

# Intended Audience

**Effective date:** April 2, 2018

**Functional area:** Continuing Medical Education (CME)

**Department:** Spectrum Health Office of Medical Education (OME)

1. **Purpose:** To establish intended audience for CME educational activities
2. **Responsibilities:** CME personnel  
Spectrum Health Hospitals is accredited by the Michigan State Medical Society to provide Continuing Medical Education (CME) for physicians. The CME Office is responsible for ensuring compliance with the ACCME Essential Areas, Elements, Criteria, Policies and Standards for Commercial Support as well as other regulations as they relate to the quality of CME.
3. **Regulations:**
  - 3.1 All CME applications and educational activities must have physicians as the intended targeted audience
  - 3.2 As a State Accredited provider, no more than 30 percent of attendees per year can come from Michigan's non-contiguous states
  - 3.3 If the amount of attendees from Michigan's non-contiguous states reaches more than 30 percent, National Accreditation through the ACCME will be sought