Example of a Brochure
Advertising a CME Activity

Information required for CME credit to be designated:
• Intended audience
• Expected outcomes/objectives
• Accreditation & credit designation statements

Other helpful information includes:
• Title that clearly indicates the content and purpose of the activity
• Sponsoring organization and unit
• Date, time, & location of the activity
• Program schedule listing topics, presenters, breaks, etc.
• Planning Committee and faculty, and their positions
• Registration information
• Other information relevant to the activity, e.g., driving directions, hotel accommodations, cancellation policy.

The following brochure provides an excellent example of the information included in promotional material for a CME activity. It was designed and written by Allison Picinotti, Program Manager for the Department of Internal Medicine Continuing Medical Education.
Program Objectives

This seminar will summarize presentations made at the 63rd American Association for the Study of Liver Diseases (AASLD) meeting held on November 9th, 2012. New information regarding the management of hepatitis B, hepatitis C, fatty liver disease, liver cancer, and complications of portal hypertension and cirrhosis will be presented. In addition, case based discussions on the current approach to patients with hepatitis C and patients with advanced liver disease will be provided.

At the conclusion of this seminar, participants will be able to implement:

• the latest developments in the diagnosis and treatment of chronic hepatitis B. Including the use of vaccination and polyvalent antivirals in their practice.
• better approaches to the treatment of patients with chronic liver disease.
• approaches to the management of patients with hepatocellular carcinoma including the use of chemotherapy, surgery, and transplantation.
• better treatment of complications of portal hypertension in patients with cirrhosis including bleeding and hepatic encephalopathy.

Who Should Attend

This course is directed to family and general practitioners, gastroenterologists, internists, and other primary care providers including nurse practitioners and physician assistants interested in expanding their knowledge of clinical hepatology.

Program Schedule

Saturday, December 8, 2012

7:30 am  Registration and Continental Breakfast
7:50  Welcome and Introduction
Robert Fontana, MD
8:00  Complications of Cirrhosis
Pratima Sharma, MD, MS
8:30  Update on Hepatocellular Carcinoma
Michael Volk, MD, MS
9:00  Advanced Liver Disease Case Discussions
Robert Fontana, MD
9:45  Question and Answer Panel
Moderator: Robert Fontana, MD
Panelists: Pratima Sharma, MD, MS
Anna Lok, MD, FRCP
Hari Conjeevaram, MD
10:00  Break
10:15  Hepatitis B and NAFLD
Hari Conjeevaram, MD
10:45  Hepatitis C
Robert Fontana, MD
11:15  Hepatitis C and NAFLD Case Discussions
Anna Lok, MD, FRCP
12:00 pm  Question and Answer Panel
Moderator: Robert Fontana, MD
Panelists: Anna Lok, MD, FRCP
Hari Conjeevaram, MD
12:15  Course Adjourns
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At the conclusion of this seminar, participants will be able to implement:

- the latest developments in the diagnosis and treatment of chronic hepatitis by including the use of protease and polymerase inhibitors in their practice
- better approaches in the treatment of patients with a fatty liver disease
- approaches to the management of patients with hepatocellular carcinoma including the use of chemotherapy, targeted, and transarterial therapies
- better treatment of complications of portal hypertension in patients with cirrhosis including bleeding and hepatic encephalopathy

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     Ana Lok, MD, FRCP
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     Moderator:  Robert Fontana, MD
     Panelists:  Ana Lok, MD, FRCP
     Hari Conjeevaram, MD
12:15  Course Adjourns
Payment Information

There is a $75 fee for this course. Payment must accompany registration. Please enclose a check payable to the University of Michigan or pay by credit card below.

Credit Card:
- AmEx
- Discover
- MasterCard
- Visa

Card #                                            Exp. date

Card holder’s name: [enter name]

Signature: [print signature]

Date: [enter date]

Confirmation

Conference registrations will be confirmed by email. If you do not receive confirmation, or if the information is in question, contact the Department of Internal Medicine CME Office at (734) 232-3460.

Cancellation Policy

An administrative fee of $50 will be deducted from your registration payment. Refund requests must be received in writing one week prior to the course, no later than December 3, 2012. No refunds will be made thereafter.

Accreditation and Credit Designation

The University of Michigan Medical School is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The University of Michigan Medical School designates this live activity for a maximum of 4 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Applications have been submitted to the American Osteopathic Association and the American Academy of Family Physicians to provide credits. Other credits by specialty may apply.

Recording the Program

Recording the program with battery-operated tape recorders not requiring podium microphones is permitted for the registrant’s personal use.

