

The Corewell Health Southeast Michigan Department of Continuing Medical Education can provide online registration management for your CME event (additional fee may apply). We will work with you to establish the registration features that best fit your needs...within the parameters of our registration system, CloudCME. When utilizing the CME registration services, the following policies and procedures apply:

Establishing Registration Fees

It is the hosting department's responsibility to determine the registration categories and fees.

Registration fees must be within fair market value; the CME department offer can offer suggestions if requested.

- **Category descriptions:** Registration categories should be succinct and be clearly identifiable. The most common categories are: Physician, Non-Physician, Resident/Fellow, Medical Student. If you choose to use a more detailed category for the meeting brochure, it is recommended that you list the CME category in parentheses on the save-the-date card and/or brochure so that registrants can easily match the category.
- **Different rates:** Lower priced "Early Bird" rates or higher priced "on-site" rates can be used to entice participants to register early. A cutoff date for each rate must be provided to CME in advance; once this date is reached, the registration rates automatically change.
- **Discounts** can be provided to Corewell Health/OUWB employees, residents, and fellows. Discounts should not be provided to individuals not affiliated with Corewell Health. *The CME Department does not verify if individuals should/should not qualify for discount.*

Payment Methods

The preferred method of payment is through our secure online credit card system – this automates the process; Corewell Health accepts Visa, MasterCard, Discover, and American Express. Registrants receive a confirmation email and payment receipt through our online system. **CASH payments are NOT allowed per Corewell Health policy.**

Launching Registration

- Registration will not be launched until both an activity "Compliance Agreement" and a "Registration Agreement" have been signed by the activity hosting department and the CME department.
- Once online registration is launched, **NO CHANGES** can be made to the registration categories or fees. However, the category cutoff dates can be changed if needed (any changes to the cutoff date must be made before the original cutoff date is reached).
- Once the event brochure has been approved by CME, it will be uploaded to the CME online calendar to assist with marketing the event.

Marketing Your CME Event

- Allow adequate time to market your event. You are responsible for advertising your event; the CME department will only market your event by posting it to our online CME portal (if applicable). We encourage you to purchase mailing lists to market the event to a larger audience. Common companies to purchase mailing lists from include:
 - MMS Lists - <https://www.mmslists.com/>
 - Redi-Data - pholden@redidirect.com, www.redidata.com
- Online registration is the preferred registration method. Marketing materials should emphasize online registration. A sample registration template is provided below.

CONFERENCE REGISTRATION

REGISTER ONLINE: beaumont.cloud-cme.com/sampleconf

Register before JULY 31 to take advantage of reduced registration rates!

Reduced registration rates are available until July 31. Online registration closes on September 1. After September 1, you may register onsite at the registration desk on a space-available basis.

Conference registration fees include...

REGISTRATION FEES	Early Bird Rate <i>On or before JULY 31</i>	Regular Rate <i>After July 31</i>	Onsite Rate
Attending Physician <i>(select Physician)</i>	\$150	\$250	\$300
Non-Physician <i>(select Non-Physician)</i>	\$100	\$200	\$250
Physicians-in-Training <i>(select Res/Fellow/Student)</i>	\$50	\$150	\$200

Cancellation Policy

Registration fees are refundable less a \$25 processing fee provided written cancellation is received no later than September 1. No refunds will be given after that date or for no-shows.

Register before July 31 and save!

IMPORTANT: If you choose to not utilize Corewell Health Southeast Michigan CME’s registration services, please be advised that for CME accreditation purposes, you will be required to provide the following information on all individuals registered for your event in an Excel spreadsheet:

- First name
- Last name
- Degree (MD, DO, RN, NP, PA, etc.)
- Email address
- Cell phone

This information is required in order to properly award CME credits at the conclusion of the event; all information is kept confidential and is not sold or distributed to third parties. **Registrant information must be provided to Corewell Health Southeast Michigan CME at least 1 week prior to the event with the final spreadsheet provided within 3 business days following the event.**

A template is available for your use at <http://www.beaumont.edu/continuing-medical-education/plan-cme-activity/forms-tools> (under Event Marketing and Registration).