

**AOFAS Policies and Guidelines:**  
**Educational Activity Co-branding, Co-Sponsorship and Joint Providership**  
(Approved, May 16 and July 8, 2019)

**Introduction:**

AOFAS is committed to promoting medical education and the exchange of scientific information in order to support its primary mission of improving care for patients with foot and ankle disorders via the delivery of quality education. AOFAS is also committed to promoting collaboration between medical specialties and societies, and between healthcare providers in the US and around the world. To this end, AOFAS will actively co-brand educational activities consistent with the vision and mission of the society and will partner with other medical societies, organizations and institutions in order to support and advance scientific and educational activities that pertain to foot and ankle care.

**Programs Eligible for Co-branding:**

Programs of sufficient relevance and quality developed by other societies, organizations or institutions that support the mission of AOFAS are eligible to co-brand subject to approval by the Education Committee.

A co-branded activity has been reviewed by the AOFAS Education Committee and the content, through a systematic physician approval process, aligns with the AOFAS mission, vision and core values. AOFAS co-branded activities are organized and presented by organizations outside of the AOFAS and are not accredited for *AMA PRA Category 1 Credit™*. Considerations for co-branding include the appropriateness of the content, timing of the event and completeness of the application process. Decisions to approve are made on educational and scientific value, avoidance of scheduling conflicts with any existing AOFAS events of like interest and absence of promotional content. AOFAS approval of an educational activity does not entail any financial, legal or administrative obligation on the part of AOFAS.

**Co-branded Activities Criteria, Policies and Benefits:**

Criteria for AOFAS endorsement of a meeting include:

- Presentations are of scientific merit consistent with the principles of AOFAS.
- Activity must not be in direct competition with AOFAS sponsored CME activities of a like interest (*course date must be at least 30 days before/after an AOFAS course or deemed non-competitive with AOFAS activities*).
- Requests must be accompanied by an activity program agenda, educational objectives, proposed faculty and target audience prior to Education Committee review (if requesting for a recurring activity, previous years materials may be submitted).
- Requests must be submitted at least 4 months prior to the date of the educational activity and must be accompanied by the signed AOFAS Application and Agreement for Co-branding of Educational Activities.
- Endorsement requests are considered for a single activity only, and repeated events require subsequent reviews by AOFAS.

- Organizers of an AOFAS co-branded activity may use the AOFAS logo on its promotional materials (print and electronic). Such promotional material shall use no words other than "*Endorsed by The American Orthopaedic Foot & Ankle Society*" in describing the relationship of the AOFAS to the program.
- Co-branded activities must include at least one AOFAS member on the faculty.
- Primary meeting sponsor should be accredited and/or recognized in the host country by an accredited organization to provide continuing medical education, if appropriate and/or applicable.
- AOFAS will not consider a request from industry.
- Organizers may include AOFAS logo and "Endorsed by The American Orthopaedic Foot & Ankle Society" statement on course handout materials.
- AOFAS will list the program in the non-AOFAS events section of the AOFAS website and post a hyperlink to the activity on the organizer's website.
- Activity organizers will receive the AOFAS logo artwork at no additional charge for inclusion on meeting material and printed literature.
- The approved activity will be posted on AOFAS calendars (print and electronic); on the AOFAS web site; on FAI calendars and included in In~Stride publications in the calendar section (*pursuant to approval and according to the next publication within standing print schedule*).
- AOFAS requests that the AOFAS logo be posted on the activity home page with a **live link** to the AOFAS web site until the end of the activity.

#### **Co-Sponsorship Criteria:**

Co-sponsorship occurs when the AOFAS joins with another accredited organization to sponsor an educational activity. Upon mutual agreement, one organization will be primarily responsible for the administrative functions of organizing the activity. The practice gap-based needs assessment, educational objectives, course description, agenda, faculty, financial obligations, and location will be determined upon mutual agreement along with the determination of which organization will take responsibility for CME compliance and reporting of the activity. The name and logo of both organizations will be included on all promotional materials. Depending on the agreement made with the co-sponsor, there may or may not be revenue sharing of net income.

