## FA017 I Advertising, Marketing, and Promotion Related to CME Credit Policy

**Policy Type**: Administrative/Operations **Responsible Administrator:** David Sakala, Director, Continuing Medical Education, Office of

**Faculty Affairs** 

Responsible Office: Faculty Affairs

Approved by:

Marc J. Kahn, MD, Dean

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## **Definitions**

**Accreditation Statement**: The standard statement that must appear on all Continuing Medical Education (CME) activity materials and brochures distributed by Accreditation Council for Continuing Education (ACCME)-accredited providers. There are two variations of the statement; one for directly provided activities and one for jointly provided activities.

**AMA Credit Designation Statement:** The statement that indicates to physicians that the activity has been certified by an accredited CME provider as being in compliance with AMA PRA Category 1 Credit<sup>™</sup> requirements.

American Medical Association ("AMA") Physician's Recognition Award ("PRA"): The AMA PRA

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The phrase "AMA PRA Category 1 Credit" is a trademark of the American Medical Association. Accredited CME providers must always use the complete italicized, trademarked phrase. The phrase Category 1 Credit cannot be used when referring to AMA PRA Category 1 Credit(s)™.

The AMA Credit Designation Statement must be written without paraphrasing and must be listed separately from accreditation and other statements.