

Guidance for Preparing CME Content

The goal of CME is to present timely, accurate and non-promotional information for physicians to incorporate into their practice and/or service to the profession roles. The ACCME requires the content of CME activities to be balanced, scientifically rigorous, free from commercial bias, and in the best interests of the public health. (www.accme.org)

When developing your contribution to this Jefferson-sponsored CME Activity, please:

Ground your presentation in the best available evidence based medicine, regardless of whether or not you have an identified conflict of interest:

- Utilize the resources available for EBM Reviews.
 - (for examples, see <http://www.aafp.org/online/en/home/cme/cmea/ebcme/ebcmesources.html>)
- Indicate levels of evidence when appropriate.
- Identify approved vs. off label uses.
- Cite your sources, clearly differentiating peer review journals from other sources, preliminary data from fully published studies.

Ensure balance in content:

- Discuss a range of diagnostic and/or therapeutic options when reviewing practice recommendations.
- Include “both sides” of the argument - take a “devil’s advocate” position.
- Cite your sources and include a bibliography with your materials for distribution.
- Eliminate the use of trade names and brand names from your presentation.
- If trade names are believed to add clarity to the presentation, generic terms should be introduced at the same time and then preferentially used in the content. A single product should not be singled out by trade name.
- Eliminate the use of commercial logos from your presentation.

Declare your commercial relationships relating to the content and how you have addressed the potential influence of those relationships on your content:

- Tell your audience what your commercial relationships are.
- Avoid clinical recommendations that relate to your commercial relationships that cannot be supported by quality evidence based sources.
- Assure that your presentation content promotes the best interest of the public’s health versus a specific proprietary business interest.
- Include reference to classes of products rather than individual products, when appropriate.

Separate your activities relating to CME content from promotional activities for other organizations:

- Do not accept additional funding relating to your participation as CME Faculty from sources outside of the CME provider.

Questions?

Please Contact: SKMC Office of CME at 215-955-6992 (email: jeffersoncme@jefferson.edu)