

# Faculty Presentation Development/Delivery Guidelines

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Individuals giving presentations at accredited IPCE 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 Optum Health Education.
- 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 peer-reviewed publications.