

PROMOTION FOR A CME ACTIVITY

Last Updated: November 3, 2008

1. Brochure – completion date and mailings planned (describe below)
2. Other type of announcements, i.e. flyers, e-mail, fax broadcast (dates and results)
3. Promotional materials must include the following:
 - a. **Sponsorship statement**-- *Sponsored by the American Urological Association prominently displayed with the AUA logo, activity title or name*
It is not acceptable to list supporting industry companies as Sponsors. As the accredited CME provider, AUA is the only sponsor. AUA has been a directly sponsoring provider since it earned AMA/ACCME accreditation and does not provide CME credits for activities unless AUA is the direct sponsor. AUA does not "joint" sponsor activities at this time.
 - b. **Accreditation statement** -- *The American Urological Association is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.*

The American Urological Association takes responsibility for the content, quality, and scientific integrity of this CME activity.
 - c. **Credit hours designation statement** –*The American Urological Association designates this educational activity for a maximum of XX.XX AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.*
 - d. **AUA Disclosure Policy** –*As a provider accredited by the ACCME, the AUA must insure balance, independence, objectivity and scientific rigor in all its activities.*

All faculty participating in an educational activity provided by the AUA are required to disclose to the audience any relevant financial relationships with any commercial interest to the provider. The intent of this disclosure is not to prevent faculty with relevant financial relationships from serving as faculty, but rather to provide members of the audience with information on which they can make their own judgments. The AUA must resolve any conflicts of interest prior to the commencement of the educational activity. It remains for the audience to determine if the faculty's relationships may influence the educational content with regard to exposition or conclusion. When unlabeled or unapproved uses of drugs or devices are discussed, these are also indicated.
 - e. **Unlabeled or unapproved use of drugs or devices** -- *It is the policy of the AUA to require the disclosure of all references to unlabeled or unapproved uses of drugs or devices prior to the presentation of educational content. The audience is advised that this continuing medical education activity may contain reference(s) to unlabeled or unapproved uses of drugs or devices. Please consult the prescribing information for full disclosure of approved uses.*

- f. **Intended and target audience** – Urologists? Residents? Allied Health? – and prerequisites, if any, to attending or participating in the activity
- g. Topic/s to be covered – if program or articles not included
- h. **Commercial support acknowledgement** (*if known*). If more support is expected, refrain from listing only one company. All companies are acknowledged in enduring materials and at a meeting site and in the meeting study guide or on site materials.
- i. **Statement of need.** What is the scientific environment that created a demand for this activity? New technology, patient demands based on literature reviews, changing laws regarding treatment options? The Learning Objectives should reflect the details of the Needs Statement. Needs assessments must be statistically related and preferred sources are: CDC, NIH, Medline Journals, etc.
- j. **Educational Learning Objectives** – active voice; clear succinct statements of what changes occur in patient care, treatment options, knowledge, communication options and in the medical practice as a result of participating in this activity.
- k. **Faculty** – Name, title, credentials, (disclosures if known for all faculty).
- l. **Disclaimer: Disclaimer:** The opinions and recommendations expressed by faculty, authors, and other experts whose input is included in this program are their own and do not necessarily represent the viewpoint of the AUA.
- m. **Evidence Based Content:** As a provider of continuing medical education accredited by the ACCME, it is the policy of the AUA to review and certify that the content contained in this CME activity is valid, fair, balanced, scientifically rigorous, and free of commercial bias.

n. (Enduring Materials only)—special instructions and information

- a. Original Release Date
- b. Review Date, if applicable
- c. Expiration Date (no longer than 3 years)
- d. Estimated time to complete the educational activity
- e. Design of the activity and how learner is involved
- f. Copyright if applicable with month, year
- g. Disclaimer: The opinions and recommendations expressed by faculty/authors and other experts whose input is included in this program are their own and do not necessarily represent the viewpoint of the American Urological Association. This enduring material is produced for educational purposes only. Use of the American Urological Association name implies review of educational format design and materials only.
- h. Evaluation and how to use
- i. Instructions on getting CME Credit
- j. CME Certificates delivery and expectation