



Operating Policy and Procedure

SOM OP: 60.12 Appropriate Use of Marketing and Promotion

PURPOSE: The purpose of this policy is to describe the appropriate management of marketing and promotional advertisements, announcements, flyers and brochures.

REVIEW: This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Texas Tech University Health Sciences Center (TTUHSC) Center of Accredited Interprofessional Continuing Medical Education (CAICME). If a revision to the policy is recommended, the TTUHSC CME Executive Committee will review and approve changes.

POLICY/PROCEDURE:

Policy

I-accredited education offered in conjunction with

Additionally, we will use without alteration, the accreditation and to us by Joint Accreditation. This information can be found on:

[Joint Accreditation for Interprofessional Continuing Education](#)

The accreditation and credit designation statements are to be used in print and electronic formats g. flyers/brochures, course syllabus, credit certificate, landing page of internet activity or enduring material, etc.) TTUHSC CAICME must review and approve all advertisements, announcements, flyers, and brochures prior to printing and/or distribution.

Procedures

1. All print and electronic flyers, brochures, front matter/landing pages, and announcements* must contain the correct Joint Accreditation statement and Joint Accreditation Provider Mark. For example:

For Directly Provided Activities:



In support of improving patient care,

For Multiple Organization Activities:



2. All print and electronic flyers, brochures, front matter/landing page and announcements* must contain the correct credit designation statements.
 - a. **IPCE Credit:** Jointly accredited providers may include the following credit mark and statement with their interprofessional continuing education activities *in addition* to the Joint Accreditation statement. The interprofessional continuing education (IPCE) credit designation should only be used for activities that have been planned by and for the healthcare team. For activities that are focused on a single profession, for example, medicine, nursing, or pharmacy, jointly accredited providers should designate that appropriate credit. Use of the IPCE credit is *optional* but will serve to highlight to your learners that the activity has been planned by and for the healthcare team. The IPCE credit mark and statement of credits can be included on certificates of participation or other meeting material as determined by the jointly accredited provider.



This activity was planned by and for the healthcare team, and learners will receive (INSERT #) Interprofessional Continuing Education (IPCE) credits for learning and change.

Joint Accreditation Criteria require that IPCE reflect practice-based needs and utilize the educational modality most appropriate to the expected results. Activities may be designed to allow learners to participate at their own pace and/or over a period of time. Therefore, IPCE credits should be calculated by the jointly accredited provider based on the estimated time allotted for the education. The jointly accredited provider may establish a reasonable estimate of the hours of engagement for the educational activity. Reference: [JA IPCE-credit memo-to-JA-providers_012017 \(5\).pdf](#)

- b. **CME Credit:** When awarding continuing medical education (CME) credit, TTUHSC CAICME will comply with the requirements established by the credit system, e.g., AMA PRA Category 1 Credit, AAFP Prescribed Credit, ACOG Cognates. Reference: [The Physician's Recognition Award and credit system 2017 revision | AMA \(ama-assn.org\)](#)

Credit Designation Statement to use:

Texas Tech University Health Sciences Center designates this [learning format] for a maximum of [number of credits] *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

***Exception:** Save the Date announcements that do NOT identify the number of credits being offered, are not required to have the accreditation and credit designation statements. Save the Date announcements may state "This activity has been approved for *AMA PRA Category 1 Credit(s)*[™]".

- c. **CPE Credit:** When awarding continuing pharmacy education (CPE) credit, TTUHSC CAICME will utilize the online submission of activity and participant information via CPE Monitor[™]. For instructions on awarding ACPE credit, please refer [CPE-Monitor-Instructions](#) on the Joint Accreditation website.

Credit Statement to use:

Texas Tech University Health Sciences Center designates this activity X contact hour. It is the responsibility of the pharmacist {and pharmacy technician} to provide the correct information [i.e. e-Profile ID and DOB (in MMDD format)] to receive credit for participating in a CE activity. Credit will be provided to NABP CPE Monitor. UAN#: JA0000XXXX-XXXX-XX-XXX-XXX-X.

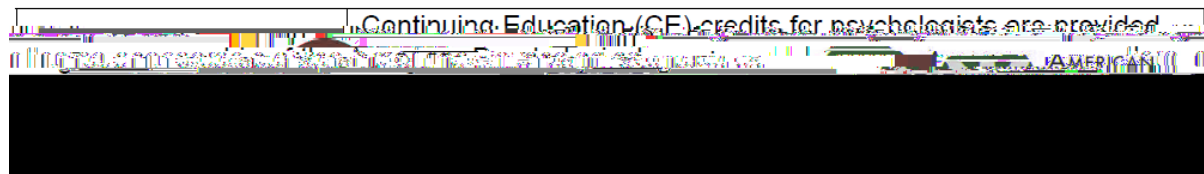
- d. **CNE Credit:** When awarding American Nurses Credentialing Center (ANCC) contact hours, TTUHSC CAICME will comply with the credit requirements established by the ANCC. Please refer to the [CNE Standards](#) on awarding ANCC contact hours.

Credit Designation Statement to use:

Texas Tech University Health Sciences Center designates this activity for X Nursing contact hours. Nurses should only claim credit commensurate with the extent of their participation in the activity.

- e. **APA Credit:** When awarding American Psychological Association (APA) credit, TTUHSC CAICME will comply with the requirements established by APA. For instructions on awarding this credit, please see the lease see [APA standards](#).

Credit Statement to use:



XX Continuing Education (CE) credits are awarded.

- f. **AAPA Credit:** AAPA has developed CME approval logos for AAPA Category 1 CME credit, AAPA Category 1 PI-CME credit, and AAPA Category 1 Self-Assessment CME credit. These logos are designed to be used adjacent to the credit designation statement as a way of alerting PAs that the needs of PAs were considered in the planning of the activity and that AAPA CME credit has been designated.

AAPA Credit Designation Statement – Live:

Texas Tech University Health Sciences Center has been authorized by the



Resource: [AAPA Standards](#)

9. Educational material that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for any ineligible company, including cooperate or product logos, trade names, or product group messages. Ineligible companies may not provide access to or distribute, accredited education to learners.