



ASGE endorsement of enduring materials

ASGE endorsement does not imply any form of sponsorship. ASGE does not take responsibility or liability for any of the content presented in an endorsed activity. Endorsement of “enduring materials” for the purposes of this policy includes, but may not be limited to, Print, Audio, Archived Webinars, Internet Materials, DVDs, and CD-ROMs.

ASGE endorses enduring materials under the following conditions:

- The Enduring Material must be CME Certified.
- The ASGE CME Program Committee reviews and approves the material content. ASGE may request changes to the material.
- The major educational focus of the material is endoscopy.
- An ASGE member is involved with the development of the material.
- The content of the enduring material upholds the highest standards of endoscopic practice.
- The program is compatible with ASGE practice guidelines.
- The material does not promote any commercial product, and is not produced by a commercial entity.
- The material will not jeopardize patient privacy or the confidentiality of medical records.
- The ASGE logo will be placed on all mailings, signage, brochures, and other promotional items related to the material in accordance with our graphic standards.
- ASGE assumes no financial responsibility or liability for the material.
- ASGE members must be guaranteed the lowest available costs for purchase of the enduring material.
- If the enduring material is an online activity, access must be granted for the review committee to view the entire program, from start to finish, throughout the entirety of the activity’s lifespan.

The endorsement fee for enduring materials will range from \$5,000 - \$10,000, depending on the type and length of the enduring material. An application must be submitted and ASGE will provide a fee based on the application. The endorsement fee includes:

- Comprehensive review of the enduring material to ensure it is compatible with ASGE guidelines.
- Use of the ASGE logo within the ASGE graphic standards
- Upon approved endorsement of an activity, the ASGE member mailing list will be provided and can be used up to two times throughout the life of an activity to inform members about the availability of the enduring material.
- Listing under “ASGE Endorsed Activities” on the ASGE web-site
- The endorsement, if approved, is good for up to a three year term, not to extend past the CME expiration date of the material.
- If the activity is reviewed and approved for an extended time for CME, an application for renewal would need to be submitted for ASGE’s continued endorsement.

Note: ASGE does not provide an email distribution list any for events that are not directly sponsored by ASGE.

Organizations requesting endorsement must include the following materials with the initial request:

- Signed application form, acknowledging the conditions mentioned above.
- Details of the proposed material's content and individuals involved in developing the enduring material.
- Names of other organizations sponsoring or endorsing the enduring material.
- List of commercial supporters (if applicable).

The process for endorsement will be as follows:

- An application is submitted and reviewed to determine whether ASGE will review the materials for endorsement and the endorsement fee.
- If ASGE will review the materials and the endorsement fee is accepted, reviewers will be assigned based on the content of the materials.
- A draft of the complete content will be submitted to the assigned reviewers. At least six weeks must be allowed for review of content. The ASGE will respond with one of the following:
 - Approve endorsement.
 - Approve endorsement with recommended (but not required) changes.
 - Approve endorsement pending required changes.
 - Reject endorsement.

If ASGE endorsement is refused, then the endorsement fee minus \$1,000 will be refunded.

- The final draft of the enduring materials must be submitted to ASGE for final review and approval before production. All promotional materials must be reviewed by ASGE before going to print.
- Any updates that are made to the enduring material after it has been approved will need to be resubmitted and will have to go through a formal review process.