

Speaker Guidelines

The following speaker guidelines have been designed to assist in the development of educational content that is fair, balanced and only contains clinical content that supports safe and effective patient care.

Note: For more information about these guidelines, visit acme.org/standards.

Please review and check the box to indicate guideline acceptance.

Content Validity

- All recommendations for patient care must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options. Cite available sources.
- All scientific research referred to, reported or used in support or justification of a patient care recommendation, must conform to the generally accepted standards of experimental design, data collection, analysis and interpretation.
- If clinical recommendations will be made, include balanced information on all available therapeutic options. If applicable, address any potential risks or adverse effects that could be caused with any clinical recommendations.
- Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence and clinical reasoning.
- Content cannot be included in accredited education if it advocates for unscientific approaches to diagnosis or therapy, or if the education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.
- Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.

Presentations and Handouts

- Disclose any financial relationships with ineligible companies to learners with a disclosure slide; also include a slide if no relationships exist.
- Educational material must not contain any marketing produced by or for an ineligible company; including corporate or product logos, trade names, or product group messages.
Note: If using images of equipment, medication or devices block out logo/name.
- If physician practice / entity logos are used, preferred on the title and conclusion slides only.

HIPPA / Protected Health Information (PHI)

- All patient information should be de-identified; e.g. patient name on diagnostic images, entire face covered (not just eyes/nose).
- If patients can be identified, a patient release form is required.
Note: A standard patient HIPAA authorization for release of PHI may not include medical education or staff teaching.

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