

Speaker Guidelines

- The content and/or presentation of the information discussed/presented will address quality improvements in healthcare and will not promote a specific business interest of a commercial interest.
- Recommendations involving diagnosis and treatment discussed/presented will be based on evidence which is accepted within the profession of medicine as adequate justification for their indications and contraindication in the care of patient.
- All scientific research referenced, reported, or discussed/printed to justify patient care recommendation will conform to the generally accepted standards of experimental design, data collection, and analysis. (*Citations of the work are recommended.*)
- Objectives of the presentation/discussion will be consistent with overall objectives of the course, and the content is relevant to participants needs.
- Handouts and slides should not include any corporate names or logos of a commercial entity. (*If using a physician practice logo, or other non-commercially defined entity logo it is requested that this only appear on the title page and conclusion/question page rather than throughout the presentation.*)
- Use generic names to the extent possible. If trade names are used, include trade names from several companies when available, and not just trade names from a single company.
- If off-label products are discussed, disclose that ‘the use or indication in question’, is not currently approved by the FDA for labeling or advertising.
- If the presenter/speaker also speaks for a commercial interest, the promotional aspects of this relationship are not to be included in any way with this activity.
- The use of protected health information is to be HIPPA compliant. The patient’s identity should be removed, e.g. from radiographs and tests results. Additionally, if a patient image is used a release form is required.
- If research funded by a commercial company is presented, the information discussed should be based on generally accepted scientific principles and methods, and not promote the commercial interest of the funding company.
- *If there is a relevant relationship, this should be disclosed to the audience by the speaker – either on the presentation or verbally disclosed.*

If a speaker has a relevant relationship, it is required that the presentation is reviewed prior to the scheduled event. This should be sent to cme@nortonhealthcare.org. Please note that if the talk is not reviewed prior to the event CME will not be provided for the respective presentation.