CME/CE Symposia Information (for potential joint provider partners or medical education companies [MECs])

Definition
Continuing medical education (CME)/continuing education (CE) symposia are programs supported jointly by the Society of Critical Care Medicine (SCCM) and joint providers through unrestricted educational grants. These activities are considered part of SCCM’s Annual Critical Care Congress and are complimentary to all registered Congress attendees. Four goals have been developed to help further this mission and guide SCCM programming:

- Learn It (Education): Enhance and expand offerings and distribution of SCCM educational programs
- Deliver It (Integrated Team of Dedicated Experts): Promote access to compassionate, patient-centered care delivered by an integrated team of dedicated experts who provide service both to individual patients and to the institution
- Measure It (Outcome Measurements and Reporting): Develop ICU outcome measurements and reporting systems that will lessen variability in the delivery of care, thereby reducing errors
- Improve It (Continuous Improvement): Develop information to create high-reliability organizations through a continuous improvement process

SCCM is committed to working with its partners to offer the highest-quality programming to all clinicians in critical care. Proposals submitted to SCCM are reviewed by the Congress Program Planning Committee to ensure that they meet one or more of the goals listed above and that session content and speakers are unbiased and will present all sides of any issue using evidence-based medicine. Commercial supporters may not influence the content of the session or the selection of faculty.

Continuing Medical Education
Morning and midday symposia are considered CME/CE activities for which attendees can receive CME/CE credit. SCCM is an accredited provider of CME/CE for physicians, nurses, and pharmacists. SCCM follows the guidelines of the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council of Pharmacy Education (ACPE), and the California Board of Nursing. All presentation topics, faculty, and objectives must be approved by SCCM. A potential joint provider may submit a proposal to develop the activity jointly with SCCM, or SCCM may solely develop the activity.

View the Society’s policies on commercial support.
CME/CE Symposia Dates and Times

<table>
<thead>
<tr>
<th>Session</th>
<th>Monday, February 17, 2020</th>
<th>Tuesday, February 18, 2020</th>
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<tbody>
<tr>
<td>Morning session</td>
<td>5:45 a.m. – 6:15 a.m. breakfast buffet 6:15 a.m. – 7:45 a.m. symposium</td>
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</tr>
<tr>
<td>Midday session</td>
<td>12:00 p.m. – 12:15 p.m. boxed lunch 12:15 p.m. – 1:30 p.m. symposium</td>
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There will be a maximum of two symposia per session.

Venue
Orange County Convention Center, 9800 International Drive, Orlando, FL 32819

Fees
SCCM’s symposium fee is $90,000, which includes:

1. Project management
2. Faculty management
3. Honoraria for a maximum of three faculty
4. Faculty travel reimbursement (coach airfare and one night’s accommodation)
5. On-site logistics and meeting space management
6. One-time complimentary SCCM Congress preregistration attendee mailing list
7. Food and beverage costs for a continental breakfast buffet or boxed lunch

The following promotional opportunities may be added for an incremental grant fee:

1. Print advertising opportunities (*Critical Connections*, Official Program and Exhibit Guide, and hotel door drop)
2. Digital advertising opportunities (*Critical Connections*, News, Select, or Congress editions; Congress Special Events and Sessions Brochure)
3. Enduring material production and distribution (customized interactive version of the live symposium that includes CE credit and SCCM marketing to extend reach beyond live symposium)

*Please note:*
- Multiple commercial supporters may fund each symposium or may fund multiple symposia.
- If a commercial supporter would like to work directly with SCCM (without a joint provider), the budget and package would be shared on request because the process is slightly different.
- All symposia are scheduled on a first-come, first-served basis at SCCM’s discretion.

Request for Support of a CME/CE Symposium

1. Complete the [CME/CE Symposia Application: https://form.jotform.com/92585975703168](https://form.jotform.com/92585975703168). Please ensure that potential speakers for your symposium are available and advise them that their involvement is dependent on SCCM’s Program Planning Committee review. Approved faculty will receive official invitations from SCCM after the letter of agreement (LOA) has been signed by all parties.
2. Please use the budget template (available upon request) to estimate the grant request amount. The budget must include the grant portion payable to SCCM and must list the required items. SCCM provides the registration, general marketing, evaluations, and on-site assistance for each panel. Add additional lines under the appropriate sections for your charges (highlighted in orange).

Please note:
- Estimated attendance for each symposium ranges from 250-400 people.
- Continental breakfast or boxed lunches for attendees are included in the SCCM fee; no changes or additions to the menu or room setup can be made.

DEADLINE: Applications will be accepted until October 31, 2019. After this date, applications will be taken as space allows. SCCM cannot guarantee that the symposia will appear in print promotional materials because of production timelines.

