



Guidelines for Supported Plenary Symposia at the NAMS Annual Meeting

As of January 1, 2008

The North American Menopause Society (NAMS) invites grant funding from commercial entities and nonprofit organizations to support single-topic symposia presented at its Annual Meetings convened each fall. Starting with the 2007 meeting, these sessions are renamed **Supported Plenary Symposia**. This change more closely reflects that these sessions are to the entire audience in the Plenary Session Room, interspersed among the sessions not supported by grants.

NAMS Offers Unique Opportunity

NAMS produces its Supported Plenary Symposia (SPSs) differently from those offered at some other healthcare meetings. Experience shows that the following features are well-received by not only the NAMS meeting attendees and faculty, but also the grantors. Remarkably low funding levels support a comprehensive offering that reaches at least 1,000 at the live event, 35,000 in a spin-off monograph, and thousands more when the spin-off monograph's contents are posted on the NAMS Web site as an online activity and all the Annual Meeting sessions are Webcast on the NAMS site.

Sponsorship

- After reviewing Needs Assessment Surveys as well as past Annual Meeting Program evaluations, NAMS identifies potential topics for the SPSs. Each SPS is developed to satisfy the Society's diverse, interdisciplinary live audience of at least 1,000 physicians (primarily Ob/Gyns) and other healthcare professionals. Care is taken not to overlap with topics that will be addressed in other sessions during the Annual Meeting. All SPS topics are selected by the NAMS Scientific Program Committee and approved by the NAMS Board of Trustees.
- As the preeminent scientific organization devoted to promoting women's health and quality of life through an understanding of menopause, NAMS is the appropriate source of information on topics related to menopause and women's health at midlife and beyond. The Society's membership—along with the Annual Meeting attendees—represent a unique forum for a variety of disciplines to share information, leading to improved health care of women at menopause and beyond.

- NAMS identifies 5-8 time slots within the meeting program for these SPSs. No other meeting event is scheduled to compete with any of these sessions, helping to ensure significantly higher attendance (approximately 1,000-1,500) than similar sessions at other meetings.
- The NAMS Scientific Program Committee prepares a list of proposed speakers for each session. Care is taken not to overlap with speakers for other sessions during the Annual Meeting or with speakers who participated in the previous year's Annual Meeting. All proposed speakers must be approved by the NAMS Board of Trustees.
- The role of the NAMS Director of Education and Development is to secure grant funding for as many of the desired topics as possible, within the planned schedule for the meeting. Grant requests are typically submitted in November-December of the year preceding the Annual Meeting. Grant commitments are requested by April 1, as the sessions should be highlighted in the *Preliminary Program* distributed in the spring of the meeting year.
- The financial support for this educational activity is outlined in a Commercial Support Agreement (CSA) indicating that the funds are in the form of an unrestricted grant to be used toward covering the costs of providing the educational program as specified. This CSA (or similar form developed by the grantor) must be signed by both the grantor and NAMS.
- The SPSs are not sponsored by the grantors, but by NAMS with grant support.
- All invitations, announcements, and program materials will clearly indicate that NAMS is the sponsor and disclose the source of funding. Only company names of the grantors will be acknowledged, not brand names.
- Advanced or on-site registration is not required. All those registered for the Annual Meeting are encouraged to attend the SPSs.
- Representatives from grantor companies are urged to attend, but must be officially registered to attend the Annual Meeting. A badge is required to enter the room. Those grantors from exhibiting companies may be able to obtain complimentary badges through the exhibit program; each grantor company not exhibiting will be given two complimentary badges.
- NAMS holds the copyright on content presented during all SPSs. Grantors do not have the right to use the content of the sessions in any way.
- Grantors may promote the SPSs, but any promotional material or press release must be pre-approved by NAMS.

