

AMDA
ENDORSEMENT POLICY
1/23/09

Background

From time to time, AMDA is approached with requests to endorse tools, statements, guidelines, programs, products or other documents. Many non-profit and for profit organizations are producing such items that could benefit AMDA's constituency.

These requests typically come from two distinct types of organizations:

- Other professional, scientific or medical organizations educational bodies etc.
- Commercial organizations

AMDA's name and reputation are valuable assets. Its value is built on the reputation the society has gained through its achievements, and its objectivity is very important to ensure that AMDA does not either allow its name or logo to be used inappropriately. This process should advance long term care medicine by appropriately endorsing at different levels those materials which will benefit the knowledge of the interdisciplinary team. Similarly it should not prevent the advance of knowledge by withholding support inappropriately.

Programs Eligible for Endorsement

Programs developed by other organizations that support the mission of AMDA are eligible for endorsement, subject to approval by the appropriate Committee and Board of Directors. AMDA is committed to a systematic review and approval process for these activities that offers several levels of endorsement. These programs are encouraged, but are not required, to have had input from AMDA members during their development.

Criteria for AMDA endorsement

- The initiative must be compatible with the AMDA mission and strategic plan.
- The initiative must be of relevance to long term care medicine.
- There must be demonstrable benefit to AMDA from the endorsement.
- Any agreement must be written and address ownership, copyright, intellectual property and timeframes.
- In general, AMDA prefers to consider requests for endorsement that are made before any work has begun. This applies most specifically to requests from commercial companies.
- Where AMDA is not involved from the outset, there must be adequate time for an expert AMDA group or appointed individual to review the material and an agreement to make any needed changes to the information following review. A minimum 4 weeks and maximum of 3 months should

- be allowed for this process but more time may be required depending on the extent of the project submitted for review and AMDA activity level and resources available at the time the request is submitted.
- Any data or evidence regarding the project should be made available to AMDA upon request.
 - AMDA should be able to verify the credibility of the organization and / or subsidiaries seeking endorsement and the organization should provide relevant information as requested.
 - The organization and/or subsidiaries should provide requested information about plans for marketing and sponsorship of both the product and their organization.
 - The request for endorsement should define what is expected from the AMDA and what AMDA can expect from the organization in return. This may include publicity for AMDA and/or promotion of AMDA membership.
 - In the case of endorsements requests for more than one year, AMDA will require periodic review of the materials/project, at an interval agreeable to both organizations.
 - If the endorsement is for a publication, AMDA should see and approve all materials published including the final artwork and this should be repeated if there is any agreement to any further print-runs or subsequent editions.
 - If the endorsement is for a conference or meeting, AMDA should agree to the program and speakers for the meeting and approve all materials produced in relation to the meeting including slides and speaker briefing materials.

 - Review and process of the product or programs will be judged by:
 - Strength of development process.
 - Evidence base or expert consensus basis for document
 - Fit with AMDA mission, strategy, and goals
 - Adequate time to accommodate AMDA process.

Review Criteria & Process

AMDA encourages other organizations to submit for endorsement at the earliest point in the process of development. All submissions will undergo the following steps.

1. Submissions will be referred to the appropriate committee or AMDA selected expert.
2. The Committee or selected expert will review and make recommendations to the AMDA BOD.
3. The AMDA BOD will make the final decision.
4. Any endorsement level will require a link to the AMDA web site.

Review will usually take a minimum of 4 weeks, and no more than 3 months.

Terms of AMDA Endorsement:

AMDA reserves the right to decline any submission.

The AMDA name, logo, acronym and tag line are the exclusive property of AMDA.

Use of the AMDA mailing list or other assistance of publicity such as web links or program listing does not constitute AMDA endorsement.

The following table describes the three levels of possible endorsement responses by the AMDA in reviewing material:

- 1) Official AMDA Endorsement
- 2) Affirmation of Value to the LTC Professional
- 3) No Endorsement

Official AMDA endorsement	Fully meets AMDA standards; AMDA can endorse all aspects	
	Situation	Allowed Action
	AMDA full partner in development of the document and agrees substantially with all aspects	May bear AMDA logo; may be published in the <i>JAMDA</i> as official AMDA policy. If article is published in the <i>JAMDA</i> and in journals of collaborating organizations, publication should occur simultaneously.
	AMDA provided an official representative to the development of the document and agrees substantially with all aspects	May bear AMDA logo; AMDA may disseminate the document to its members with the permission of the primary organization. AMDA retains the right to publish all, a portion of or a summary of the document on the AMDA website after publication of the article by the primary organization.
Affirmation of Value to LTC Professionals	Either does not fully meet AMDA standards, or AMDA cannot endorse all of the recommendations. However, AMDA leadership feels it is of benefit to the LTC professionals	
	Situation	Allowed Action
	AMDA full partner in development but does not agree with substantive aspect(s)	AMDA may distribute to its membership via the AMDA website other AMDA vehicles. The document may list AMDA as an official contributor but may not state that AMDA endorses the document. The AMDA logo may not be used.

	AMDA provided an official representative to the development but does not agree with substantive aspect(s)	AMDA may distribute to its membership via the AMDA website. The document may state that AMDA provided a representative to the development of the guideline, but may not state that AMDA endorses the document. The AMDA logo may not be used.
No endorsement	Does not meet AMDA standards; not felt to be of benefit to the membership of AMDA.	
	Situation	Presentation/Dissemination
	AMDA not officially involved, or involved but major disagreements with conclusions or aspects occur.	AMDA name or logo may not be used. AMDA will not disseminate the document. The document may not state that the AMDA endorses the document.

Individual Endorsements

Individual AMDA members may at times be asked to endorse or comment on materials outside of this official description of organizational endorsement. Such endorsements are still subject to the following guidance.

1. Individuals may give opinions or make endorsements solely in their personal capacity.
2. Statements to the effect that the views represented are not official ones of AMDA should be made in any promotional announcement.
3. Any written promotional material referring to AMDA must be reviewed and approved in advance.