

RIVERSIDE METHODIST HOSPITAL
CONTINUING MEDICAL EDUCATION (CME)

**POLICY FOR
PROMOTION OF CME CONFERENCES**

Effective June 1, 1999
Revised April 26, 2002

PURPOSE: The purpose of this policy is to establish requirements for all promotional materials to be created and distributed as advertisement for any educational activity planned in conjunction with Riverside Methodist Hospital's CME Office.

Riverside Methodist Hospital's Continuing Medical Education (CME) Office is responsible for the development, design, promotion and implementation of all educational activities for which it provides CME credit. Therefore, the following guidelines apply to the promotional materials for any CME activity planned in conjunction with Riverside's CME Office:

Direct Sponsorship- activities sponsored solely by Riverside

- 1) All fliers, brochures or other promotional pieces must contain the following items: a) the target audience; b) the objectives for the activity; c) Riverside's accreditation and designation statements; d) the speaker's name and credentials; and e) the topic, time and location of the activity.
- 2) All course/symposia brochures must contain the following items in addition to items "a"- "e" above: a) the Riverside logo and the phrase, "Sponsored by Riverside Methodist Hospital" on the front cover; b) disclosure statement; c) recognition of commercial support (pharmaceutical support, etc.) as available at time of print; and d) the planning committee members.
- 3) No logos in addition to OhioHealth and/or Riverside shall be permitted.
- 4) All promotional pieces must be approved by the CME Office prior to print and distribution.

Joint Sponsorship- activities planned with a non-accredited organization/institution

- 1) All activities for which Riverside provides CME credit in cooperation with an unaccredited organization/institution (known as Joint sponsorship) must contain the following items: a) the target audience and objectives; b) the disclosure statement and recognition of commercial support; c) the joint sponsorship accreditation and designation statement; d) the speaker(s) name and credentials; and e) the topic, time and location of the activity.
- 2) **The phrase, "CME credit provided by Riverside Methodist Hospital's Continuing Medical Education Committee" must be on the cover.** The unaccredited organization/institution's name and logo may be used if the activity is jointly sponsored, but it must be preceded by the phrase, "Jointly sponsored by..."
- 3) All promotional pieces must be approved by the CME Office prior to print and distribution.

Co-Sponsorship- activities planned with another accredited organization/institution

- 1) All fliers, brochures or other promotional pieces must contain the following items: a) the target audience; b) the objectives for the activity; c) Riverside's accreditation and designation statements; d) the speaker's name and credentials; e) the topic, time and location of the activity; f) the disclosure statement; g) recognition of commercial support (pharmaceutical support, etc.) as available at time of print; and h) the planning committee members.
- 2) All promotional pieces must recognize Riverside Methodist Hospital as one of the co-sponsors. If Riverside is the "responsible entity" of the co-sponsorship arrangement, our name and/or logo must be predominant.
- 3) All promotional pieces must be approved by the CME Office prior to print and distribution.