Letter of Agreement Process

Review and include all items in SCCM’s joint LOA. SCCM will accept a grantor’s LOA if it includes all the language in SCCM’s original agreement. Please be sure to include SCCM’s required CME/CE language for your legal department before finalizing any agreement.

Once the request for proposal and budget estimate are submitted, the Congress Program Planning Committee will review and respond within 14 days of receipt. The LOA will then be sent to all parties for signatures. No speaker contact will be made until the LOA is completed and signed.

SCCM must receive the full grant amount by January 31, 2020.

CME/CE Symposia Guidelines

SCCM adheres to the Guidelines for Commercial Support of Continuing Medical Education as approved by the ACCME. Formal faculty invitations, communications, and reimbursements must be handled directly by SCCM. All products must be referenced in generic terms only and not by trade names.

CME/CE symposia are educational programs. Product advertising, company advertising, third-party advertising, and outside product literature are not allowed in any handouts or invitation materials, meeting rooms, Congress hotels, or the Orange County Convention Center. Product information may be disseminated only from a company’s exhibit booth. Refer to the complete list of guidelines for more information.

Managing Conflicts of Interest

The Congress Program Planning Committee will address and manage conflicts of interest (COI) in the development of the symposium. COI can be managed by replacing a speaker, refocusing the presentation, or eliciting peer review of the symposium to determine its merit or resolution. All faculty
must complete the COI disclosure form before being approved to present. All responses will be submitted to SCCM to resolve any conflicts. SCCM does not allow employees of a commercial interest to serve as moderators or faculty.

Any speaker who does not submit a disclosure before the symposium will be disqualified from presenting. If a speaker is replaced during the planning of the symposium, the replacement speaker must submit a disclosure, which will be reviewed by the Congress Program Planning Committee to ensure that it maintains the balance of the presentation before the speaker will be allowed to present.

**Proprietary Materials and Property**

Morning and midday symposia are a part of SCCM’s educational program. Therefore, symposia and any accompanying materials become the sole property of SCCM. Materials generated after the event must be produced in accordance with SCCM policy.

**Faculty Reimbursement Details (expenses for up to three speakers covered by the SCCM fee)**

- Travel expenses, including round-trip coach airfare made at least 30 days before the symposium
- One night’s single, standard hotel accommodation (excluding incidentals) booked through SCCM
- Honorarium of $1,000
- Complimentary registration for the 49th Critical Care Congress
- All honoraria, reimbursement, and speaker arrangements must be made through SCCM. No additional funding or honoraria are allowed.

*Additional speakers are not covered by SCCM’s fee and are subject to approval.*

**Additional Promotional Opportunities**

Please review the [Exhibitor Prospectus](#) on page 8 for additional opportunities.

**Enduring Material**

**Critical Connections**

Investment: $15,000

*Critical Connections*’ editorial material will align with the symposium topic, giving added focus to the topic and highlighting the enduring material. *Critical Connections* is a 9” x 11” print newsmagazine that highlights clinical editorials and news related to SCCM. It is a quarterly publication mailed to 25,000 people (including members and approximately 9,000 nonmembers).

**Printed Monograph**

Investment: $20,000

The preprinted monograph will be polybagged in an upcoming issue of *Critical Connections* that will be distributed to a wide audience of critical care professionals for credit. The monograph is a maximum of 12 pages (six leaves) and contains a summary of the symposium content. It is printed in four colors. Learners will be directed to an online platform to access the monograph. The posttest will also be
available. Periodic reminders via SCCM marketing vehicles will drive learners to this activity. Each monograph offers CME/CE credit for physicians, physician assistants, nurses, respiratory therapists,* dietitians,* and pharmacists. The printed monograph polybagged with *Critical Connections* is a well-received vehicle for SCCM members and nonmembers to obtain CME/CE credit.

**Online Enduring Activity**  
Investment: $35,000

Reach a targeted audience online through SCCM’s online enduring package. This opportunity includes an interactive version of the live content which includes audio and synced slides in HTML web design. This activity will be highlighted on SCCM’s website and included in an email to SCCM’s membership, reaching more than 16,000 critical care professionals in addition to nonmember clinicians. This enduring activity will be accredited by SCCM for physicians, physician assistants, nurses, pharmacists, dietitians,* and respiratory therapists* to receive CME/CE credit.

**CME/CE Live Webinar**  
Investment: $45,000

SCCM can provide another touchpoint on the symposium topic. SCCM develops the content** (eg, providing a case study), provides marketing for the activity, and allows attendees to interact with the faculty after the activity. This webinar will also provide participants with CME/CE credit and the opportunity to further expand the discussion and outcomes of the topic from the live symposium (or the online enduring activity).

*SCCM will apply for appropriate credit if the content lends itself to respiratory therapists and/or dietitians, when applicable.  
**Content can be provided by joint provider pending SCCM approval.