

TITLE	EEH ACME PROGRAM: ADVERTISING AND PROMOTION OF ACCREDITED CME ACTIVITIES POLICY
PURPOSE	<ol style="list-style-type: none">1) To set forth the policy for advertising and promotion of CME activities by Edward-Elmhurst Health's Accredited Continuing Medical Education Program ("ACME Program").2) To comply with the Illinois State Medical Society (ISMS) and the Accreditation Council for Continuing Medical Education (ACCME) advertising and promotion standards and standards for commercial support.
APPLICABILITY	Edward-Elmhurst Health
POLICY STATEMENT(S)	The Edward-Elmhurst Health Accredited CME Program shall only provide and award continuing medical education credit for educational activities that: (i) follow the procedures outlined in this policy; and (ii) are approved by the Program & Education Committee; and/or the Chair of the Program & Education Committee; and/or the majority members of the Program & Education Committee. Any activity that fails to comply with approved standards will be suspended from receiving <i>AMA PRA Category 1 Credit™</i> and held to corrective action. If no corrective action is taken, credit is suspended indefinitely, and the activity planner(s) will not be permitted to apply for <i>AMA PRA Category 1 Credit™</i> in the future.
DEI STATEMENT(S)	Edward-Elmhurst Health as an institution, and the Accredited CME Program as its supporter, is fighting systemic racism, institutionalized biases, and healthcare inequities. To build a more diverse healthcare community and reduce disparities and injustices in the medical profession, the ACME Program asks that speaker(s), content authors, planners, and others involved in Accredited CME activities are representative of all races, ethnicities, genders, gender identities, sexual orientations, generations, backgrounds. Additionally, the material should be carefully reviewed to reflect linguistically appropriate content, narratives developed with an equitable lens and key terms and concepts used in the context of health equity. When appropriate, conversations on how health equity and DEI+J impact the educational topic should be included.
DEFINITION(S)	Accredited CME Activity: An activity accredited by the Edward-Elmhurst Health ACME Department (20-8681) designated for a specified amount of <i>AMA PRA Category 1 Credit™</i> . Planner(s): An individual or group of individuals involved in the planning process and implementation, facilitation, or moderation of an accredited CME activity. Speaker(s): An individual or group of individuals presenting, speaking, or delivering content at an accredited CME Activity.
PROCEDURE	<u>Emphasis on Education</u> <ol style="list-style-type: none">I. Marketing for Edward-Elmhurst Health's (EEH) Accredited Continuing Medical Education (ACME) Program must focus on an activity's subject matter rather than speaker, hospital

unit, or scope of service. To achieve this objective, images should focus on the educational content.

- II. Promotional materials may include limited imagery of the venue, service, or speaker, but may not include any recreational activities or in-depth service line or hospital unit marketing. A venue or health service website address may be used to direct learners to additional information. Use of EEH imagery or logo is acceptable.

Freedom From Commercial Marketing or Product Messaging

- III. All Edward-Elmhurst Health's Accredited Continuing Medical Education brochures, flyers, activity websites, banner advertisements, syllabi, slides, etc. must be entirely free of ineligible company and commercial marketing or product messaging including logos and slogans. The exception is the EEH logo and/or EEH's ACME Program Logo, the Illinois State Medical Society Logo, and the ACCME logo

Limited Promotion Prior to Activity Approval or Formal Application

- IV. Except for a "Save the Date" notice, which includes only title, date, location, and speaker name (no mention of CME or any credit types); absolutely no promotion of an accredited CME activity may occur until the application for credit has been completed, submitted, and approved by the Program & Education Committee.

All Promotional Material Must Be Approved by the ACME Department

- V. Presenter/Speaker involvement in the promotional process is encouraged. However, before the distribution or posting of activity information, any promotional materials (including, but not limited to: social media, emails, electronic and print advertising, website information, brochures, flyers, etc.) must be approved by the EEH ACME Department to ensure compliance with ISMS/ACCME standards and requirements

No Promotion by Ineligible Companies

- VI. Edward-Elmhurst Health accredited CME activities are not permitted to be marketed on ineligible company* websites (**as defined by the Accreditation Council for Continuing Medical Education*), or marketed by ineligible companies* because such promotion could be misunderstood to imply a relationship that does not exist.
- VII. Edward-Elmhurst Health does not accept commercial support in any form. See *EEH ACME Program Solicitation and Acceptance of Commercial Support Policy*.

CROSS REFERENCE(S)

- *CME Process & Instructions*
- *EEH CME Program Solicitation and Acceptance of Commercial Support Policy*

Approved By: Program & Education Committee: **9/10/2020**, 09/08/2022
Medical Executive Committee: **9/16/2020**