

Aligning with Prisma Health's mission "to be the difference," this document outlines best practices for selecting activity planning committee members, speakers, panelists, and selection committees. It also provides guidance for speakers on content development and delivery to enhance the learning experience.

Planning Committee Selection:

- Include representatives who possess experiences and backgrounds representative of the target audience(s) and incorporate representation from various professional roles, specialties, perspectives, and experiences to ensure access, foster a sense of belonging, and promote community.
- Actively engage and empower committee members from different professional roles and backgrounds in decision-making to address the needs of the target audience(s).
- Avoid inviting owners/employees whose primary business is producing, marketing, or selling healthcare products, except when the activity is non-clinical, or the activity is unrelated to their business or products.

Speaker/Panelist Selection:

- Develop topics and objectives reflecting interprofessional backgrounds and perspectives.
- Avoid inviting owners/employees whose primary business is producing, marketing, or selling healthcare products, except when they are providing non-clinical content, serving as technical experts (e.g., training on equipment use), or participating in discussions unrelated to their business or products.
- Balance internal and external speakers to showcase diverse perspectives.
- Encourage speaker/panelist suggestions from committee members and professional networks.
- For panels, ensure representation across interprofessional roles, specialties, experiences, and perspectives.
- For conferences, consider issuing a call for proposals and encouraging applications based on identified topics.

Selection Committee: If a call for proposals is made:

- Consider anonymizing paper/proposal submissions to reduce bias.
- Develop an objective rubric to assess and select proposals/papers.

Content Development & Delivery: When guiding speakers on topics, content, and delivery for the upcoming activity, encourage them to consider the following:

Content Development:

- Incorporate terminology appropriate for various populations.
- Include broad representation across educational materials, slides, videos, and learning content.
- Use imagery reflecting the patient and provider population characteristics.
- Specify study demographics for pre-clinical and clinical research (i.e., sex, gender, race/ethnicity, age, including animal/cell lines, etc.).
- Avoid bias, stereotypes, or inappropriate clichés related to providers or patients.

Content Delivery:

- Disclose if demographics are not identified in the research.
- Include different learning preferences (i.e., visual, tactile, etc.) and modalities.
- Consider active learning strategies (i.e., group discussions, case studies, role-playing, simulations, problem-solving).
- Allow both individual and group discussions.
- Make content/educational materials available prior to delivery.

By following these best practices, CME activities can promote expertise while promoting community, addressing diverse perspectives, and enhance the learning experience for all participants. For questions or support, contact the CME office at CME.Upstate@PrismaHealth.org.