

# Beaumont

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

### IMPORTANT REMINDERS

- All advertising and recruitment materials must be reviewed and approved by the Department of CE **prior** to printing. *We recommend you provide initial drafts for CE 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>TM</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>TM</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	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	<b>If Medicine CME (AMA PRA Category 1) credit offered:</b> This activity has been approved for AMA PRA Category 1 Credit. <sup>TM</sup> <b>If 1-A Osteopathic CME credit offered:</b> This activity has been approved for AOA Category 1-A Credit. <i>Note, you cannot state the number of approved credits in this abbreviated 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>
<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	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"/>	★ Purpose/Description	Brief description informing potential participants about the seminar (e.g., highlight specific topic areas)
<input type="checkbox"/>	★ Target Audience	<p>Can be incorporated into the purpose/description and does not have to be an independent statement).</p> <p><b>If APA CE provided</b>, state if the activity is introductory, intermediate, or advanced.</p>
<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	<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 CE 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><b>If APA CE provided</b>, state: This CE activity is supported by educational grants from &lt;INSERT COMPANIES&gt;. – OR – This CE activity is not supported by commercial interests.</p>
<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><i>Any presentations that are not CE-certified must be denoted as such. There MUST be a 15-minute break before AND after any promotional/non-CE lecture.</i></p>
<input type="checkbox"/>	★ Contact Information	<p>Include CE 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></p> <div style="display: flex; align-items: flex-start;">  <p>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> </div> <p style="text-align: center;">- OR -</p> <p><i>Accreditation Statement for Jointly Provided Activities:</i></p> <div style="display: flex; align-items: flex-start;">  <p>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> </div> <p style="text-align: center;">- AND -</p> <p><b>★ Required if AMA PRA Category 1 (Medicine) CME credit has been approved.</b></p> <p><b>Physicians:</b> Beaumont Health designates this live activity for a maximum of <b>XX*</b> <i>AMA PRA Category 1 Credit(s)</i><sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.</p> <p><b>★ Required if AOA 1-A (Osteopathic) CME credit has been approved.</b></p> <p>Beaumont Health is accredited by the American Osteopathic Association to provide osteopathic continuing medical education for physicians.</p> <p>Beaumont Health designates this program for a maximum of <b>XX*</b> 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><b>★ Required if ACPE (Pharmacy) CE credit has been approved.</b></p> <p><b>Pharmacists:</b> Beaumont Health designates this activity for <b>X*</b> ACPE contact hours. ACPE Universal Activity Number (UAN): JAXXXXXX-XXXX-XX-XXX-XXX-X. Pharmacists 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><b>★ Required if ANCC (Nursing) CE credit has been approved.</b></p> <p><b>Nurses:</b> Beaumont Health designates this activity for a maximum of <b>XX</b> ANCC contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.</p> <p><b>★ Required if APA (Psychology) CE credit has been approved.</b></p> <p><b>Psychologists:</b> Beaumont Health is approved by the American Psychological Association to sponsor continuing education for psychologists. Beaumont Health maintains responsibility for this program and its content. This program is approved for <b>XX*</b> CE credit(s).</p> <p><b>★ Required if ASWB ACE (Social Work) CE credit has been approved.</b></p> <p><b>Social Workers:</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. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. Beaumont Health maintains responsibility for this course. Social workers completing this course receive <b>XX</b> continuing education credits.</p> <p><b>★ Required if AAFP credit has been approved for the event/lecture.</b></p> <p>See AAFP approval notification for correct accreditation statement.</p>

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<input type="checkbox"/>	Non-physician Statement [OPTIONAL]	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	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	<p><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></p> <p><b>If no registration fees will be charged <u>and Psychology APA CE is being provided, the following must be stated:</u></b></p> <p>“There is no fee to attend, however, advance registration is required.” – Or – “There is no fee to attend and advance registration is not required.”</p>
<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</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.

★ = Required Content

## 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.

\*Psychology (APA) CE credit is not available for web-based activities.

Additional Resources (click on title to access file):

- [Beaumont Branding Guide](#)