



MORNING SYMPOSIA INFORMATION

Definition

Morning Symposia are programs supported jointly by the Society of Critical Care Medicine (SCCM) and the commercial supporters assigned third-party partner through unrestricted educational grants. These programs 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 the individual patient and to the organization of the ICU
- 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 our 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 it meets one or more of the above goals and that session content and speaker members are unbiased and will present and discuss all sides of any issue. Commercial supporters may not influence the content of the session or the selection of faculty.

Continuing Medical Education

Morning Symposia are considered a continuing medical education (CME) activity for which the attendee may receive CME credit. SCCM is the accredited provider of CME for nurses, pharmacists, and physicians. SCCM follows the guidelines for these national continuing education boards. According to 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 accredited sponsor may submit a proposal to develop the activity jointly with the Society, or the Society may solely develop the activity.

View the Society's [policies](#) on commercial support.



MORNING SYMPOSIA INFORMATION (cont.)

Dates and Times

Monday, February 18, 2019 and/or Tuesday, February 19, 2019 from 6:15 AM-7:45 AM. There will be a maximum of 2-3 symposia per day. If symposia exceed 4 total (or 2 per day), there is a potential timeslot for Saturday evening.

Venue

San Diego Convention Center, 111 West Harbor Drive, San Diego, CA 92101

Fees

The minimum educational grant is \$90,000, which includes:

1. Project management
2. Faculty management
3. On-site logistics and meeting space management
4. One-time complimentary SCCM Congress pre-registration attendee mailing list
5. Food and beverage costs related to a continental breakfast buffet

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

1. Print advertising opportunities (***Critical Connections, Official Program & Exhibit Guide, and*** hotel door drop)
2. Digital advertising opportunities (***Critical Connections [News, Select, or Congress Editions], Congress Special Events & Sessions Brochure, and Critical Connections-Congress Edition***)
3. Enduring material (recorded webcast of the live meeting that includes continuing education credit and Society marketing to extend reach beyond live attendees)

Please note:

- Multiple commercial supporters may fund each symposium or may provide funding for multiple symposia.
- Fee will be higher if evening slot is utilized for food and beverage costs related to a dinner buffet
- If a commercial supporter wants to work directly with SCCM (without a joint education provider), the budget and package would be shared upon request as it is a slightly different process.



REQUEST FOR SUPPORT OF A MORNING SYMPOSIUM

1. Complete the proposal or Request for Proposal (RFP) on the following page. Please ensure that potential speakers for your symposium are available and advise them that their involvement is dependent on the review of the Society of Critical Care Medicine (SCCM) Program Planning Committee. Approved faculty will receive official invitations from SCCM after the Letter of Agreement (LOA) has been signed by all parties.
2. Please use the provided [budget template](#) 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 for attendees is included in the SCCM fee; no changes or additions to the menu or room setup can be made.
3. Review and include all items in SCCM's Joint LOA (page 7). 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 continuing medical education (CME)/continuing education (CE) language for your legal department before finalizing any agreement. Once the RFP 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, 2019.

DEADLINE: Applications will be accepted until October 31, 2018. 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.

2019 CME SYMPOSIUM APPLICATION

Educational Grantor's Information:

Company name [Click here to enter text.](#)
Contact name [Click here to enter text.](#)
Mailing address [Click here to enter text.](#)
Phone [Click here to enter text.](#)
Email [Click here to enter text.](#)

Medical Education Company (Third Party) Information:

Company name [Click here to enter text.](#)
Contact name [Click here to enter text.](#)
Mailing address [Click here to enter text.](#)
Phone [Click here to enter text.](#)
Email [Click here to enter text.](#)

SCCM will communicate with only one contact person. It is the responsibility of the contact person listed above to communicate expectations, progress, deadlines, etc.

Have you received grant funding for this activity? Yes No
Is this funding part of a larger grant or activity? Yes No
Is your company an ACCME-accredited provider? Yes No

Needs Assessment Information:

What is the purpose of this activity? (maximum 3,000 characters)

[Click here to enter text.](#)

What specific knowledge, skills, or attitudes will be taught through this activity? (maximum 3,000 characters)

[Click here to enter text.](#)

2019 CONGRESS CME SYMPOSIUM

Identify the source from which the need was identified for this activity. Check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Planning committee | <input type="checkbox"/> National clinical guidelines (NIH, CDC, Joint Commission) |
| <input type="checkbox"/> Expert panel | <input type="checkbox"/> Specialty society guidelines |
| <input type="checkbox"/> Peer-reviewed literature | <input type="checkbox"/> Request from clinicians |
| <input type="checkbox"/> Research data | <input type="checkbox"/> Request from affiliated association |
| <input type="checkbox"/> Required by government/law | <input type="checkbox"/> Hospital analysis |
| <input type="checkbox"/> Previous related evaluations | <input type="checkbox"/> Clinical observation |
| <input type="checkbox"/> Focus panel/survey results | <input type="checkbox"/> Evidence of topic offered by other CE providers |
| <input type="checkbox"/> Indicated in learning stage analysis | <input type="checkbox"/> Lay press |
| <input type="checkbox"/> Mortality and morbidity data | <input type="checkbox"/> Consumer-directed ads |
| <input type="checkbox"/> Epidemiology data | <input type="checkbox"/> Other: Indicate below. |
| <input type="checkbox"/> Society trends | Click here to enter text. |

Please list references that support the identified sources noted above. (maximum 3,000 characters)

[Click here to enter text.](#)

Is the target audience multiprofessional? Yes No

Identify the learning competencies.

