Number of credits subject to change.</p>
	<p><b>AMERICAN ACADEMY OF FAMILY PHYSICIANS</b> <i>If applicable</i></p>	<p>See AAFP approval notification for correct accreditation statement.</p>
	<p>Non-physician Statement</p>	<p>Non-physician professionals should check with their individual credentialing bodies to confirm that participation in this CME activity will be approved for credit. CME credits can be used to meet the continuing education requirements needed for Michigan physician assistant and nursing relicensure without limitation.</p>
	<p>★ Faculty List</p>	<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>
	<p>★ Agenda</p>	<p>Add statement “<b>Agenda subject to change.</b>”</p> <p>Include times, presentation titles, and faculty names</p> <p>Any presentations that are not CME-certified should be denoted as such.</p>
	<p>★ Contact Information</p>	<p>Include CME contact and department contact</p> <p>Include website address whenever possible</p>
	<p>Special Needs Statement</p>	<p>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.</p>
	<p>Going Green Statement <i>Optional</i></p>	<p>&gt; <b>GOING GREEN:</b> In accordance with our efforts to be environmentally responsible, we are taking a “Go Green” approach to conference materials. We will not provide printed presentation materials. Instead, you may access presentations after the conference on our website via exclusive attendee-only access.</p>
	<p>Facility/Directions/ Lodging <i>Optional</i></p>	

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	Registration Form	Online registration is preferred. If mail in option will be provided, form required fields include full name, degree, email address, mailing address, specialty, cell phone number. <i>ACCEPTABLE METHODS OF PAYMENT include Credit Cards, Checks, or Journal Transfers (internal registrants only) – CASH NOT ACCEPTED</i>												
	★ Registration Fees	<p>If no registration fees will be charged, recommend stating (if applicable): “There is no fee to attend, however, registration is required.”</p> <p>If CME is managing the registration process, all registration fees must be discussed with and approved by CME before finalizing.</p> <p>Recommended posting of registration fees:</p> <ul style="list-style-type: none"> <li>• Early Bird Rate – state “Before or on DATE”</li> <li>• Standard Rate – state “Date after early bird ends – end date”</li> <li>• Late/on-site Rate – state “date after standard ends – date of conference”</li> </ul> <p>Example: Conference Date is October 28</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th></th> <th style="text-align: center;"><b>Early Bird</b> <i>Before or on October 10</i></th> <th style="text-align: center;"><b>Standard</b> <i>October 11-25</i></th> <th style="text-align: center;"><b>Late/On-Site</b> <i>October 26-28</i></th> </tr> </thead> <tbody> <tr> <td>Physician</td> <td style="text-align: center;">\$50</td> <td style="text-align: center;">\$75</td> <td style="text-align: center;">\$100</td> </tr> <tr> <td>Non-Physician</td> <td style="text-align: center;">\$25</td> <td style="text-align: center;">\$50</td> <td style="text-align: center;">\$75</td> </tr> </tbody> </table> <p style="text-align: center; color: blue; font-weight: bold;">&gt; REGISTER ONLINE THROUGH OCTOBER 25 AT  <a href="https://beaumont.cloud-cme.com/INSERTCONFERENCEWEBSITE">https://beaumont.cloud-cme.com/INSERTCONFERENCEWEBSITE</a></p> <p style="text-align: center;">EARLY BIRD REGISTRATION THROUGH OCTOBER 10</p>		<b>Early Bird</b> <i>Before or on October 10</i>	<b>Standard</b> <i>October 11-25</i>	<b>Late/On-Site</b> <i>October 26-28</i>	Physician	\$50	\$75	\$100	Non-Physician	\$25	\$50	\$75
	<b>Early Bird</b> <i>Before or on October 10</i>	<b>Standard</b> <i>October 11-25</i>	<b>Late/On-Site</b> <i>October 26-28</i>											
Physician	\$50	\$75	\$100											
Non-Physician	\$25	\$50	\$75											
	★ Cancellation and Refunds  <i>Required if CME is managing registration; otherwise optional.</i>	<p>Cancellations or refund requests must be received by &lt;INSERT DATE&gt;; a \$25 cancellation processing fee will be assessed to all cancelled registrations. Cancellation or refund requests after &lt;DATE&gt; will not be honored. To cancel a registration, please send an email to &lt;INSERT EMAIL&gt; with “Cancellation” in the subject line.</p>												

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## Additional Requirement for Web-based Activities:

✓	Content	Comments
	★ ★ 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](#)