

GUIDELINES FOR PRINTED MATERIALS

Below is a list of ACCME and Weill Cornell Medicine CME guidelines for printed materials (i.e. brochures, flyers, posters, announcements, etc.).

1. All brochures and flyers must be approved by the CME Committee at least three weeks prior to sending or posting of any materials.
2. The Weill Cornell logo must appear on the front of any brochure, flyer or announcement. The CME Office can provide this upon request to any approved activities.
3. The ACCME Accreditation and Credit Designation Statements **MUST** appear on all brochures or flyers. This statement must appear as two separate paragraphs as follows:

Weill Cornell Medical College is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Weill Cornell Medical College designates this live activity for a maximum of _____ *AMA PRA Category 1 Credit(s)*TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

4. The Faculty Disclosure Statement must appear on all brochures. The following statement is required:

It is the policy of Weill Cornell Medical College to adhere to the ACCME Criteria, Policies and New Standards for Integrity and Independence in Accredited Continuing Education and to ensure all content is valid in order to ensure fair balance, independence, objectivity, and scientific rigor in all its provided activities. All speakers, Course Directors, Co-Course Directors, planners, reviewers, and staff members participating in provided activities are expected to disclose relevant financial relationships pertaining to their contribution to the activity. Relationship information is analyzed to determine whether conflicts of interest exist. All conflicts of interest are resolved prior to participation in the planning or implementation of this activity. Presenters and authors are also expected to disclose any discussion of (1) off-label or investigational uses of FDA approved commercial products or devices or (2) products or devices not yet approved in the United States. All disclosures will be made at the time of this CME activity.

5. In addition, brochures must include a Statement of Need, a statement of Goals and Objectives and an identified Targeted Audience.
6. When an activity is held off site (i.e. international conferences, conferences elsewhere in the USA, etc.) the brochure must be designed so that the focus is the educational aspect of the activity. In general, travel and entertainment information should be kept separate from the educational portion of the brochure.
7. When any activity receives funding from a commercial sponsor, this should be acknowledged on the brochure. The following statement or a version similar is required:
"This Weill Cornell CME activity is funded in part by an unrestricted educational grant from _____"
8. At the conclusion of each CME activity Time should be allocated for program evaluation.

For additional information and guidelines, please contact the Office of Continuing Medical Education at 646-962-6931 or cme@med.cornell.edu.