

# CME SPEAKER HANDBOOK

2017-2018

**WELCOME**

On behalf of the Texas A&M University Coastal Bend Health Education Center, the Continuing Education Department thanks you for agreeing to speak at our conference. Continuing Medical Education (CME) is designed to positively impact patient outcomes by providing the education to address knowledge gaps among medical professionals in a defined area.

This handbook lays out essential instructions on how to make the most of your presentation at our accredited conference. Please take the time to read this document and do not hesitate to contact the CME staff via telephone or email. Our phone number is 361-561-8593 and our email is cbhec-ce@tamhsc.edu.

**DISCLOSING FINANCIAL RELATIONSHIPS**

An important **requirement** of accreditation is to establish that the speaker is free of any conflicts of interest. Those speaking at our conferences are required to submit a completed *Conflict of Interest Disclosure form*. This form ensures our accreditors and your audience that your topic of discussion is not biased because of financial relationships.

**Note:** Failure to disclose financial relationships may disqualify you from presenting at our conference or your presentation may become ineligible for credit.

If an applicable financial relationship is identified, the course director reviews the situation and determines if there is a conflict of interest. In this case, you will be asked to provide more information in order to resolve this conflict of interest. The content of your presentation must meet all accreditation criteria.

**APPLYING STANDARDS OF PRACTICE**

Continuing education events must meet certain standards set by accreditors. As such, speakers at our conferences must comply with these standards in order to participate. Contact the CME staff if you have any questions or concerns.

**Payments:** Those who speak at our conferences are not permitted to accept any payments or reimbursements from commercial entities related to the CME event.

**Validating content:** When relevant, recommendations must be based on accepted evidence within the health care profession as sufficient reasoning for indication or contraindications in treatment and care of patients.

**Guarding against bias:** Speakers' presentations must exhibit an impartial view of treatment options. When possible, use generic drug names in place of brand names. If your content contains brand names, it must include respective generic names and include other brand names of the product or medication.

**Educational materials:** All resources (e.g. handouts, presentation slides, abstracts) are prohibited from containing advertising, logos or product messages.

**INTEGRATE AUDIENCE ASSESSMENT QUESTIONS**

Speakers must integrate self-assessments into their discussion. Assessments provide feedback to the audience on how well they retained information from your presentation.

**Note:** Self-assessment is required for all professionals to receive credit for their attendance of the CME event. Speakers should have either an assessment test question or patient case to measure audience understanding of each learning objective.

ACTIVITY TYPE	SAMPLE LEARNING TACTIC
Knowledge-based	Measure audience engagement through verbal participation, the use of an audience system or similar methods. Give reasons for correct and incorrect answers.
Competence- or application-based	Include case studies that apply to information learned based on topic's objectives. Measure audience engagement through verbal participation. Give reasons for correct and incorrect answers.
Performance- or practice-based	Measure knowledge gained by assessing didactic learning and observing instructional-based skill. Obtain feedback for each learning tactic.

**FACILITATING A LEARNING ENVIRONMENT**

**Active learning techniques:** Speakers are required to integrate active-learning tactics to ensure audience engagement. The table below offers a few considerations as you prepare your presentation.

ACTIVITY TYPE	SAMPLE LEARNING TACTIC
Knowledge-based	Self-assessment quiz: multiple choice, true/false, etc.
Competence- or application-based	Interactive patient case studies
Performance- or practice-based	Didactic lecture and practice or instructional-based curriculum

**Writing your topic objectives:** Listing your learning objectives is required in order to offer credit for education. Learning objectives should be formulated using active verbs, free from abbreviations or acronyms. Avoid using the following verbs when you write your objectives: **understand, learn, know, appreciate, believe, value, explore, grasp significance of** and **be aware of**. Generally, your objectives should detail what you want your audience to gain from your presentation. The table below offers suggestions for alternate action verbs in place of the bold words. The objective should finish the statement “At the end of this educational activity, the attendee should be able to...”

DOMAINS FOR BLOOM’S TAXONOMY					
Knowledge	Comprehension	Application	Analysis	Synthesis	Evaluation
Define	Compose	Apply	Breakdown	Arrange	Appraise
Identify	Compile	Calculate	Categorize	Construct	Choose
List	Discuss	Demonstrate	Debate	Design	Conclude
Label	Describe	Choose	Compare	Create	Select
Name	Explain	Employ	Determine	Develop	Evaluate
Recite	Express	Perform	Diagram	Extend	Justify
State	Paraphrase	Solve	Distinguish	Formulate	Support

**INTEGRATING AUDIENCE LEARNING ASSESSMENTS**

**Writing effective assessment questions:** Assessment questions can be written in multiple choice, true/false or yes/no format. They should be clear and relevant to the learning objectives. Do not ask questions that you wouldn’t want publicly answered.

