



AMERICAN ACADEMY OF MEDICAL ACUPUNCTURE®

2512 Artesia Blvd, Suite 200
Redondo Beach, California 90278
310/379-8261 PH • 310/379-8283 FAX

Call for Webinar Presenters

Through the AAMA's webinar program, the AAMA provides participants with high-quality education and training without leaving the home or office. AAMA offers a broad range of activities hosted by industry experts to help keep participants up-to-date on the latest legislative activity, practice management, best practices, medical refreshers, and subjects of special interest.

Participants gain insight and knowledge to help them take their practices and skills to the next level, while gaining valuable CME credits toward reaccreditation. We want you to be a part of this education initiative, providing your peers the knowledge and skills, they need for further education and expertise.

We invite you to submit a proposal to conduct a webinar presentation. Interested parties should complete the attached forms and return them to the AAMA at info@medicalacupuncture.org. Contact information for each speaker must be provided and each speaker must complete the AAMA Webinar Presenter Proposal form. Each presenter must be available on the agreed upon presentation date and agree to a practice session in advance.

Once submitted, your topic/idea will be forwarded to the Education Committee for consideration. The AAMA will notify you of acceptance and what further steps are to be taken.

Information for the Presenter

- **What is a webinar?**

A webinar is an online event that is hosted by an organization/company and broadcast to a select group of individuals through their computers via the Internet. This event is shown via Zoom (our preferred platform) using a PowerPoint presentation, video or other approved visual aid that concludes with interaction with the attendees. Our webinars are recorded, archived, and made available to participants on-demand.

- **How long does a webinar last?**

The AAMA offers 60 or 90-minute webinars. For a 60-minute program, presenters should prepare for 50 minutes of presentation and 10 minutes for question-and-answer segments (questions received through the Q&A feature). For a 90-minute program, presenters should prepare for 75 minutes of presentation and 15 minutes for question-and-answer segments (questions received through the Q&A feature).

- **What are the presenter's responsibilities?**

1. Complete the AAMA proposal form.
2. Complete a financial disclosure document.
3. Provide a CV, speaker biography, and photo. These must be submitted no later than 30 days in advance of the program.
4. Provide a presentation title along with 4-5 sentence description and/or overview of presentation for promotional use.
5. Provide a list of three (3) learning objectives for the webinar.



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6. Give the rights to have the presentation recorded and made available as an "enduring product" on the AAMA website in the CME collection.
 7. Provide a copy of the presentation material(s)/PowerPoint presentation to be provided to attendees.
 8. Provide five (5) CME quiz questions and answers, using AAMA approved CME question format: each question should contain the same number of answer options. Under no circumstances can you include True/False questions and you should avoid using an answer choice of "all of the above" or "none of the above."
 9. Use a non-distracting location with a computer with Internet capabilities to present the webinar.
 10. Participate in at least one training before the webinar. This is to familiarize the presenter 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 the webinar and presenter will be introduced by the AAMA moderator, how questions will be handled in the presentation, etc.
 11. Comply with the speaker guidelines (see pages 4-5).
 12. Identify a back-up plan should an emergency or technical issue arise on the presenter's scheduled webinar date and time.
- **What does the AAMA provide?**
 1. The AAMA will provide the technology (Zoom) and infrastructure to produce the webinar, host the recorded webinar, and handle all e-commerce related to webinar registration and payment (where applicable).
 2. The AAMA will track all program attendance and provide all program registrants with a confirmation e-mail and instructions on how to access the webinar. The AAMA will also help respond to e-mail and telephone inquiries about the program.
 4. The AAMA will provide all registrants who complete the webinar with an electronic Certificate of Completion.
 5. The AAMA will handle all technical aspects of the webinar including training the presenter(s) on how to use the webinar platform and monitoring/assisting with the entire live webinar presentation. To assure the highest quality webinar, an AAMA staff member will formally introduce and conclude the live presentation as well as facilitate any Q&A and/or live polling.
 6. An honorarium of \$500 per webinar is provided.
 - **When do webinars take place?**

AAMA's webinars are usually presented on Wednesday evenings at 8:00 pm Eastern, 7:00 pm Central, and 5:00 pm Pacific time. Typically, AAMA webinars are 60-minute programs.
 - **What is included with a live webinar?**

Participants pay a fee (member/non-member rates) to participate in the live activity. They have the opportunity to interact via the question-and-answer session at the end of the presentation. A copy of the presentation is made available to the attendees after the webinar concludes. At the conclusion of the live event, attendees will complete an evaluation form and have an opportunity to claim CME credit(s) for this live activity. The evaluation summary is provided to the presenter two weeks after the end of the webinar.



