

**Guidelines for CE Presentations**, IHS must ensure that CE programs meet all CE Essential Elements and Guidelines while maintaining the highest standards and expectations of its audience. Below are lists of faculty/speaker guidelines to assist you in developing the highest quality educational content and materials.

**Scientific Integrity** Individuals giving presentations at CE activities should follow these guidelines so that materials are evidence-based, objective and balanced:

- Presentations must be free of commercial bias for or against any product.
- Presentations must give a balanced view of therapeutic options. Faculty use of generic names will contribute to this impartiality. If trade names are used, those of several companies should be used rather than only that of a single supporting company.
- Presentations that include commercial products must present objective information about those products, based on scientific methods generally accepted in the medical community.
- Information presented must conform to the generally accepted standards of experimental design, data collection and analysis.
- If unapproved uses of a product or service are discussed, inform the audience.
- The content of slides and reference materials are the ultimate responsibility of the faculty selected by IHS.
- The preponderance of slides included in the presentation should reflect original thoughts and organization of the speaker.
- It is the responsibility of the faculty presenter to obtain written permission for print inclusion of material that is under copyright protection.
- Material presented from trial results must include information on study design, subject selection and participation/compliance, therapeutic agents administered including source/dosage, adverse effects encountered, funding source, etc.
- Faculty must offer a balanced presentation of all available trial data that is pertinent to the topic.
- The preponderance of data presented from clinical trials should be from current peer-reviewed publications.

**Disclosure of Conflicts of Interest** In order to comply with national and provincial standards and accreditation guidelines governing the relationships between industry and educational and professional organizations, it is necessary for all CE presenters to be familiar with current disclosure policy and procedures:

- Faculty must disclose any affiliations with manufacturers of products of service providers mentioned at the event or with manufacturers of competing products or providers of competing services.
- At the beginning of your presentation, (i.e., slide #2), please provide a disclosure statement

**Copyright** CE presenters should keep in mind that:

- Single copies of an insubstantial proportion (10% or less) of a published work for personal use is allowed.

- While it is legal to copy another's work for inclusion in a PowerPoint presentation, these slides must not be printed out and distributed. IF this is in your presentation, you must notify Integrative Healthcare Symposium Conference Manager prior to using another's work. It will be the decision of the conference manager if this will be accepted.
- This legislation covers all information in print, electronic (Internet) audio and video formats.
- The distribution of complete journal or other print articles as handouts is generally subject to a license fee for which the presenter would be responsible.
- Providing a bibliographic reference or link to this article is not subject to a license fee and, therefore, preferable.

### Slides

- Educational material (slides, abstracts, handouts, etc.) **cannot** include commercial company and product logos.
- Do not use identifiable photographs of patients. Remove all patient identifiers from laboratory studies, x-rays, imaging studies, slides, etc. OR obtain written permission from the patient to use his/her information as part of your presentation.
- Limit the amount of information on each slide. Small font sizes and too much information on any one slide make duplication difficult.
- University or hospital logos may be included on the first slide. DO NOT use logos on your slide decks.