



Guidance for Creating Educational Materials

Purpose: To ensure all accredited continuing education activities are **independent, evidence-based, and free from commercial bias**, speakers should adhere to the following guidelines when developing content.

You may receive additional guidance from the University of Idaho, School of Health and Medical Professions Office of Continuing Education if revisions to your presentation or educational materials are required.

1. Principles of Independence

Your presentation should:

- Be **based on scientific evidence** and/or accepted clinical practice
- Promote **improvements in healthcare**, not products or services
- Be **balanced and objective**, reflecting multiple perspectives when appropriate
- Avoid influence from **ineligible companies** (e.g., pharmaceutical, device, or biotech companies)

2. Identifying and Avoiding Commercial Bias

Commercial bias occurs when:

- A specific product, brand, or company is promoted over others
- Content favors a commercial interest without supporting evidence
- Language implies endorsement (e.g., “best,” “preferred,” “only option”)

To avoid bias:

- Use **generic names** instead of brand names whenever possible
- If trade names are used, present **multiple comparable options**
- Provide **balanced discussion** of benefits, risks, and limitations
- Base recommendations on **peer-reviewed evidence**, not opinion

3. Content Development Expectations

Your presentation should:

- Address the **educational gap or need**
- Align with the stated **learning objectives**
- Include **current, evidence-based references**
- Reflect **interprofessional relevance**, when applicable

4. Use of Data, Images, and Materials

- Ensure all materials are **free from logos or branding** of ineligible companies
- Do not include:
 - Company marketing slides
 - Promotional images or product packaging
- Cite **sources clearly** for all data and images

5. Disclosure of Financial Relationships

All presenters are required to disclose **financial relationships with ineligible companies** from the past 24 months.

This information will be reviewed to ensure that any potential conflicts are mitigated prior to the activity.

6. Required Disclosure Statements

If NO Financial Relationships Exist

Use this statement on your presentation (typically first or second slide):

Disclosure Statement:

The presenter(s) have no relevant financial relationships with ineligible companies to disclose.

If Financial Relationships EXIST

Use the template below and complete all applicable fields:

Disclosure Statement:

The presenter(s) report the following relevant financial relationships with ineligible companies:

- [Company Name] – [Nature of Relationship (e.g., Consultant, Speaker, Grant Support)]
- [Company Name] – [Nature of Relationship]

You may be contacted by the University of Idaho, School of Health and Medical Professions Office of Continuing Education asking you to update your slides-based outcome of the review.

7. Discussion of Off-Label or Investigational Use

If your presentation includes **off-label or investigational uses** of products:

- Clearly identify this during the presentation
- Use a statement such as:

This presentation includes discussion of off-label or investigational uses of products not approved by the FDA. Please consult prescribing information for approved uses.

8. Prohibited Practices

Presenters **may not**:

- Accept direction or content from commercial entities
 - Use slides created by industry unless fully revised for independence
 - Include promotional language, slogans, or advertisements
 - Distribute promotional materials during the session
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9. Final Review and Compliance

All presentations are subject to **review prior to the activity** to ensure:

- Compliance with accreditation standards
- Absence of commercial bias
- Appropriate mitigation of any disclosed relationships

Revisions may be required before approval.

10. Presenter Checklist

Before submitting your presentation, confirm:

- Content is evidence-based and balanced
- Generic names are used (or multiple brands presented fairly)
- No commercial logos or marketing materials are included
- Disclosure slide is included and accurate
- Sources/references are cited
- Off-label use (if applicable) is clearly identified