

Policy on Marketing Presentations
Office of Continuing Medical Education
SIU School of Medicine

Presentations that are geared primarily toward introducing new providers to a service area or highlighting new services, devices or products cannot be legitimately considered to be CME and will not be designated for *AMA PRA Category 1 Credit*[™]. The primary purpose of CME is education to address identified practice gaps in the region.

It is the responsibility of the Office of CME and the CME Committee to ensure that all presentations for which *AMA PRA Category 1 Credit*[™] is awarded meet ACCME criteria. All activities designated for CME credit by the SIUSOM Office of CME must comply with the established procedure for awarding that credit and may be reviewed for appropriateness by the CME advisory committee.