- Increase in clinical knowledge and quality improvement
- Improvement in communications
- Patient- and family-centered care
- Change in performance or practice
- Improvement in multiprofessionalism and teamwork

What is the desired performance or knowledge that is expected by participants after engaging in this activity?
(maximum 3,000 characters)

[Click here to enter text.](#)

What steps must the participant take to achieve the desired outcome? List 3 to 5 measurable objectives.
(maximum 3,000 characters)

[Click here to enter text.](#)

Symposium Title: [Click here to enter text.](#)

2019 CONGRESS CME SYMPOSIUM

The SCCM Program Planning Committee reviews all faculty suggestions to ensure a fair and balanced panel. No faculty will be confirmed until this approval is granted.

Symposium Moderator: Click here to enter text.

Title of Talk #1: Click here to enter text.
Speaker Click here to enter text.
Credentials Click here to enter text.
Title and institution Click here to enter text.
Mailing address Click here to enter text.
Email Click here to enter text.
Phone Click here to enter text.

Title of Talk #2: Click here to enter text.
Speaker Click here to enter text.
Credentials Click here to enter text.
Title and institution Click here to enter text.
Mailing address Click here to enter text.
Email Click here to enter text.
Phone Click here to enter text.

Title of Talk #3: Click here to enter text.
Speaker Click here to enter text.
Credentials Click here to enter text.
Title and institution Click here to enter text.
Mailing address Click here to enter text.
Email Click here to enter text.
Phone Click here to enter text.

The completed application should be emailed to both Audra Kubilius at akubilius@sccm.org and Desiree Ng at dng@sccm.org.



LETTER OF AGREEMENT

Regarding Terms, Conditions and Purposes of an Educational Grant

Overview

This agreement sets forth the terms and conditions of the receipt of commercial support in the form of an educational grant relating to continuing medical education (CME) activities provided by the Society of Critical Care Medicine and in accordance with the Essential Areas, Criteria for Accreditation and policies of the Accreditation Council for Continuing Medical Education (ACCME), including the ACCME *Standards for Commercial Support*. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest¹, which is used to pay all or part of the costs of a CME activity.

Parties to the Agreement

This agreement is made by and between the Society of Critical Care Medicine (hereinafter referred to as "Provider"), and **<insert name of commercial supporter>** (hereinafter referred to as "Grantor") for the purpose of providing funding to support a CME activity in the form of an educational grant. In addition, **<name of joint provider>** will serve as the non-accredited Joint Provider (hereinafter referred to as "Joint Provider").

Title of Activity:	XXX (the "Activity")
Type of Activity:	Live Supported Symposium
Location:	
Date/Time:	
Total Amount of Overall Grant:	\$XXXXXXX (this amount includes fees paid to SCCM and the Joint Provider)
Provider:	Society of Critical Care Medicine (SCCM)
Contact:	Desiree Ng Industry Relations Manager 500 Midway Drive Mount Prospect, IL 60056 Phone: +1 847 827-7188 Fax: +1 847 493- 6417

CONDITIONS

1. **Statement of Purpose:** The program is for scientific and educational purposes only and will not promote the Grantor's products, either directly or indirectly.

¹The ACCME defines a Commercial Interest as any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients.

2. **Control of Content and Selection of Presenters and Moderators:** Provider will make the selection of presenter(s) based on balance and independence. Provider and Joint Provider will work cooperatively in the development, implementation, evaluation and promotion of the Activity. Provider, however, retains final approval authority for the following:
 - a. All promotional material;
 - b. All on-site activity material and printed and/or recorded educational material;
 - c. Activity schedule and designation of credit;
 - d. Faculty;
 - e. Objectives;
 - f. Educational design;
 - g. Evaluation instrument; and
 - h. Approval and signing of commercial support agreement.

3. **Disclosure of Financial Relationships:** Provider will ensure meaningful disclosure to audience, at the time of the Activity, of (a) Grantor funding, either direct or in-kind and (b) any significant relationship between Provider, Joint Provider and the Grantor or between individual speakers or moderators and the Grantor and/or Joint Provider. Provider will resolve any conflicts of interest by eliciting peer review of the program to determine merit or resolution, replacing a speaker, or refocusing the presentation. In accordance with ACCME policy, acknowledgement of commercial support will not include corporate or product logos.

