

Operating Policy and Procedure

60.12 **Policy** **of** **Marketing** **and** **Promotional** **Advertising**

The purpose of this policy is to describe the appropriate management of marketing and promotional advertisements, announcements, flyers and brochures.

This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Continuing Medical Education. If a revision to the policy is recommended, the CME Committee will review and approve changes.

1.0 **Policy**

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Accreditation Statement

This activity was provided by the Texas Tech Health Sciences Center and [name of accredited provider partner].

The Texas Tech University Health Sciences Center is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

* ~~Since~~ the Date announcements that do NOT identify the number of credits being offered, are not required to have the accreditation credit designation statements. Save the Date announcements may state "This activity has been approved for AMA PRA Category 1 Credit(s)