

## Example of a Brochure/Flyer Advertising a CME Activity

Information required for CME credit to be designated:

- Intended audience
- Expected outcomes/objectives
- Accreditation & credit designation statements
- Disclosures
- Statement of Need

Other helpful information includes:

- Title that clearly indicates the content and purpose of the activity
- Sponsoring organization and unit
- Date, time, & location of the activity
- Program schedule listing topics, presenters, breaks, etc.
- Planning Committee and faculty, and their positions
- Registration information
- Other information relevant to the activity, e.g., driving directions, hotel accommodations, cancellation policy.

The following brochure provides an excellent example of the information included in promotional material for a CME activity. It was designed and written by the Department of Continuing Medical Education.

# SAMPLE FLYER

**CME** Continuing Medical Education Activity  
St. Vincent's Health System  
CME | CPE

## “Addiction”

Biologic Disease or Moral & Ethical Decline

**SPEAKER:**

Dr. James Harrow, PhD  
Medical Director, MASA

February 9, 2016

(12:00 noon - 1:00 p.m.)

St. Vincent's East - Room 1 & 2



At the end of this activity the learner should be more competent in applying appropriate ethical and confidentiality principles, laws and regulations to the practice of addiction medicine.

### Learning Objectives

At the conclusion of this activity, participants will be able to:

- Participants will be able to identify various addictions and compulsive behaviors.
- Participants will be able to identify challenges of addressing trauma and addiction.
- Participants will be able to identify ethical issues specific to the field of addiction medicine.



### Target Audience

Primary care physicians and clinicians, general psychiatrists and other members of the healthcare team interested in learning more about addiction medicine.

### Continuing Education

**Accreditation Statement:** St. Vincent's Health System is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.

**Credit Designation:** The St. Vincent's Health System designates this live activity for a maximum of 1.0 AMA PRA Category 1 Credit(s)<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### Disclosures

#### Faculty/Course Director/Planners

SVHS has selected all faculty appearing in this activity. It is the policy of SVHS that all CME planning committees, faculty, authors, editors, and staff disclose relationships with commercial entities upon nomination or invitation of participation. Disclosure documents are reviewed for potential conflicts of interest and, if identified, they are resolved prior to confirmation of participation. Only those participants who had no conflict of interest or who agreed to an identified resolution process prior to their participation were involved in this CME activity.

#### Conflict of Interest:

In accordance with the ACCME Standards for Commercial Support, it is the policy of St. Vincent's Health System to ensure balance, independence, objectivity and scientific rigor in all CME activities. Full disclosure of conflicts and conflict resolution will be made in writing via handout materials or syllabus.

**COMMERCIAL SUPPORT:** No commercial support was received for this CME activity.

# SAMPLE BROCHURE

## St. Vincent's Health System PHARMACY CONFERENCE & EXPO

**2014** Saturday, October 11, 2014

LOCATION: St. Vincent's Birmingham Branch  
Conference Center - Auditorium

A DECADE OF EXCELLENCE





---

Conference approved for CME, CE and ACPE credit

**EDUCATIONAL NEED AND PROGRAM GOAL**

Upon completion of the conference, pharmacists will be able to utilize the information provided to improve their management of patient care. Physicians, registered nurses, pharmacy technicians and other health care professionals will be better able to collaborate with pharmacists in ensuring the most current practices for their patients. Topics include: Law, Asthma Guidelines, New Anticoagulants, Palliative Care, Ethics, Organ Donation, Diabetes, Nutrition and Immunization.

**Target Audience**

This activity is designed for pharmacists, physicians, pharmacy technicians, physician assistants, registered nurses, nurse practitioners, and other interested health care professionals.

**Educational Methods**

The format will consist of PowerPoint assisted lectures, each followed by a brief question and answer session.

**Educational Objectives** - A detailed list of educational objectives will be provided to each attendee at the conference.

Disclosures of Faculty/Course Director/Planner: STVHS has selected all faculty appearing in this program. It is the policy of STVHS that all CME/CE/CPE planning committees, faculty, authors, editors, and staff disclose relationships with commercial entities upon nomination or invitation of participation. Disclosure documents are reviewed for potential conflicts of interest and, if identified, they are resolved prior to confirmation of participation. Only those participants who had no conflict of interest or who agreed to an identified resolution process prior to their participation were involved in this CME/CE/CPE activity.

**ACCREDITATION STATEMENTS**

**Pharmacists & Pharmacy Technicians**

St. Vincent's Health System is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

ACPE Universal Activity Number is: #0852-0000-14-015-104-P  
#0852-0000-14-015-104-T

**ACPE Activity Type**

This activity offers knowledge-based continuing education.

