

American Academy of Medical Administrators

Research and Educational Foundation

701 Lee Street • Suite 600 • Des Plaines, IL 60016-4516
Phone: 847/ 759-8601 • Fax: 847/759-8602 • email: education@aameda.org www.aameda.org

AAMA Webinar General Information Sheet

Information for the Presenter

- **What is a webinar?** An AAMA webinar is a virtual program presented LIVE on the Internet using a PowerPoint presentation for the visual part and a land-line telephone connection to provide a high quality audio portion (a cell phone does not have good enough audio for a webinar). Webinars will be recorded for archival purposes for the *AAMA On Demand* webinar feature.
- One hour is best for a webinar with 45-50 minutes of presentation and 10-15 minutes allowed at the end for the speaker to answer questions from the virtual audience (**questions can be received either verbally or by email**). **Studies have shown that attendees become disinterested after one hour. For programs that may be longer than one hour, they may be divided into two webinars, or a series offered two weeks in a row, or more.**
- An AAMA Webinar Agreement must be completed after the Proposal for AAMA Educational Webinar Sheet is accepted. Unless agreed upon in advance, no honorarium will be paid nor expenses reimbursed for this presentation.

***Arrangements for LIVE AAMA Webinar Presentation:**

What are the speaker's responsibilities?

1. Complete all paperwork and documentation provided by AAMA Research and Educational Foundation.
2. The speaker must provide a PowerPoint presentation to be used for the visual part of the webinar. This must generally be submitted four (4) weeks in advance of the program and may be distributed to participants in advance of the webinar.
3. Requirements for the speaker to present the webinar include a quiet room, a computer with Internet capabilities and a landline phone connection. A toll-free number is used for the phone connection. The speaker incurs no costs.
4. In advance of the webinar, the speaker must participate in training to prepare them to present the webinar. The speaker's PowerPoint presentation will be used during the training to familiarize the speaker with the webinar presentation logistics, i.e., how he/she will use the capabilities of the webinar technology to highlight parts of the PowerPoint presentation, how speaker might poll the audience with a question, how the webinar will be presented with introduction by webinar coordinator, how questions will be handled at end of presentation, etc.

What does AAMA provide?

1. AAMA provides all marketing for the webinar and all logistical support the speaker will need to present a successful webinar.
2. AAMA Education staff is available to help you in the planning and presentation of the webinar. Please contact Guy Snyder, Director of Education, with questions at guy@aameda.org or 847/759-8601.
3. You will be provided with excellent background information for webinar speakers as well as guidelines to ensure your PowerPoint presentation is appropriate to use for this virtual presentation
4. AAMA's webinar provider will handle all technical aspects of the webinar including training the speaker and monitoring/assisting with the entire LIVE webinar presentation. An AAMA staff person will be involved during the training and entire LIVE presentation to assure the highest quality webinar.

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Proposal for AAMA Educational Webinar

Proposal Information:

- **Webinar programs are usually one hour in length. A question/answer time is allowed at the end for 10 minutes. Proposals will be accepted for a single or series of webinars.**
- Webinar proposals are due ideally 2 ½ months or more before the suggested date of presentation. This lead-time is important to allow for promotion of the webinar.
- Proposals should be no more than **two pages long**. Complete all sections of this form.
- Proposals must be submitted by email as a **WORD** document.
- Presenters will be scheduled to attend an online training session prior to their webinar.
- **Return proposal by email to Guy L. Snyder, Director of Education, at guy@aameda.org**

Webinar Title:

Webinar Abstract (150 words or less):

List three learning objectives for the major content areas to be covered:

1. Content area:
 - a.
 - b.
 - c.
2. Content area:
 - a.
 - b.
 - c.
3. Content area:
 - a.
 - b.
 - c.

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AAMA Webinar Speaker Agreement

Return this form to **Guy L. Snyder, Director of Education** at guy@aameda.org **Electronic submission required.**

Speaker:

Webinar title:

Proposed date:

Webinars are usually presented at 1 pm Eastern, noon Central, 11 am Mountain and 10 am Pacific time.

Invited Speaker

It is understood, speakers invited to present a session(s) as a webinar for the AAMA Research and Educational Foundation shall not be entitled to any reimbursement unless previously agreed upon in writing.

Permission to publish - As a speaker for an AAMA webinar, I give the AAMA Research and Educational Foundation the worldwide right to publish my presentation in any form, whether print, electronic, CD-ROM, Internet or any other form now known or hereafter developed.

Force Majeure - The parties' performance under this Agreement is subject to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency beyond the parties' control, making it inadvisable, illegal or impossible to perform their obligations under this Agreement. Either party may cancel this Agreement for any one or more of such reasons upon written notice to the other.

Speaker Standards

1. Educational Session, Not a Sales Presentation

This presentation must be educationally focused, non-competitive, exclude pricing issues and presented without commercial bias. No speaker may use a webinar presentation for a commercial sales pitch, self-promotion or unwarranted criticism of a competitor. Presentations should promote the educational advancement and professional development of the webinar attendees.

