



**UNION EUROPÉENNE DES MÉDECINS SPÉCIALISTES  
EUROPEAN UNION OF MEDICAL SPECIALISTS**

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## **European Accreditation Council for Continuing Medical Education**

### **RECOMMENDATIONS FOR THE USE OF LOGO AND NAME**

UEMS 2011.18

#### **1. Purpose of the regulations concerning the EACCME logo and name**

- ▶ The EACCME logo marks all documents issued by EACCME. The logo distinguishes the CME activities that have been accredited by EACCME.

The use of the logo and name shows the links between the CME/CPD programme or materials and EACCME. It is a mark that the independent quality assurance procedures and requirements established by UEMS/EACCME have been followed and fulfilled.

#### **2. Using the EACCME logo and name for accredited CME/CPD courses**

- ▶ The logo can be used by the provider of the accredited CME/CPD activity on the promotional and course support materials for the accredited CME/CPD activity only and only after accreditation has been granted.
- ▶ It should be used together with the EACCME accreditation statement which is provided with the accreditation certificate on paper and PDF file.

**Please note: The use of the logo and name for other non-accredited activities of the same provider is not allowed.**

- ▶ The provider of the EACCME accredited CME/CPD activity which cooperates with a commercial company or other organization/institution, may use the EACCME logo and

name on the promotional and course support materials, provided that the following conditions are met:

- No confusion must be created in the mind of the CME/CPD activity participants between the EACCME accredited CME/CPD activity and the activities or products of the supporting company.
- The provider must ensure that the logo is not used by the supporting commercial company or institution for commercial purposes.

**Please note: Use of the EACCME logo by the commercial company financially supporting financially the accredited CME/CPD programme is not allowed.**

- ▶ The EACCME logo should be used/displayed:
  - Together with the accreditation statement
  - On the Attendance Certificate
  - On the EACCME Disclosure Form
  - Together with the EACCME Standard Evaluation Form

### **3. Commercial companies supporting an accredited CME/CPD event**

- ▶ The EACCME logo shall never be associated or placed in proximity to a logo, sign or the name of any commercial company associated with the healthcare industry. All association of the logo with a commercial product, drug or medical device must be avoided. It is the responsibility of the provider to prevent this from happening.
- ▶ Lack of control from the provider can lead to immediate withdrawal of CME/CPD credits and prevention from further application for accreditation.

### **4. Cooperation with institutions & organizations**

- ▶ EACCME may wish to use jointly its logo with that of other accreditation authority or scientific/ medical society in the event of a specific undertaking. Such use should promote the awareness of the value of EACCME accreditation and not give rise to confusion in the public mind between EACCME and the cooperating authority or society.
- ▶ In order to use the EACCME logo for other purposes than the accredited CME event, the institution/organizer should have a written consent of EACCME.

## 5. EACCME logo and name is a legally protected mark

- ▶ EACCME can allow third parties to use its logo. It reserves the right to withdraw this authorization at all times and with immediate effect.
- ▶ EACCME may authorise the use of the logo by institutions whose purpose is not commercial but solely to make known or to promote the activities of EACCME. In this case EACCME will require that the third parties provide all facilities necessary to exercise control on the use of the logo at any time, with the possibility of withdrawing its authorisation with immediate effect.

## 6. Misuse of the logo and name

- ▶ Misuse of the logo and name will lead to the withdrawal of the EACCME accreditation and suspension of the institution as an EACCME registered CME/CPD provider.

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