Faculty

- Each SPS has two speakers, each delivering a 25-minute lecture.
- Selected SPSs utilize an Audience Response System. For these sessions, the audience is surveyed with previously established questions (10 minutes), followed by the two speakers (25 minutes each), followed by an opportunity for Q&A (20 minutes), concluding with the identical survey, with correct answers provided (10 minutes).
- Those SPSs without an Audience Response System have 10 minutes for Q&A after the two 25-minute lectures.
- After receipt of the grant commitment to support the SPS, the proposed speakers are invited by the Scientific Program Committee. The grantors may not recommend speakers. Each proposed speaker is required to complete a Faculty Disclosure Statement Form. Only after any potential conflicts of interest have been resolved is the speaker confirmed.
- NAMS invites all speakers. Grantors are prohibited from contacting any speaker regarding the content of any SPS.
- As soon as possible, the Chair of the NAMS Scientific Program Committee convenes a teleconference with the confirmed faculty for each SPS. Key NAMS staff are also present. During this teleconference, the titles for the SPS and the individual presentations are confirmed and the proposed learning objectives are edited, if required.
- Each speaker receives a travel stipend of \$3,000 (or \$5,000 if from outside North America). Any funds not needed for expenses serve as an honorarium. NAMS pays these stipends from the grant. IRS Form 1099 (or its equivalent outside the United States) for the full stipend amount is filed at year's end; speakers provide expenses to the IRS to reduce tax consequences. Grantors may not provide additional speaker support directly to any faculty member.
- Speakers are responsible for making their own hotel and travel arrangements as well as paying for all associated expenses. Grantors may not provide any hotel or travel support directly to any speaker.
- The Annual Meeting registration fee for all speakers for the SPSs and for other presentations within the Annual Meeting is waived, thus encouraging them to attend the entire meeting.
- Speakers sign a release, giving NAMS permission to audiotape the entire session and make the recordings available to registrants during and after the meeting. Webcasting releases are secured, when appropriate.

- After the meeting, all speakers receive a copy of the Attendee Evaluation Summary for their SPS, as well as a recording for their session.

Hosts

- There are no moderators for the SPSs. For each of these sessions, NAMS assigns a host (typically from the NAMS Board of Trustees).
- Hosts for each session do not present scientific content or coordinate the speakers' presentations. They serve as the NAMS representative and maintain the balance of information presented, open the session, introduce the speakers, make the appropriate disclosures, and keep the session on schedule.
- Hosts do not receive a travel stipend or honorarium for this service.

Enduring Materials

- Attendees receive a syllabus for each SPS which contains the affiliations of the speakers, speakers' disclosure statements, learning objectives, presentation abstracts, suggested reading, and diagrams of the main slides (not all slides). Grantors are not permitted to review these materials.
- Although the live event promises an impressive attendance, the NAMS comprehensive, cost-effective program reaches thousands more (see below).
- The NAMS Annual Meeting sessions, including all SPSs, are Webcast on the NAMS award-winning Web site (www.menopause.org) for one year. The Webcast is typically live within two weeks of the close of the meeting. The Webcast may offer CME.
- In addition, the highlights from all SPSs are published in a single monograph, mailed to 35,000 healthcare providers (consisting of all NAMS members worldwide and other US physicians with an interest in menopause). The grantor is not permitted to review these materials prior to publication. Distribution of the monograph is anticipated in March of the year following the live presentation. The monograph also offers CME.
- After distribution through the mail, the monograph's contents are then posted on the NAMS Web site for one year, increasing the reach of the CME content even further.

Continuing Medical Education

- The live SPSs and the printed and online spin-off materials are designated CME activities by NAMS.
- Since 1995, NAMS has been proud to be accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide CME for physicians.

- All NAMS CME activities are planned and implemented in accordance with ACCME Essentials and Standards. For example, the content of all NAMS sessions must be well-balanced and free of commercial bias; when therapeutic regimens are discussed, potential risks or treatment as well as alternate treatments must be mentioned; and off-label uses must be identified.
- The Scientific Program Committee, in consultation with the CME Committee, is responsible for establishing the learning objectives for the activity. The faculty has an opportunity to refine the learning objectives, subject to approval of NAMS.
- Typically, each live SPS offers 1.0-1.5 hours of Category 1 credit, whereas the printed and online spin-off materials typically offer 4 hours credit each. There is no fee charged for these credit hours.
- The deadline for CME credit for the enduring activities is 12 months after distribution.
- Anyone who participated in the printed CME activity may not participate in the online activity. Those who participated in the live activity may participate in either the printed or online activity.

Medical Education Services

- NAMS secures the services of a reputable Medical Education Company that has no ties to the SPS grantors. There is no role for a grantor's medical education company.
- This vendor assists NAMS with services such as the following:
 - coordination of the speakers so that learning objectives are met, the presentations complement one another, and the presentations are well-balanced;
 - preparation of PowerPoint slides if requested by the speakers (including a slide review session in the Speaker Ready Room);
 - creation of the syllabus;
 - staffing the event;
 - coordinate with the faculty the questions to be included in the audience response system, when appropriate.
- No pre-meeting invitational mailers are required, as the SPS information is included in all NAMS pre-meeting promotion, including the *Preliminary Program*.