2. AAMA Standards

AAMA maintains a standard of excellence for speakers. We expect your presentation to meet our standard of 3.0 out of 4.0 on the evaluation scale that includes teaching strategies, expertise and meeting objectives.

We expect that you will not intentionally or otherwise violate, infringe, or impede the legal or equitable right of any person, firm corporation or organization, including copyrights and trademark rights, rights of privacy, or through the use of another's confidential business information, and will not hold the AAMA or AAMA Research and Educational Foundation responsible for any such claim arising out of the speakers session outlined in this agreement.

3. Biographical Data Form and Conflict of Interest Form. These forms must be completed and submitted electronically to the AAMA Research and Educational Foundation before the webinar can be publicized. All speakers are required to complete these forms to comply with accepted education standards for awarding AAMA Continuing Education Credits.

Your signature will be accepted by email, please type in your name and the date you submit this agreement by email.

Signature of Presenter: _____

Date: _____

**AAMA Research and Educational Foundation
BIOGRAPHICAL DATA FORM**

INSTRUCTIONS: Please complete the entire form. *Do not attach additional material such as CURRICULUM VITAE.*

Role: Please check the applicable role below. **Note:** An individual may fill both roles.

	Planner: Individual who is involved in the planning of the activity and identified as such in the application.
	Presenter/Content Specialist: Individual who is presenting or developing the content/topic areas.

Check below all of your degrees.

Degrees/diplomas:

Diploma		Associate		Baccalaureate		Masters		Doctorate	
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Name and Credentials:			
Preferred address (include city, state and zip code):			
Preferred phone:		E-mail address:	
Present position (title) and name of employer:			

<p>Presenters/Content Specialists: Describe (in four or five detailed sentences) your expertise in relation to the topic(s) being presented: Note: A planner is not required to complete this section unless he/she is also a presenter/content specialist.</p>	<p>Planners: Describe your familiarity with the target audience: Note: A presenter/content specialist is not required to complete this section unless he/she is also a planner.</p>

Adapted from the INA Biographical Data Form

CONFLICT OF INTEREST /COMMERCIAL SUPPORT (COI/CS) STATEMENT

Having an interest in an organization does not prevent a speaker from making a presentation, but the audience must be informed of this relationship prior to the start of the activity and any potential conflict must be resolved. In order to ensure balance, independence, objectivity and scientific rigor at all programs, the planners and faculty must make full disclosure indicating whether the planner, content specialist, or presenter and/or his/her immediate family members have any relationships with sources of commercial support, e.g. pharmaceutical companies, biomedical device manufacturers and/or corporations whose products or services are related to pertinent therapeutic areas. All planners, content specialists and presenters participating in CE activities must disclose to the audience any:

- A. Financial relationship with companies who manufacture products used in the treatment of the subjects under discussion.
- A. Financial relationships between the planner, content specialist or presenter and commercial supporter(s) of the activity and/or
- B. Intent to discuss off-label uses of a commercial product, or an investigational use of a product not yet approved for this purpose.

All information disclosed must be shared with the audience either on the program handouts, advertising and/or presentation.

Commercial Interest: AAMA defines an entity that has a “commercial interest” as any proprietary entity producing health care goods or services, with the exception of non-profit or government organizations.

Financial Relationships: AAMA defines “financial relationships” as those relationships in which the individual benefits by receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (e.g. stocks, stock options, or other ownership interest, excluding diversified mutual funds), or other financial benefit. Financial relationships can also include “contracted research” where the institution gets the grant and manages the funds and the individual is the principal or named investigator on the grant. Financial benefits are usually associated with roles such as employment, management position, independent contractor (including contracted research), consulting, speaking and teaching, membership on advisory committees or review panels, board membership, and other activities from which remuneration is received or expected.

Relevant Financial Relationships: AAMA defines a “conflict of interest” as when an individual has an opportunity to affect CNE content with products or services from a commercial interest with which he/she has a financial relationship.

Off-label: “Using products for a purpose other than that for which it was approved by the Food and Drug Administration (FDA)”

Name of Planner, Presenter or Content Specialist:											
Title of Activity:											
Is there a relationship with companies who manufacture products used in the treatment of the subjects under discussion:					Yes		No		If yes, list company(ies) with relationship below.		
Commercial Company(ies):											
Relationship: (please choose all that apply)		Research Support		Speakers' Bureau		Consultant		Shareholder		Large Gift(s)	
		Other									
Is there discussion of off-label uses?		Yes		No		Presenter/Content Specialist: If yes, you must disclose this information during your presentation. How will you do this? (please choose all that apply below)					
Verbal statement during the presentation			Information provided in handout			Information provided in audiovisuals (slides, overhead, PowerPoint, etc)			Other: describe		
How will any conflict of interest be resolved?											

Adapted from the INA Conflict of Interest Form