#### **Joint Providership Criteria:**

Joint providership occurs when the AOFAS, under the authority granted it through the ACCME, assigns *AMA PRA Category 1 Credits™* to a non-accredited body's activity. This relationship may be requested by other orthopaedic organizations, individual AOFAS members, groups of AOFAS members, institutions or groups that have common goals with the AOFAS. The AOFAS shall provide *AMA PRA Category 1 Credits™* for joint sponsored symposia which are in compliance with the Criteria, Standards of Commercial Support, and Policies established by the ACCME. AOFAS will actively participate in planning the budget and meeting finances, as well as in all phases of meeting development and execution. The AOFAS may share the profits and risks of the meeting.

Dynamic. Decisive. Dedicated.

### **AOFAS Application and Agreement for Co-branding of Educational Activities**

The American Orthopaedic Foot & Ankle Society reserves the right to co-brand those activities which most closely align with the goals of our society. Co-branding carries no designation of *AMA PRA Category 1 Credit™* nor is AOFAS responsible for oversight or activity management. Co-branding is an acknowledgment of the integrity and quality of the educational activity alone. The AOFAS logo must appear on the activities promotional material.

AOFAS will list dates on the AOFAS calendar, in In~Stride and FAI calendars only, as indicated on the application form under Fees and Options. Placement in In~Stride and FAI calendars will be made pursuant to approval and according to next publication within standing print schedule.

Applications must be received a minimum of 4 months prior to activity date. AOFAS requires a minimum of 4 weeks from date of application receipt for review, approval and subsequent placement in online calendars.

**Specialty, Country, State, or Regional Society / Association Information / Sponsoring Organization/Institution:**

Society/Institution/Organization's Name: \_\_\_\_\_

President: \_\_\_\_\_

Program Chair: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-Mail: \_\_\_\_\_

**Activity Information:**

Meeting Title: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Accredited Provider (if applicable) / Sponsoring Organization: \_\_\_\_\_

Other Endorsing Organizations: \_\_\_\_\_

***Criteria***

- The activity does not compete in terms of content or timing with an AOFAS educational offering.
- The endorsement is being sought by an organization that is widely acknowledged as a reputable, bona fide medical educator, and the program is relevant to orthopaedic foot and ankle surgery.
- The meeting is already CME accredited, or the equivalent for international programs if appropriate/applicable.
- The activity demonstrated compliance with ACCME guidelines for programs offered *for AMA PRA Category 1 Credit™*, or the international equivalent if appropriate/applicable.
- The organization completing the application provides remuneration upon application, where possible and appropriate.
- The organization agrees to follow AOFAS guidelines for publicizing its endorsement, including proper use of AOFAS's name and its logo, and avoids any suggestion that AOFAS is a sponsor of the meeting.

***All items must be attached to process your application:***

- Completed application
- Program schedule/agenda including objectives
- Faculty list

***Additional Documentation once program is approved:***

- Final brochure with endorsement statement and AOFAS logo
- Co-branding fee
- Link to registration site

**AOFAS Application (cont.)**

I, \_\_\_\_\_ as a representative for the \_\_\_\_\_

educational activity to be held at \_\_\_\_\_ over the dates(s) of \_\_\_\_\_ agree to the following:

**Fees and Options**

1. The application and all related materials will be completed and submitted at the time of application for review and approval by the AOFAS Committee(s).
2. The organization seeking co-branding will adhere to the guidelines for logo usage supplied at the time that approval is received.
3. If the organization does not comply with the above items, AOFAS will withdraw its support of the program.
4. Agree to pay the co-brand fee of \$1,000-\$1,500 (to be determined) prior to the time of the activity (AOFAS has the right to waive fees under certain circumstances).
5. Provide 2 complimentary registrations, upon request, for AOFAS staff to attend the meeting and provide a table for recruitment.

Agreed by: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

**Approved by (AOFAS):**

\_\_\_\_\_

Date: \_\_\_\_\_

**Return to:**

American Orthopaedic Foot & Ankle Society  
9400 W. Higgins Road, Suite 220  
Rosemont, IL 60018

**ATTN:** Alena Frey, Director of Education and Meetings

**e-Mail:** [afrey@aofas.org](mailto:afrey@aofas.org)