

Beaumont

Speaker Compliance Guidelines

It is our policy that faculty not accept any payments or reimbursements from any commercial interest for giving presentations at continuing medical education activities sponsored by William Beaumont Hospital. In addition, please read the following carefully:

Information for Learners:

The information on expected results and purpose or objectives will be provided to learners by William Beaumont Hospital. These have been framed in terms of physician change or health status improvement, which is in keeping with our CME mission.

Content Validation:

Beaumont Health expects that all of its CME program will adhere to the ACCME's content validation value statement. Specifically, all the recommendations involving clinical medicine in a CME activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contraindications in the care of patients. All scientific research referred to, reported or used in CME in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis. Please contact the CME Department at Beaumont Health if you do not feel your presentation can meet these standards.

Safeguards Against Commercial Bias:

It is expected that the content or format of activities approved for CME credit and related materials will promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest/company. We employ several strategies to ensure the absence of commercial bias and you are integral to their successful implementation.

1. On the basis of information that you provide regarding relevant financial relationships, we will determine that no conflict of interest with respect to your role in this activity exists. We will be disclosing this information to our learners before the activity. We will inform the audience of the strategies that we have used to resolve a conflict of interest that you may have, should one exist.
2. We also remind you that your participation in this activity must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If your educational material or content includes trade names, trade names from several companies should be used where available, not just trade names from a single company.

Measurements of Effectiveness:

Beaumont Health will be seeking feedback from the learners on the effectiveness of this CME activity through evaluation of your presentation, and, in some cases, with follow-up surveys, pre-post conference tests, or with the use of our audience response system. Among other things, the immediate post-activity evaluations will ask participants to indicate if

- (1) the presentation was applicable to their practices,
- (2) the presentation met the objectives and their expectations,
- (3) the presentation was clear and well organized,
- (4) there was any evidence of commercial bias,
- (5) the content was acceptable within the profession of Medicine,
- (6) the content provided new information or reinforced the participant's own standard of practice
- (7) the participant plans to use the information provided or not.

Educational Materials:

Educational materials that are a part of this activity, such as slides, abstracts and handouts, cannot contain any advertising, trade names or product-group messages.