

IDEAS Study Advertising Policy

The 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 IDEAS Study and their participation in the Study, and stimulate potential subjects to seek a qualified 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 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 IDEAS Study participating sites must be approved by the IDEAS Study.
- Pre-approved marketing materials will be provided in the IDEAS Study Toolkit on the IDEAS Study website, and may be used without further review by IDEAS Study. These materials are also pre-approved by Schulman IRB. Sites operating under a local IRB must still submit the pre-approved marketing materials provided in the Toolkit to their local IRB for review and approval.
- Marketing materials developed by sites should be submitted to IDEAS-Study@acr.org. An IDEAS Study subcommittee will review proposed marketing materials for accuracy, consistent with the Study protocol and protocol requirements, and consistent with 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 by the facility as follows:
 - PET Facility: PET Facilities must submit marketing materials to IDEAS-Study@acr.org. Approval or edits will be provided to the facility for implementation.
 - Dementia Specialist Practice/Schulman IRB: Submit marketing materials to IDEAS-Study@acr.org. Approval or edits will be provided and forwarded to Schulman by IDEAS Study. Schulman approval and/or edits will be incorporated by IDEAS Study and a final approved version will be provided to the Dementia Expert for use.
 - Dementia Specialist Practice/Site Local IRB: Submit marketing materials to IDEAS-Study@acr.org. Approval or edits will be provided to the submitter to provide to the local IRB. Should the IRB require changes to the version approved by the IDEAS Study then the IRB approved revision must be submitted to IDEAS Study for final review and approval.

- Failure by sites to comply with this policy or requirements specified by the IDEAS Study may result in termination of the participating site or facility as detailed in the IDEAS Study Participating Site Agreement or the PET Facility Memorandum of Understanding, respectively