



# SAINT LOUIS UNIVERSITY CME

## Timeline Checklist

### 9-12 MONTHS IN ADVANCE

Contact the CME office to discuss concept, scheduling, funding and accreditation guidelines


#### Course development

- o Conduct needs assessment/gap analysis
- o Develop course objectives, tie them back to your gaps and discuss educational outcomes measurement
- o identify target audience
- o Select topics and faculty

Contact pharmaceutical and equipment companies regarding funding

Site selection and preliminary arrangements made

### 6-12 MONTHS IN ADVANCE

Submit applicable Application (AMA only, or CME/CE combined) form with needs assessment data and preliminary agenda for review and approval by the CME office for  <sup>TM</sup>. CME will review and send:

- o A Service Agreement based on your course profile and service needs
- o Preliminary approval of AMA credits

Prepare financial projection or budget for course

#### Commercial funding

- o Review the Policy for Relationships with Commercial Entities
- o Obtain a Letter of Agreement from each contributor well in advance of the course
- o Acknowledge funding in the brochure and program handout materials
- o Obtain Exhibit Space contract if applicable

#### Develop marketing plan

- o Identify geographic range and specialties to target
- o Determine type and number of mailings needed (brochure, postcard, email campaign)
- o Establish target mailing dates (at least 90 days for brochure with one mailing)
- o Identify sources for mailing lists and place orders
- o Place announcements in appropriate journal calendars, web sites, university distributions

### 4-6 MONTHS IN ADVANCE

#### Confirm Faculty

- o Utilize the faculty invite letter that CME provides
- o Agenda, educational objectives and target audience
- o Explanation of disclosure policy (including resolution) and request for disclosure form
- o Request CV or bio
- o Request handout materials
- o For AMA only applications
  - o Send Disclosure form, validation of content, copyright permission form
- o For combined applications
  - o Combined Bio/Disclosure form

#### Brochures and promotional materials

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