4. **Opportunities for Debate:** Provider will ensure meaningful opportunities for questioning or scientific debate.

5. **Objectivity & Balance:** Provider and Joint Provider will make every effort to ensure that all content and supporting data are objectively selected and presented. Both favorable and unfavorable information about any products will be fairly represented and there will be balanced discussion of prevailing body of scientific product information and alternative treatments.

6. **Limitations on Data:** Provider and Joint Provider will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analyses, preliminary data, or unsupported opinion. Provider and Joint Provider will request that speakers disclose any off-label/ unapproved uses to the learner.

7. **Ancillary Promotional Activities:** No promotional activities will be permitted in the same room or requisite entryway as the educational activity. No product advertisements will be permitted in the program room. Representatives of the Grantor may not engage in sales or promotional activities while in the space or place of the CME activity.

Responsibilities of SCCM

1. **Continuing Education Credits:** Provider will be the continuing education provider and will take responsibility for content, quality, and scientific integrity of this CME/CE activity, as well as determining the appropriate type of credit for programs.

2. **Logistics:** Provider will be responsible for all logistics, maintenance of all participant records, issuance of credit, and handling of all grievances of the educational program, unless otherwise stated.

3. **Payment:** Upon receipt of the grant funding Provider will pay \$XXXXXX to Joint Provider as proposed in the budget approved by the Grantor. See attachment Exhibit A for the Commercial Supporter's Payment Schedule and Joint Provider's Payment Schedule Request. All honoraria provided to the planners and faculty will conform to the Provider's Policy on Honoraria and Expenses Reimbursement and will be dispersed to those persons under the supervision and direction of the Provider.

a. Payment Allocation

Amount	Joint Provider	Provider

Responsibilities of the Joint Provider

1. Joint Provider agrees to complete the functions stipulated in the Symposium Checklist attached as Exhibit B.
2. **Joint Provider agrees to cooperate with Provider and follow its policies and procedures as described in the document located at: <http://www.sccm.org/SiteCollectionDocuments/Continuing-Education-Policies.pdf>** and attached as continuing education policies. In the event that Joint Provider fails to comply with the requirements stated within the policies or this Agreement, Provider may withdraw sponsorship of the activity and decline to provide credit to participants.

Provider and Joint Provider agree to: 1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education and the ACPE Criteria for Quality; 2) acknowledge educational support from the Grantor in program brochures, syllabi, and other program materials; and 3) upon request, furnish the Grantor with a report concerning the expenditure of the funds provided.

AGREED

For Provider:

Signature: _____

Date: _____

David J. Martin, CAE, CEO / EVP
Society of Critical Care Medicine

For Joint Provider:

Signature: _____

Date: _____

NAME, TITLE
COMPANY

For Grantor:

Signature: _____

Date: _____

NAME, TITLE
COMPANY



MORNING SYMPOSIA GUIDELINES

The Society of Critical Care Medicine (SCCM) adheres to the Guidelines for Commercial Support of Continuing Medical Education as approved by the Accreditation Council for Continuing Medical Education. 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.

Morning 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 San Diego 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.

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 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.

Reimbursement Details (fees for up to 3 speakers) *

- Travel expenses, including round-trip, coach-class airfare made within 30 days before the meeting
- One night, single, standard hotel accommodation (not including incidentals) booked through SCCM
- An honorarium of \$1,000
- Complimentary registration for the 48th 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 in SCCM's fee and is subject to approval.*

Additional Promotional Opportunities

Please review the [Exhibitor Prospectus](#) (page 7) 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 tabloid print newsmagazine that highlights clinical editorials and news related to the Society of Critical Care Medicine (SCCM). It is mailed to 25,000 people (including members and approximately 9,000 nonmembers).

Printed Monograph

Investment: \$20,000

The 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 (6 leaves) and contains a summary of the symposium content. It is printed in 4 colors. Learners will be directed to an online platform to access the monograph. The posttest will also be available. Periodic reminders via Society marketing vehicles will drive learners to this activity. Each monograph offers continuing education (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 CE credit.

Online Enduring Activity

Investment: \$30,000

Reach a targeted audience online through the Society's webcast package. This opportunity includes audio recording and synced slides, production, and HTML web design. The webcast will be highlighted on the Society's website and included in an email to the Society's membership, reaching more than 16,000 critical care professionals, in addition to nonmember clinicians. The webcast will be accredited by the Society for physicians, physician assistants, nurses, pharmacists, and respiratory therapists* to receive CE credit.

CME/CE Live Webinar

Investment: \$45,000

SCCM can provide another touchpoint on the symposium topic. SCCM develops the content** (e.g., 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 CE/continuing medical education (CME) 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.

**Can be provided by joint provider pending SCCM approval.