

UPMC Center for Continuing Education in the Health Sciences

Marketing Guidelines for Course Contacts

Marketing includes all primary promotional materials (printed or electronic) that include number of credits awarded, full agenda, list of topics, presenter names, and/or the ability to register. All marketing materials must be approved by the UPMC Center for Continuing Education in the Health Sciences (CCEHS) prior to distribution/release. Please allow 5 business days for approval.

All marketing materials must include the following information:

- Title, date and location**
- Overview and/or learning objectives**
- Target audience**
- Activity agenda including the following:**
 - all topics with assigned presenters and / or moderators and designated times of presentations
 - designated breaks and lunch
 - daily start and adjournment times (e.g. Adjournment 4:30)
- Faculty listing (including course directors, moderators and speakers)**
 - Name/Credentials, Academic title (or other appropriate title), Institutional affiliation, City and State
Please note, the CCEHS is not responsible for reviewing the accuracy of faculty titles.
- *Instructions to register**

The target audience must be provided registration instruction to include:

 - Refund/cancellation information, if tuition is required. Sample text: "All cancellations must be sent via email, [Insert course contact email]. Cancellations received before [MM/DD/YY] will be refunded in full. After [MM/DD/YY], a [\$\$] fee will be assessed and no refunds will be made after [MM/DD/YY]."
 - Registration is not required and/or no fee. Sample text: "Registration is complimentary and pre-registration is not required."
 - If you are using the CCEHS online registration system, your CCEHS program manager will provide additional instructions.
- *Accreditation and credit designation statements**

Your designated CCEHS Program Manager will provide the appropriate statements determined by the type of activity. Please note, "Save the Date" type marketing (e.g., including title, date, location only) cannot designate the number of credits awarded.
- *Exception: "Save the Date" type marketing materials are only allowed to include the title, date and location. In addition, The announcement cannot include the full accreditation statement or the number of credits. It is NOT acceptable to publish or announce that "AMA PRA Category 1 Credit™ has been applied for" or "CME credits are pending". The announcement must read exactly as follow and include the following statement:**
- Acknowledgement of commercial support**

Acknowledgement of support received from a commercial interest on any materials is only allowed if a fully consummated letter of agreement exists between the grantor and the CCEHS. **Company logos are never allowed**. A commercial interest is defined as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients (i.e. pharmaceutical

companies and medical device manufacturers). For additional information, refer to “Guidance on Receiving Funds from Commercial Interests for Continuing Education”.

☐ **The Americans with Disabilities Act information**

The following statement must be included: “Participation by all individuals is encouraged. Advance notification of any special needs will help us provide better service. Please notify us of your needs at least two weeks in advance of the program by emailing ccehs_support@upmc.edu.” (remove quotes)

☐ **Activity landing page**

CCEHS has the option of providing a publicly available activity landing page on the CCEHS learning portal, <http://cce.upmc.com>, that can be used for general promotion of the activity. The landing page has customizable features such as posting a program agenda, faculty listing, hotel information, and parking options.

☐ **Course catalog**

If appropriate, the course contact should be notified that CCEHS has the option of making the course “searchable” in the CCEHS course catalog. **The designated CCEHS program manager is responsible for ensuring the link is available, as appropriate.**

☐ **Logo Usage**

The CCEHS is not responsible for approving logo usage.

- UPMC logo(s): Use of the UPMC logo must comply with UPMC marketing standards. For additional information please contact UPMC Communication and Marketing, brandrequest@upmc.edu.
- Logos of a commercial interest are never allowed. For additional information, refer to “Guidance on Receiving Funds from Commercial Interests for Continuing Education”.

☐ **Other sponsorships/acknowledgements will be reviewed at the discretion of the designated CCEHS program manager.**