Information for Speakers, Course Directors and Planning Committee Members

Thank you for agreeing to participate in a Tufts University School of Medicine (TUSM) sponsored educational activity as a speaker, course director or planning committee member. We appreciate your efforts on behalf of continuing education.

National Faculty Education Initiative
We encourage all faculty to take part in the National Faculty Education Initiative, a free, online educational activity developed by the Alliance for Continuing Medical Education (Alliance), and the Society for Academic Continuing Medical Education (SACME), in collaboration with the Association of American Medical Colleges (AAMC).

The goal of the Initiative is to help medical education faculty understand the differences between certified CE activities and commercial marketing/promotional programs. For more information or to access the activity, please visit: http://www.nfeinitiative.org.

Balance, Objectivity, Best Available Evidence
In accordance with the policies of TUSM Office of Continuing Education (OCE), the Accreditation Council for Continuing Medical Education (ACCME), the American Medical Association (AMA), the American Nurses Credentialing Center's Commission on Accreditation (ANCC COA), the Accreditation Council for Pharmacy Education (ACPE), and other applicable professional organizations, educational activities shall be balanced, objective, and based on scientific methods generally accepted in the medical community. Faculty shall reference the best available evidence (e.g., evidence-based medicine or best practices) and shall disclose limitations of the information and data, such as interim results, preliminary data or unsupported opinion. Educational activities shall provide meaningful opportunities for scientific debate or questioning during the event.

Educational Objectives
Please refer to the attached Verb Worksheet as a guide to writing measurable educational objectives.

Generic Names, Trade Names, Unapproved Uses
Speakers should use generic names in activity content. In cases where trade names are used, the speaker should cite the names of products by several manufacturers. Faculty shall disclose if a product is not labeled (unapproved by FDA) for the use under discussion or if a product is still investigational.

Format/Copyright
Please spell out abbreviations and acronyms, and include references for all copyrighted work. Please obtain necessary permission for publications of other’s work.

Disclosure Form Guidelines: Relevant Financial Relationships with Commercial Interests
All faculty, course directors, planning committee members and others in a position to control the content of an educational activity are required to disclose to the audience all relevant financial relationships that they or their spouse/partner have with any commercial interest within the past 12 months. If it is determined that a conflict of interest exists as a result of a financial relationship that you have, this will need to be resolved prior to the activity. Please provide us with the information on the attached Disclosure Form to enable us to move to the next steps in planning this educational activity. If you refuse to disclose relevant financial relationships, you will be disqualified from being a part of the planning and/or implementation of this activity.

Glossary of Terms
Commercial Interest: The ACCME defines a “commercial interest” as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

Financial relationships: Financial relationships are those relationships in which the individual benefits by receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (e.g., stocks, stock options or other ownership interest, excluding diversified mutual funds), or other financial benefit. Financial benefits are usually associated with roles such as employment, management position, independent contractor (including contracted research), consulting, speaking and teaching, membership on advisory committees or review panels, board membership, and other activities from which remuneration is received, or expected. ACCME considers relationships of the person involved in the educational activity to include financial relationships of a spouse or partner.

Relevant financial relationships: ACCME focuses on financial relationships with commercial interests in the 12-month period preceding the time that the individual is being asked to assume a role controlling content of the educational activity. ACCME has not set a minimal dollar amount for relationships to be significant. Inherent in any amount is the incentive to maintain or increase the value of the relationship. The ACCME defines “relevant” financial relationships as financial relationships in any amount occurring within the past 12 months that create a conflict of interest.

Conflict of Interest: Circumstances create a conflict of interest when an individual has an opportunity to affect educational content about products or services of a commercial interest with which he/she has a financial relationship.
Verb Worksheet for Preparing Learning Objectives

Objectives are critical to the continuing education activity development because they: (1) reflect input from learner relative to educational needs; (2) determine the selection of content and teaching methods; (3) provide guidance to the evaluation phase.

Please use the list below when writing the learning objectives for your activity/session(s):

- Describe the learner outcome, not the instructor’s process or approach.
- Objectives must be measurable (describe ACTION that can be OBSERVED) and specific.
- The objectives must be appropriate for the selected aspect(s) Knowledge, Competence, Performance).
- The objectives are developed to specifically address the identified educational need.

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>Knowledge</th>
<th>Comprehension</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define, duplicate, label, list, memorize, name, order, relate, recall, repeat, reproduce, state, select</td>
<td>Classify, describe, discuss, explain, express, identify, indicate, locate, outline, report, restate, review, select, translate, estimate, defend, translate</td>
<td></td>
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<table>
<thead>
<tr>
<th>Competence</th>
<th>Evaluation</th>
<th>Organization</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appraise, argue, assess, attach, choose compare, defend estimate, judge, predict, rate, core, select, support, value, evaluate, decide, recommend.</td>
<td>Adhere, alter, arrange, combine, compare, complete, defend, explain, formulate, generalize, identify, integrate, modify, order, organize, prepare, relate, synthesize.</td>
<td>Distinguish, analyze, differentiate, compare, contrast, categorize, appraise, classify, outline, deconstruct</td>
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<thead>
<tr>
<th>Performance</th>
<th>Articulation</th>
<th>Precision</th>
<th>Manipulation</th>
<th>Application</th>
<th>Synthesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construct, solve, combine, coordinate, integrate, adapt, develop, formulate, modify, master, improve, and teach.</td>
<td>Re-create, build, perform, execute, and implement.</td>
<td>Demonstrate, complete, show, perfect, calibrate, control, and practice.</td>
<td>Apply, choose, demonstrate, dramatize, practice, employ, illustrate, interpret, operate, practice, schedule, sketch, solve, use, write.</td>
<td>Diagnose, propose, design, manage, hypothesize, design, summarize, plan, formulate, arrange, organize</td>
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<thead>
<tr>
<th>Origination</th>
<th>Adaptation</th>
<th>Complex</th>
<th>Valuing</th>
<th>Guided Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create, compose, arrange, initiate</td>
<td>Adapt, revise, change, modify</td>
<td>Display, manipulate, work, operate</td>
<td>Share, complete, follow</td>
<td>Display, manipulate, work, perform</td>
</tr>
</tbody>
</table>

Unacceptable Words that should NOT be used as learning objectives!

Know, really know, understand, appreciate, become, enjoy, comprehend, increase, learn, think, approach, improve, believe, recognize, grasp the significance of, gain/expand knowledge, study, grow, cover.