BEST TYPES OF QUESTIONS	THINGS TO AVOID
Clear, concise, complete questions	Excessive wording
An answer that is unarguably best	Negative language and double negative usage.
Questions that zero in on something specific	Abbreviations, jargon or slang.
Consistent language used in context	Using trade names for drugs.
Wrong answers that could appear reasonable to someone with rudimentary knowledge	Questions that are tricky, opinion-based or controversial.
All information required to answer the question without extraneous, ambiguous, or distracting information	Unnecessary modifiers (always, rarely, sometimes, often) and pronouns (it, they)

**Giving responses for test questions or self-assessments:** The speaker should explain both correct and incorrect answers to ensure audience’s understanding.

**PREPARING YOUR PRESENTATION**

A PowerPoint presentation is an invaluable tool for an effective presentation. Remember that the presentation is intended to supplement your talk, not substitute it. Consider these tips when designing your PowerPoint:

**In general**

- Choose a template for all of your slides
- Start by adding a new “Title and Content” slide with the “insert” tab
- Place a question in the title section and list the answers in the content section
- Include a slide at the beginning of your presentation outlining the learning objectives
- Use your slides to elaborate on key points to help your audience better understand the learning objectives
- Make sure the title on each slide corresponds to the topic you are discussing
- Add a slide to disclose any potentially conflicting financial relationships, even if you do not have any such financial relationships
- Use spell-check on all slides

**Design**

- Always use bullets (DO NOT use numbers or letters)
- Use visual items (e.g. tables, graphs, etc.) to convey data
- Ensure visuals have good color contrast
- If using images, ensure they are high resolution
- Make sure type is large enough to read (18-24 points is recommended)
- Avoid overused clip art
- Block out product names and/or medication names, patient information (e.g. names, D.O.B., other identifying information) and company names on screen images, x-rays, ultrasound image, etc.
- Use six lines or less of text per slide
- Choose a maximum of two fonts for your presentation (sans serif fonts are best for projection screens)
- Avoid cursive or ornamental fonts
- Ensure type color is highly contrasted from slide’s background

**Videos:** While videos can serve as a great visual learning tool, they should be used sparingly. This is especially true if you’re streaming from the web (e.g. from YouTube). The Wi-Fi bandwidth in the conference room will be used by nearly all of the participants and your video may not play properly. If possible, download the video and save it in the same folder where your presentation is saved.

**Remember, it is your responsibility to gain permission to use copyrighted materials for your presentation.**

**Adding a disclosure slide:** In addition to returning your signed disclosure (included in your speaker contract packet) speakers are required to disclose verbally any relevant financial relationships (including off-label or investigational uses) to participants before each presentation. To comply with this requirement, you must include a disclosure slide near the beginning of your presentation.

**Deadlines:** The CME staff will provide you a target date to send in your completed presentation. This target date is critical as the presentation is reviewed to ensure content is evidenced based and to assure that this presentation is fair, balanced and free of bias toward the commercial supporter(s) of the activity or manufacturers of products discussed in the activity.

The CME staff understands last-minute changes to your presentation can occur and they will do their best to accommodate late changes. However, since the content must be reviewed, it is discouraged to do so right before your lecture.

**Producing reference materials:** Speakers’ PowerPoints are typically converted to PDF format and saved on USB flash drives for conference attendees. Presentations are also uploaded to CME Department’s secure file-sharing application, Syncplicity, and shared with audience members. Additionally, your presentation may be printed and placed in a binder for attendees requesting physical copies.

If you do not wish to have your presentation distributed electronically or in print, please notify the CME Department.

## AUDIENCE RESPONSE SYSTEM

The CME Department uses Poll Everywhere to gauge audience responses in real time during conferences.

**What is Poll Everywhere?** Poll Everywhere is a simple application that works well for live audiences using mobile devices such as smart phones. The audience can respond to polls, surveys and questions by sending text messages to a “short code” number, 37607. A “short code” is a special number used specifically for text messaging. Unless participants have specifically opted out of short code numbers with their cell phone provider, they should be able to participate. Standard text messaging rates apply, so it may or may not be free for participants, depending on their text-messaging plan.

Poll Everywhere takes its users’ privacy seriously. CME staff cannot see phone numbers and audience members will never receive follow-up text messages outside of presentations.

