

# **New IDEAS Study Advertising Policy**

**Version 1: February 5, 2021 - *Effective Immediately***



The New IDEAS Study has instituted an advertising policy to be adhered to by each referring dementia practice and PET facility that participates in the study. The New IDEAS Study seeks broad participation by providers who will ensure dissemination of this opportunity across all populations and thereby ensure the generalizability of the results achieved from the study. To achieve this objective, it is understood that referring physician practices and PET imaging facilities may wish to employ marketing materials that will help educate the community they serve, promote awareness of the New IDEAS Study and their participation in the study, and stimulate potential subjects to seek a qualified New IDEAS Study provider for potential enrollment in the study.

Given the complexity of the study design, the degree of interaction between referring physician and PET imaging facility, and the various different business models employed by participating sites, the New IDEAS Study team has established a policy on the use of marketing materials. This policy is intended to ensure that all marketing/advertising contains accurate information and that such material is consistent with principles of human subject protection.

## **Policy Statement**

- All marketing materials to be used by New IDEAS Study participating sites must be approved by the New IDEAS Study.
- Pre-approved marketing materials will be provided in the New IDEAS Study Toolkit on the New IDEAS Study website, and may be used without further review by the New IDEAS Study. Patient-facing materials have been pre-approved by Advarra IRB, but will still require additional approval for use at individual sites.
- Marketing materials developed by sites should be submitted to [newideas@acr.org](mailto:newideas@acr.org). A New IDEAS Study subcommittee will review proposed marketing materials for accuracy and consistency with the study protocol and study operating principles. Results of reviews will be provided to the requesting site as promptly as possible, and generally within 30 days.
- Site-developed material should be submitted as follows:
  - **PET Facility:** PET facilities must submit marketing materials to [newideas@acr.org](mailto:newideas@acr.org). Approval or edits will be provided to the facility for implementation.
  - **Dementia Specialist Practice:** Submit marketing materials to [newideas@acr.org](mailto:newideas@acr.org). Approval or edits will be provided back to the site and then forwarded to Advarra by the New IDEAS Study. Advarra approval and/or edits will be incorporated by the New IDEAS Study and a final approved version will be provided to the dementia expert for use.
- Failure by sites to comply with this policy or requirements specified by the New IDEAS Study may result in termination of the participating site or facility as detailed in the New IDEAS Study Participating Site Agreement or the PET Facility Data Use Agreement, respectively.