Food Function

- Food functions may be associated with an SPS—a buffet breakfast prior to the SPS, a box lunch prior or after an SPS, or an evening reception immediately following an SPS. The box lunches, the cost of which is often shared equally between two grantors, are delivered to attendees in their seats in the Plenary

Session Room so no one is required to leave to obtain lunch. This helps guarantee optimal attendance.

- The hotel's costs for the food functions are included in the grant amounts. The pricing of the food functions is inclusive of food, tax, and gratuity; there is no overhead added for NAMS.
- The suggested menus for the food functions are provided to the grantors. If desired, grantors may tailor the menu, but a lesser quantity cannot be offered. Changes or additions may affect the grant amount required to support the session.
- All food function logistics in the meeting hotel are coordinated by Experient, the meeting planner for NAMS. Their services are included in the grant amount.

Outcomes Measurements

- NAMS is committed to measuring outcomes of all its educational activities.
- NAMS provides a printed evaluation instrument for each SPS so that all attendees can assess the program and faculty, and the extent to which the stated learning objectives were met. These evaluation forms will be included along with the Annual Meeting Program Evaluation Form Booklet and distributed in each attendee briefcase upon registration.
- The print and online enduring CME materials contain a similar evaluation instrument for participants to complete.
- Selected SPSs have an audience response system, allowing attendees to be queried both before and after the presentations. Initiated in 2006, this interactive system proved to be very popular among attendees and speakers, as it enhanced learning and clearly demonstrated that learning took place during the session.
- At 3 months and 6 months after the live event, attendees are surveyed through an online instrument regarding the changes, if any, the program has made in their practice.
- All evaluation forms are collected and tabulated by NAMS. Copies of the Evaluation Summaries are distributed to each grantor and speaker, as well as to the Scientific Program Committee and the Board of Trustees.
- These data, as well as the results of the online surveys, assist all involved in determining if the program met objectives as established by NAMS. The information is also helpful in identifying topics for future programs.

NAMS Responsibilities

- NAMS coordinates all components of every SPS, including promoting the session, assisting speakers with slide creation (if requested), developing and printing the syllabus and signage, providing oversight for the audience response

system, providing oversight for the food function, and staffing the event.

- NAMS coordinates the room set-up for the live activity, the projection equipment, and the AV technicians required to operate the equipment.
- NAMS also provides oversight for the monograph development, publishing, and distribution, as well as Webcasting the sessions and posting the monograph's contents on the NAMS Web site.
- The Society also processes all CME requests and provides oversight for analysis of all evaluations.

Sample Time-and-Events Schedule

YEAR ONE

April 1	NAMS receives signed Commercial Support Agreement
May	NAMS distributes <i>Preliminary Program</i> , including announcement of all SPSs
September 1	NAMS receives grant
September	Annual Meeting is held
October	Webcast launches
December 1	Evaluations tabulated and distributed

YEAR TWO

January 15	First outcomes survey (3-month mark) to attendees
March	Highlights distributed in print CME activity
March	Print CME activity posted on NAMS Web site
April 15	Second outcomes survey (6-month mark) to attendees
November	Webcast ends

YEAR THREE

March	Deadline for credits from print and online CME activities
April	Final outcomes report issued

Grant Required

The amount of the unrestricted educational grant required to be the sole supporter of a NAMS SPS varies, depending on the assigned time slot (eg, costs for a breakfast are less than costs for an evening reception; some SPSs do not have an audience response system) and the venue for the meeting (eg, Nashville food costs are less than food costs in New York City). Potential grantors may wish to budget \$75,000 to \$175,000. For all the components included in this comprehensive program that reaches at least 35,000, this support requirement is quite cost-effective.

A detailed budget is included with the grant request. A commitment is requested no later than April 1 of the meeting year, with payment by September 1. Given the long lead time to secure grant commitments from some companies, NAMS reserves the right to request grant support for more than the specified number of SPSs so as to ensure that the specified will receive funding. NAMS will honor the first commitments received.

The payee information is as follows:

The North American Menopause Society
(a §501(c)(3) nonprofit organization; Tax ID #34-1604749)
5900 Landerbrook Drive, Suite 390
Mayfield Heights, OH 44124

For more information, please contact Pamela P. Boggs, MBA, NAMS Director of Education and Development (440/442-7658 or pam@menopause.org).