

Guidelines for Speaker Presentations

First Step: To ensure balance, independence, objectivity, and scientific rigor in activities accredited for Continuing Medical Education, the University of Tennessee College of Medicine, Knoxville, expects all planners, presenters, moderators, and speakers to disclose to the planners any financial relationship with an ACCME-defined ineligible company.

The ACCME defines ineligible companies as those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

Second Step: To ensure your presentation meets the required expectations of the ACCME, please adhere to the guidelines below:

Do not include the following in your presentation (including slides, videos, and photos):

1. **Trade names** of pharmaceutical products, drugs, or devices (generic names are okay)
2. **Logos** of pharmaceutical companies, products, drugs, or devices
3. **Marketing propaganda** of your personal or business website, publications, or additional proprietary business interests
4. **Product-promotion material** or product-specific advertisement of any type.

Rules to remember (taken directly from ACCME Standards for Commercial Support):

1. The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest or commercial interest.
2. 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.
3. Any presentation that is found to have real or apparent conflicts of interest is subject to the denial of *AMA PRA Category 1 CreditsTM*.

Other helpful hints:

1. Confidential patient photos DO NOT need to be submitted as part of your presentation. Please de-identify the patients in your presentation or make a title slide within the body of your presentation that states: “Content of slides # - # contains only confidential patient photos”