

CME Speaker Handbook

2024



WELCOME

On behalf of the Texas A&M University Coastal bend Health Education Center, the Continuing Education Department thanks you for agreeing to be a part of our conference faculty. Continuing Medical Education (CME) is designed to positively impact professional practice and patient outcomes by addressing knowledge gaps among medical professionals through education.

This handbook lays out essential instructions on how to make the most of your presentation at our accredited conference. Please take time to thoroughly read this information and do not hesitate to contact the CME staff via telephone or email if any clarification is needed. Our phone number is 361.905.2905 and our email is cbhec-ce@tamu.edu.

DISCLOSING FINANCIAL RELATIONSHIPS

An important requirement of accreditation is to establish if the speaker has any conflicts of interest. Faculty speaking at our conferences are required to submit a completed Conflict of Interest form. Attestation to this form assures our accreditors and your audience that your topic of discussion is not biased because of financial relationships with any commercial interest, in any amount, occurring within the past 12 months.

Important 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 mitigation is needed. A commercial interest is *“ANY ENTITY WHOSE PRIMARY BUSINESS IS PRODUCING, MARKETING, RE-SELLING, OR DISTRIBUTING HEALTH CARE GOOD OR SERVICES CONSUMED BY, OR USED ON PATIENTS.”* In this case, you will be asked to provide more information to resolve this conflict of interest. The content of your presentation must meet all accreditation criteria for our audience.

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 to participate. Contact the CME staff if you have any questions or concerns.

Payments: Speakers are not permitted to accept payment or reimbursement from commercial entities related to the CME event.

Validating content: Lectures must be based on accepted evidence-based research within the healthcare profession for indication or contraindications for the treatment care of patients.

Guarding against bias: Speakers' presentations must provide an impartial view of treatment options. For example, use generic 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. Educational content, including learning objectives, and slides must be submitted to CBHEC staff for course review prior to the set deadline.

INTEGRATE AUDIENCE ASSESSMENT QUESTIONS

Speakers will integrate self-assessments into their discussions. Assessments provide feedback to the audience on how well they retain information from your presentation.

Note: A self-assessment is required for all professionals to receive credit for their attendance at the CME event. Speakers will provide assessment test questions or patient case studies to measure the audience’s understanding of each learning objective.

ACTIVITY TYPE	ASSESSMENT EXAMPLES
Knowledge-based	Measure audience engagement through verbal participation, the use of an audience response 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 the 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 skills. Obtain feedback for each learning tactic.

FACILITATING A LEARNING ENVIRONMENT

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

ACTIVITY TYPE	ASSESSMENT EXAMPLES
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 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 the 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 bold words. The objective should finish the statement, “At the end of this educational activity, the attendee should be able to...”

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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 ASSESSMENT

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 unarguably fits	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)

Give responses for test questions or self-assessments: The speaker should explain both correct and incorrect answers to ensure the 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 lecture, not substitute it. Consider these tips when designing your PowerPoint:

General

- Choose a consistent template for all your slides
- Start by adding a new "Title and Content" slide with the "insert" tab
- Add a slide to disclose any potentially conflicting financial relationships, even if you do not have any such financial relationships
- Include a slide at the beginning of your presentation outlining the learning objectives
- Place questions in the title section and list the answers in the content section
- Use the 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
- Use spell-check on all slides

Design

- Always use bullets (Do not use numbers or letters)
- Use visual items to convey data
- Ensure visuals have a good color contrast
- If using images, ensure they are high resolution
- Make sure the 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, s-ray, ultrasound images, etc.
- Use six lines of text or less per slide
- Choose a maximum of two fonts for your presentation (Sans Serif fonts are the best for projection screens)
- Avoid cursive or ornamental fonts

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 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.

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 the CME department's secure file-sharing application and shared with audience members. Additionally, your presentation may be printed and placed in a binder for attendees request 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 the Whova application to gauge audience responses in real time during the conference.

What is Whova? Whova is a simple application that works well for live audiences using mobile devices. The audience can respond to polls, surveys, and questions by sending text messages within the app. Whova takes its users' privacy seriously. CME staff cannot see phone numbers and audience members will never receive follow-up messages outside of presentations.

How the audience responds to Whova 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 the session in the app and can respond. Users then receive a reply that they have joined the conference's session. Responses are not case-sensitive.

Adding questions to Whova: Please submit your questions via PowerPoint and the CME staff will convert the slides for use in Whova.

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 CNE 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 of 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 for 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 that 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 these items.

OTHER ROLES

The CME Department may request that your services at a conference be in other roles. In such cases, 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 on a specific topic. Multiple professionals sit at a table with individual microphones and answer audience questions.

Q&A sessions: 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 questions from there, or a CME staff member will take the microphone to the audience member. The CME staff will instruct you on when to put up and take down your poster. You are required to be present during your poster presentation.

PRESENTATION DAY

Audio-visual equipment: The CME Department will plan for appropriate audio-visual equipment for the conference.

There will be a dedicated laptop operated by an AV technician for all of the conference presentations. All approved presentations will be loaded onto the dedicated laptop 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
- Microphone(s)
- Audience Microphone(s)
- Table Microphone(s)

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 a Wi-Fi 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 staffers.

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

Recording your presentation: Lectures 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.

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 the audience questions before answering so that they will be heard by those recording as well as the audience.

Please contact your program coordinator if you have any questions.

CONTACT INFORMATION:

CBHEC-CE@TAMU.EDU

361.905.2905



TEXAS A&M HEALTH
Coastal Bend
Health Education Center