

GUIDELINES FOR FLYERS & BROCHURES FOR CME ACCREDITED ACTIVITIES

The following elements should be included in a flyer, brochure or announcement of a CME accredited activity:

- Organization or department name
- Title, date, time, location
- Overview (brief description)
- Speaker(s), Planners, Activity Director (or link to list)
- Target audience
- Objectives
- Disclosure of planners, speakers, commercial support (grant)
- Accreditation statement
- WebEx link for live stream (if applicable); Bit.ly recommended
- Contact and registration information (including link to online registration)

*Please feel free to use your own graphics, logo, and fonts for **jointly provided** CME activities. For **directly provided** CME activities, please follow Central Michigan University Communications Guidelines at: <http://bit.ly/3vt1TJI>*

EXAMPLES

Disclosures and Accreditation Statements should be in the same size font as the text of the flyer or brochure (they can be in a different font) but no smaller than 10 points.

Disclosures (PowerPoint, written or verbal):

Please note Updated Disclosure Statements in 2021

Nothing to Disclose (No relevant relationships)	Disclosure of relevant financial relationship
The planner(s) and speaker(s) have no relevant financial relationships with ineligible companies to disclose.	Mary Martin, DO, planner, has received a research grant from Merck.
Jane Doe, MD, speaker, has no relevant financial relationships with ineligible companies to disclose.	John Smith, MD PhD, speaker, is on the speakers' bureau for Pfizer.
None of the planner(s) and speaker(s) have relevant financial relationships to disclose with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products use by or on patients.	Sanofi has provided an educational grant in support of this educational activity. All of the relevant financial relationships listed for these individuals and/or activities have been mitigated.

Accreditation Statements

Direct providership for a live activity* *CMU College of Medicine, CMU Health only*

Central Michigan University College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

CMU College of Medicine designates this live activity for a maximum of 1.0 *AMA PRA Category 1 Credit*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Joint providership accreditation statement for a live activity*

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 Central Michigan University College of Medicine and Name of Your Organization. CMU College of Medicine is accredited by the ACCME to provide continuing medical education for physicians.

Central Michigan University College of Medicine designates this live activity for a maximum of 4.25 *AMA PRA Category 1 Credits*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Italicize *AMA PRA Category 1 Credit(s)*TM – **not** the TM – as it is a registered trademark of the American Medical Association.

**The American Medical Association (AMA) specifies the following formats as approved for certification: live activity, enduring material, journal-based CME, test item writing, manuscript review, PI CME, Internet point of care (POC) learning, and "other."*

CMU College of Medicine | Continuing Medical Education

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