**How audience responds to Poll Everywhere questions:** When a poll question slide is on the screen, the slide will contain specific prompts to assist audience members in responding. To join the session and to answer by text message, users open a new text message window on their phone and text a conference-specific code to a “short code.” Users then receive a reply that they have joined the conference’s session. After joining the session, users may respond to questions by texting the letter (A, B, C, D, etc.) that corresponds with their answer choice. Responses are not case-sensitive, so there is no need to capitalize text answers. At the end of the conference, users sign out of Poll Everywhere by replying, “Leave.” Users will receive a text message that they have left the session.

**Adding questions to Poll Everywhere:** If you have issues, please submit your questions in PowerPoint and the CME staff will convert the slides for use in Poll Everywhere.

## COMPLYING WITH COPYRIGHT LAWS AND ACCREDITATION GUIDELINES

The CME Department reserves the right to adjust your presentation to comply with applicable copyright and HIPAA laws. Materials that appear to infringe on these laws will be removed from your presentation.

Slides are reviewed to ensure commercial neutrality. The CME staff may contact you to change slides that appear to have bias. The CME Department will delete slides if they show enough of a journal article so that participants would not need to purchase it. A first-page glimpse is permissible, but tables from articles will be deleted (unless proper permission for use is obtained).

Photographs that identify a person (e.g. individual faces, distinguishing marks, etc.) need to be properly blocked out, unless prior permission of use has been given.

## COPYRIGHT PERMISSIONS

It is your responsibility to obtain permission to use copyrighted materials in your presentations. This applies to cartoons, other published materials, videos, etc. Once you have permission to use a copyrighted item from the copyright holder, a credit line needs to be included in your presentation material for each appearance of the item.

**Example:** “From Smith et al, NEJM, 14:142, 2001, used with permission of Massachusetts Medical Society.”

**Note:** In most cases, materials used in the CME events do not qualify for the fair use exemption. Copyrighted items are usually not considered fair use if multiple copies and/or a fee is charged for the items.

## OTHER ROLES

The CME Department may request that you serve at a conference in other roles. In such case, CME staff will provide details concerning any extra roles.

**Small group speaker:** You may be asked to bring a laptop to present to a breakout group. These presentations allow you to have a better dialogue with attendees.

**Moderator:** This role typically involves introducing other faculty or making course announcements.

**Panel discussion:** Speakers may participate in this type of discussion to cover different points of view of a specific topic. Multiple professionals sit at a table with individual microphones and answer audience questions.

**Q&A session:** Speakers may have audience members ask questions following their presentation. Usually, microphones will be set up in between aisles and attendees can walk up and ask their question from there, or a CME staff member will take the microphone to the audience member.

**Poster presentation:** Poster boards for these presentations are typically 8 feet wide by 4 feet tall, but sizes can vary depending on the venue. Bring a backup supply of push pins. The CME staff will instruct you on when to put up and take down your poster. You are required to be present during poster presentations.

## PRESENTATION DAY

**Audio visual equipment:** The CME Department will handle arrangements in getting appropriate audio-visual equipment for the conference.

There will be a dedicated computer operated by an AV technician that is used for all of the conference’s presentations. All approved presentations will be loaded onto the dedicated PC and tested prior to the conference. When you are speaking, a computer monitor will be in your view so you can see what the audience sees on the projector screen. While speaking, you will have a remote with a laser pointer so you can move between slides at your discretion. Other items typically included at the CME conferences are:

- Projector with appropriately sized screen(s)
- Microphone (either on lectern or a lavalier)
- Floor microphone(s) for audience questions
- Table microphone(s) for speaker’s panel

**Verbal disclosure:** Along with providing a slide in your presentation that covers potential financial conflicts of interest, you must verbally disclose any relationships at the beginning of your presentation.

**Internet access:** The venues where conferences are held typically have Wi-Fi internet connection available. Keep in mind that your device(s) will be among many others that share bandwidth, which may cause you to experience slower-than-usual speeds. The network speed is out of the control of the AV technicians and the CME staff.

**Handouts:** If you miss the deadline for having material sent into the CME Department, you are responsible for the cost of copying and shipping of any extra educational handouts. The CME staff does not provide these services at the time of the conference.

**Recording your presentation:** Many courses are recorded, both audio and video, for post-course purposes. Speakers and moderators must sign a release form before the conference. A release form is provided in the speaker contract packet you will receive from the CME staff.

If you do not want your presentation recorded, an option to decline is on the release form. Contact your CME program coordinator if you have any questions. If your presentation is being recorded, please keep the following tips in mind:

- Avoid excessive walking or movement while on stage.
- Know your microphone’s limitations and capabilities. For example, use discretion if shuffling papers to avoid unnecessary noise.
- During Q&A sessions, please remember to repeat audience questions before answering so that it will be heard by those recording as well as the audience.

## FOR MORE INFORMATION



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