**Credit Designation**

This activity will provide the participant with 6 Contact Hours (6 CEUs) of continuing pharmacy education credit for completion of the activity. Participants must turn in evaluation to receive credit. Participants will receive a statement of credit 30 days after completing the activity.

**Physicians**

Accreditation Statement: St. Vincent's Health System is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.

**Credit Designation:** The St. Vincent's Health System designates this live activity for a maximum of 5.5 AMA PRA Category 1 Credit(s). Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Nurses**

This course is approved for 6.6 Contact Hours continuing education credit through St. Vincent's State, Alabama Board of Nursing. Provider #A0000040, valid through May 28, 2016. Participants must attend the entire workshop. Partial credit will not be given. Nurses must bring their license card to claim CE. Failure to bring the license card will result in the forfeiture of CE credit.

**Agenda**

**Saturday, October 11, 2014**

7:30 a.m. - 7:45 a.m. Registration & Continental Breakfast

7:45 a.m. - 8:00 a.m. Welcome

8:00 a.m. - 10:00 a.m. Keynote Speaker - "Killing Stress Before It Kills You"  
Michael Groome - Stress Reduction Expert  
Pharmacists, Techs, Physicians, Nursing, PT

10:00 a.m. - 10:30 a.m. Break & Exhibits

10:30 a.m. - 11:30 a.m. Breakout Education Sessions  
Pharmacists - "Asthma Guidelines"  
Techs - "Nutrition - Vitamins & Herbal Supplements"  
Physicians, Nursing, PT - "New Drugs in Diabetes Management"

11:30 a.m. - 12:00 noon Open Session - "Care Transitions/Impact"

12:15 noon - 1:15 p.m. Breakout Education Sessions - participants will pick up lunch & go to activity of choice  
Pharmacists - "Palliative Care/Ethics"  
Techs - "Pharmacy Law"  
Physicians, Nursing, PT - "Immunizations - Egg Allergy"

1:15 p.m. - 2:15 p.m. Breakout Education Sessions  
Pharmacists, Techs, Physidians - "Anticoagulants"  
Nursing, PT - "Setting Priorities"

**Registration Form - please print clearly and return to  
Deadline - October 10, 2014**

Name \_\_\_\_\_ Hospital Business \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Class of \_\_\_\_\_

**FEE:**  
Pharmacists, Techs  \$45 Physicians, Nursing and Allied Health  \$50  
Registration fee payable in cash, money order or check payable to St. Vincent's Health System.  
Fee will cover breakfast, lunch and program material.

Mail to: St. Vincent's Health System  
Education Resources, CPE, CE, CME  
c/Dept. Building, Suite 510  
Birmingham, AL 35233

For questions please contact  
Lisa Davis at  
E: [lisa.davis@stvincent.com](mailto:lisa.davis@stvincent.com)  
P: 205-938-3125 ext.  
261-976-3863  
F: 205-938-3288

*No fee for St. Vincent's Health System Associates*




## CME BROCHURE CHECKLIST

- CME Logo** 
- Learning objectives**  
Begin each objective with a measurable term, such as examine, describe, identify, assess, or evaluate; avoid terms such as learn or understand.
- Target audience (who should attend)**  
Physicians (Specialists), Primary Care Physicians, Physicians Assistants and Nurse Practitioners and other members of the healthcare team
- Official CME statements**  
**Continuing Education**  
***Accreditation Statement:*** St. Vincent's Health System is accredited by the Medical Association of the State of Alabama to provide continuing medical education for physicians.  
  
***Credit Designation:*** The St. Vincent's Health System designates this live activity for a maximum of \_\_\_\_ *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
- Commercial support acknowledgement (if known at time of publication)**  
This activity is supported by educational grants from [company name, as specified in the Letter of Agreement or grant application]
- Accommodations for Disabilities or Special Requests, Including Dietary (for live meetings)**  
Please notify the CME Office a minimum of ten working days prior to the conference so that adequate consideration may be given to your request. Special dietary restrictions should also be submitted in advance.
- Registration:**  
REGISTER INFORMATION INSERTED ALONG WITH WHERE TO MAIL
- Refund policy (for live meetings)**  
**Refunds:** A partial refund, less a \$[amount] processing fee, will be issued for written cancellations postmarked by [date]; no refunds will be given after [same date as previously listed] but substitutions, with prior notification, are permitted. Fax cancellation notice to CME Office, 205-838-3518,
- Cancellation policy (for live meetings)**  
In the unlikely event the program is cancelled, St. Vincent's Health System responsibility is limited to a full refund of registration fees.