Contact Us

University of Michigan, Department of Internal Medicine, Continuing Medical Education
Phone: (734) 232-3460
Fax: (734) 998-0085
Email: intmedcme@umich.edu
Website: www.med.umich.edu/intmed

General Information

University of Michigan
Ann Arbor, MI 48106-5750
Lobby J, Suite 1200

Phone: (734) 936-4000
Fax: (734) 998-0085
Email: intmedcme@umich.edu
Website: www.med.umich.edu/intmed

Course Registration Form

Liver Disease Wrap-Up – November 6, 2012

Course Background

The Liver Disease Wrap-Up CME course has been a well-received educational forum for practicing physicians wanting to keep up with the latest developments in clinical hepatology. Experienced faculty from the University of Michigan, Division of Gastroenterology, provide a mix of clinical research findings along with case-based learning in this program.

Comments from Past Attendees

“Great course and update on hot topics in hepatology”

“Great way to brush up on latest advances in a user friendly way”

“Excellent review - timely and concise!”

Department of Internal Medicine continuing medical education

The U-M Department of Internal Medicine offers continuing medical education (CME) activities to provide lifelong learning experiences for physicians and other healthcare professionals that highlight innovative procedures and technologies, examine current medical knowledge and treatment, and update you on cutting-edge advances in the understanding and treatment of disease.

We offer a variety of courses each year. The content of our activities includes primary and secondary specialty topics in the broad field of medicine. We target and welcome all physicians and other health care professionals, locally, nationally, and globally.

Specialties

- Gastroenterology
- Hepatology
- Infectious Disease

Upcoming Courses

Liver Disease Wrap-Up
May 10-11, 2013
The Westin Kalamazoo
Ann Arbor, Michigan 48109

Update in Nephrology
April 13, 2013
The Westin Kalamazoo
Plymouth, MI 48170

Internal Medicine Spring Review
May 10-11, 2013
The Westin Kalamazoo
Ann Arbor, Michigan 48109

May 10-11, 2013
Ann Arbor, Michigan 48109

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To learn more about our upcoming courses and to register, please visit our website: www.med.umich.edu/intmed
Venue
Sheraton Detroit Novi
Phone: (248) 349-4000
21111 Haggerty Road
Novi, Michigan 48375
www.sheratonnovi.com/

Driving Directions
From East
Take Interstate 696 to Interstate 275 South. Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road.
From West
Take Interstate 96 to Interstate 275 South. Proceed to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road.
From South
Take Interstate 96 to Interstate 275 North. Proceed on I-275 North to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road.
From North
Take Interstate 275 South to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and proceed 3 miles to the hotel. The hotel is on the left.

Recording Directions
From East
Take Interstate 696 to Interstate 275 South. Proceed to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road.
From West
Take Interstate 96 to Interstate 275 South. Proceed to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and continue 0.5 miles to the hotel. The hotel is on the left.
From South
Take Interstate 96 to Interstate 275 North. Proceed on I-275 to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and proceed 3 miles. The hotel is on the left.
From North
Take Interstate 275 South to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and proceed 3 miles to the hotel. The hotel is on the left.

Payment Information
There is a $75 fee for this course. Payment must be received at time of registration.

Cancellation Policy
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Accreditation and Credit Designation
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Recording the Program
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Ph: (734) 232-3469
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Email: intmed@umich.edu
Website: www.med.umich.edu/intmed

Registration Options
Mail this form to: University of Michigan, Department of Internal Medicine, Continuing Medical Education
2400 Plymouth Road, Building 18
Ann Arbor, Michigan 48106-5750
Phone: (734) 232-3469
Fax: (734) 998-0085

To learn more about our upcoming courses and to register, please visit our website: www.med.umich.edu/intmed

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continuing medical education

The U-M Department of Internal Medicine offers continuing medical education (CME) activities to provide lifelong learning experiences for physicians and other health care professionals that highlight innovative procedures and technologies, examine current models of treatment, and update you on cutting-edge advances in the understanding and treatment of disease. The scope of our educational programs provides the highest quality learning activities that lead to excellence in patient care.

We offer a variety of courses each year. The content of our activities includes primary care, specialty and subspecialty topics in the broad field of medicine. We target and welcome all physicians and other healthcare professionals, locally, nationally, and globally.

Registration Deadline
On-site registration will also be available.

Personal Information
Receipts and confirmations are sent via email. Please print clearly.

* (*) denotes required field

Degree
Dr. MD PhD Other

PA RN NP Other

Phone (cell/home) (work)

City State Zip

Name on Card (as you would like it to appear on your nametag)

Card # Exp. date

Signature (Not valid without signature)

Upcoming Courses
Internal Medicine Spring Review
May 10-11, 2013
University of Michigan, North Campus Research Complex
2800 Plymouth Road, Building 18
Ann Arbor, Michigan 48109-2800

Updates in Nephrology
April 13, 2013
The Inn at St. John's
44045 Five Mile Rd.
Plymouth, MI 48170

To view our other upcoming courses and to register, please visit our website: www.med.umich.edu/intmed

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