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- **What is included with a recorded webinar?**

The Live webinar presentation will be recorded. If the recorded material is acceptable, it will be added to the current library of enduring materials available through the AAMA website. Attendees from the live webinar automatically have access to the recording. New participants will pay a fee to access the recording and have the opportunity to take a quiz after reviewing the recording and with 75% pass rate, receive CME credit for the enduring material activity.

- **How do I formally submit a program for consideration?**

We invite you to submit a proposal to conduct a webinar presentation. Please send completed “Webinar Presenter Proposal” form to the AAMA by:

E-mail: info@medicalacupuncture.org

Mail: 2512 Artesia Blvd, Ste 200
Redondo Beach, CA 90278

Questions? Call (310) 379-8261

Contact information for each speaker must be provided and each speaker must sign/complete the proposal form. Each presenter must be available on the agreed upon presentation date.

Once submitted, your application will be forwarded to the AAMA Education Committee for consideration. The AAMA will notify you of acceptance. Once accepted, the Academy office will forward an agreement to presenter for review and signature along with a financial disclosure form – the Academy’s policy is that all individuals in a position to control content of an education activity must disclose all relevant financial relationships with any commercial interests. Individuals who fail to disclose relevant financial relationships or resolve potential conflicts of interest may not develop or present CME material at AAMA sponsored educational activities.



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Guidelines for AAMA Presenters (Symposium, workshops, webinars, other)

As an important contributor to our accredited education, we would like to enlist your help to ensure that educational content is **fair and balanced**, and that any clinical content presented supports **safe, effective patient care**. This includes the expectations that:

1. All recommendations for patient care must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
2. All mentioned scientific research must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
3. While new and evolving topics and patient care ideas may be discussed and debated, these areas need to be identified as such during presentations. Practices that are not (or not yet) adequately based on current science, evidence, and clinical reasoning cannot be promoted or advocated for.
4. Unscientific approaches to diagnosis or therapy cannot be included in accredited education. This includes practices where risk outweighs potential benefit, and practices that have been shown to be ineffective.

These expectations are drawn from Standard 1 of the ACCME Standards for Integrity and Independence in Accredited Continuing Education. For more information, see www.accme.org/standards.

In addition to the clinical content, faculty, moderators and planners of all education activities should adhere to the following expectations for the development and presentation of accredited education –

1. **Disclosures** – all planners/speakers /moderators/discussants/authors/editors involved in the development and/or presentation of CME content must complete a disclosure form. The AAMA must ensure that anyone who is in a position to control the content of the education activity has disclosed all financial relationships that you have had in the past 24 months (even if now ended) with ineligible companies. We define ineligible companies as those whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. This disclosure information will be collected with the agreement for presentation and should be included at the beginning of the presentation.
2. **Learning Objectives** - Faculty should provide several learning objectives in advance and include at the beginning of your presentation. In designing your learning objectives, consider the practice-based problem (learning gap) that your presentation/education will address. Additionally, consider the changes in strategy, performance, or patient care that you would like your learners to be able to accomplish at the end of your presentation. Learning objectives should use measurable action verbs. *Note: The word "understand" can neither be measured nor evaluated and should not be used in learning objectives. A good resource for measurable verbs for learning objectives is Blooms Taxonomy.*
3. **References** - Clearly describe the source and level of evidence on which your teaching is based. Please provide enough information about the data (study dates, design, publication references, etc.) to enable learners to assess research validity. Provide a balanced view of



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the evidence, including a range of credible sources. Include balanced information on all available therapeutic options.

4. Address any potential risks or adverse effects that could result from any clinical recommendations.
5. Clearly identify if you will be discussing new or evolving topics (for which there is a lower evidence base).
6. Include any references used when making treatment recommendations. These should be included in the presentation materials – on the slides as appropriate.
7. Accredited education activities must be free of marketing or sales of products or services. Faculty cannot actively promote or sell products or services that serve their professional or financial interests.

Presenters are expected to provide presentation materials in advance of the presentation date for final review and CME approval. Depending on the activity to be presented (webinar, symposium, workshop, etc.) a review deadline date will be provided to allow sufficient time for feedback and revisions as necessary.

These guidelines are intended to be constructive as you prepare presentations for accredited education. Please feel free to contact AAMA (info@medicalacupuncture.org) if you have questions or concerns. Thank you for your interest in medical acupuncture and education.