

## CME JOINT PROVIDER MARKETING GUIDELINES AND REQUIREMENTS

All marketing of your activity (both print & electronic format) must be approved by the ISMA prior to distributing or posting online. If any materials are found to be unacceptable, we will advise you of required edits and request an additional proof. If unapproved materials have already been printed or distributed, you will be asked to reprint and/or redistribute these items where applicable. Additionally, no statements of credit may be included on marketing materials without notification from the ISMA that credit has been awarded. **DO NOT STATE "ISMA credit applied for" or similar wording.**

**All marketing must include the Designation Statement, Accreditation Statement, Note and Disclosure. See required text and notes below:**

- **Designation Statement** – The Indiana State Medical Association (ISMA) designates this live activity for a maximum of \_\_\_\_ (# of assigned credit hours here) *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.  
**Note:** Per ACCME/AMA requirements, “AMA PRA Category 1 Credits” must be italicized; the # of credits or the “TM” should not be italicized.
- **CME 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 ISMA and \_\_\_\_\_ (your organization name here). The ISMA is accredited by the ACCME to provide continuing medical education for physicians.
- **Note** – While offering the CME credit hours listed in these pages, these activities are not intended to provide extensive training in a field.
- **Disclosure** – In accordance with the ACCME Standards for Commercial Support, educational programs sponsored by the ISMA must demonstrate balance, independence, objectivity and scientific rigor. Prior to the activity, all faculty, authors, editors and planning committee members participating in an ISMA-sponsored activity are required to disclose to attendees any relevant financial interest or other relationship with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services that are discussed in an educational activity.

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**You are not required to use the ISMA logo on your marketing, but if you choose to do so, you must abide by the usage requirements below. Upon request, we will email you an electronic copy of our logo. In your request, please specify the file type you’d like and if you will be using it in black/white or color.**

- The ISMA logo must be printed in one of two color formats:
  - The state, “ISMA” and line underneath “ISMA” in solid PANTONE 647 Coated/ PANTONE 2945 Uncoated. “INDIANA STATE MEDICAL ASSOCIATION” in solid black.
  - The entire logo in solid black.
- The logo must be resized proportionally as is.



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### **Submit your marketing materials to:**

Cheryl Stearley, ISMA CME Coordinator, via one of these methods:

- Email: [cstearley@ismanet.org](mailto:cstearley@ismanet.org)
- Snail Mail: 322 Canal Walk, Indianapolis, IN 46202
- Fax: (317) 261-2237