



Helpful Hints for Development of CME Presentations

We hope the following information will be useful to you and help you avoid any issues when developing slides or handout materials for your CME presentation. Please note that giving a CME presentation differs from giving a lecture or conference for a Duke department or division. With CME you're usually presenting to an "external audience" and often there is an honorarium implying payment for your intellectual property.

1. HIPAA

- 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.
- Do not use identifiable photographs of patients unless written patient permission has been granted.
- Questions: <http://www.hhs.gov/ocr/privacysummary.pdf> or http://medschool.duke.edu/compliance/contact_us/

2. Copyright

- At a minimum, proper attribution should be included on tables, figures, algorithms, material copied and pasted from web sites, etc. See <http://library.duke.edu/about/copyright.html>. The source of the cited material can be properly acknowledged in a footnote on the slide.
- Some "images" are particularly challenging; e.g., use of a Frank Netter illustration requires "purchase" and acknowledging their copyright. Other images may have similar restrictions. See <http://www.graphicwitness.com/netter/exhibits/prices/index.html>

3. Trade Names

- Generic names should be used instead of trade names in the educational materials (slides, abstracts, handouts, etc.). If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.

4. Product Logos

- No product logos should be included in the educational materials (slides, abstracts, handouts, etc.).

5. Content Validation

- All recommendations involving clinical medicine in a CME/CE activity must be based on evidence that is accepted within the profession of medicine as adequate justification for their indications and contra-indications in the care of patients.
- All scientific research referred to, reported or used in CME/CE in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection and analysis.

If you have any questions, please contact the Duke Office of CME at 919/401-1200 or cme@mc.duke.edu.