



Southern Medical Association Policy on Promotional Materials

Description

Activity announcements include all materials (such as brochures), in both print and electronic formats, that are designed to build awareness of the activity among the target physician audience.

The following items are required as a part of all formal activity brochures or announcements in order to comply with accreditation standards.

1. The activity's learning objectives must be clearly and prominently visible.
2. The target audience.
3. The start and end date(s) of the activity.
4. The start and end time of the activity.
5. The location of the activity (full address), if the activity is live.
6. Contact information (phone number) for learners to ask questions about the activity.
7. Accreditation Statement and AMA Statement must appear wherever the activity is being promoted (statements are provided below).

The Joint Provider will demonstrate proof of the above items to SMA upon request.

Accreditation Statement

"This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the Southern Medical Association and (Joint Provider's name goes here)."

AMA Statement

The Southern Medical Association designates this live activity for a maximum of (# of hours approved goes here) hours AMA PRA Category 1 Credit(s)TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



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Southern Medical Association

Disclosure Statement - Financial Relationships

In compliance with continuing education requirements, all planners and presenters must disclose all financial relationships, in any amount, with ineligible companies over the previous 24 months as well as any use of unlabeled product(s) or products under investigational use.

Southern Medical Association, our planners, and presenters wish to disclose they have no financial relationship(s) with ineligible companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Or

The following individuals have been found to have financial relationships and wish to disclose the following information - (list full names and the institutional affiliations).

Content will not include any discussion of the unlabeled use of a product or a product under investigational use.

Southern Medical Association did not accept financial or in-kind support from ineligible companies for this continuing education activity.



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