

# Outlook 2010 CE Program Proposal Submission Guidelines

The Pharmacy Foundation of California (PFC) is soliciting university professors, informal educators, pharmacy practitioners, and other members of the “community of pharmacy” who are willing and able to present a 1.5 or 2-hour educational lecture and/or hands-on workshop at Outlook 2010, the annual California pharmacy convention that was created when PFC’s Education Faire was combined with the California Pharmacists Association’s Annual Meeting. Outlook 2010 is scheduled for February 4 - 7 in Long Beach, CA.

If you would like to have your CE program considered, please read the following guidelines regarding the proposal process, complete the Outlook 2010 CE Program Proposal Submission Form and submit all of the required information **on or before June 8, 2009**.

## **SUBMISSION OF PROPOSALS**

Submission via the web is the preferred method. To complete the on-line Outlook 2010 CE Program Proposal Submission Form, go to: [www.PharmacyFoundation.org/ce-proposal](http://www.PharmacyFoundation.org/ce-proposal).

If you are unable to submit this information via the web, please complete the attached proposal form and submit it with the required information to:

Pharmacy Foundation of California  
Attn: Shannon Presidio  
4030 Lennane Drive  
Sacramento, CA 95834

**For full consideration, all materials must be received by June 8, 2009.** Late submissions will be considered on a space-available basis only and, if selected, may not appear in the conference registration or promotional materials.

## **REVIEW PROCESS**

The Educational Advisory Committee will review all submitted proposals and base their decision for selection on a variety of factors including educational value, subject matter relevance, speaker’s expertise and overall “fit” within the Outlook program. Space is limited and it is possible that not all of the proposals received will be accepted.

All applicants will be notified by June 26, 2009, regarding the status of their proposal. At that time, applicants whose proposals have been accepted will be provided with a speaker contract and other forms necessary for the coordination of their program. Programs not selected will be placed on our waiting list and, in the event that an open spot on the schedule becomes available, the Educational Advisory Committee will re-consider all of the proposals on the list.

## **QUESTIONS**

Please contact Shannon Presidio at (916) 779-1410, ext. 324 or via email at [spresidio@pharmacyfoundation.org](mailto:spresidio@pharmacyfoundation.org) if you have questions regarding the proposal process.

# Outlook 2010 CE Program Proposal Submission Form

## Section 1

**Speaker's Full Name** \_\_\_\_\_

**Credentials** (PharmD, PhD, etc) \_\_\_\_\_

**Preferred Mailing Address**       Work       Home

\_\_\_\_\_

\_\_\_\_\_

**Preferred Phone** \_\_\_\_\_  Work  Home  Cell

**Preferred Email Address** \_\_\_\_\_

**Please choose one:**

- Standard presentation (1 speaker)  
 Panel presentation (2 or more speakers)

Number of panel members anticipated: \_\_\_\_\_

Names of panel members (if known): \_\_\_\_\_

\_\_\_\_\_

**Program Format:**    Lecture    Hands-on Workshop    Round-table Discussion

Other (please explain) \_\_\_\_\_

**Target Audience** \_\_\_\_\_

**Preferred Program Length:**       1.5 hours       2 hours

**Program Title** \_\_\_\_\_

\_\_\_\_\_

**Please provide 3 – 5 learning objectives for your program.**

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## Section 2

### CV & Biosketch

I will submit a current CV and short biosketch by June 8, 2009.

Both will be sent by email to Shannon Presidio at [spresidio@pharmacyfoundation.org](mailto:spresidio@pharmacyfoundation.org).

Both are enclosed with this form.

*Note: A CV is required to help us ensure that our continuing pharmacy education program speakers are competent in the subject matter and qualified by experience, training and/or preparation to the tasks and methods of delivery. The biosketch will be used as your introduction, should your program be selected.*

### Program Content & Non-Commercialism

To meet criteria for accreditation as established by the Accreditation Council for Pharmacy Education (ACPE) and the California State Board of Pharmacy, all continuing pharmacy education programs should provide an in-depth presentation with fair and full disclosure and equitable balance. We ask that you take the necessary steps to ensure that you will not be misinterpreted as promoting or appearing to endorse a specific commercial drug or other commercial products during your program.

Product-promotion material or product-specific advertisement of any type is prohibited in or during continuing pharmacy education activities. Advertisements and promotional materials (including notepads, pens, etc.) cannot be displayed or distributed in the educational space immediately before, during or after a continuing pharmacy education activity. Representatives of commercial interests are prohibited from engaging in sales or promotional activities while in the space or place of the continuing pharmacy education activity.

Educational materials that are part of a continuing pharmacy education activity such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message. The content or format of a continuing pharmacy education activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest. Presentations must give a balanced view of the therapeutic options. Use of generic names will contribute to this impartiality. If the continuing pharmacy education program materials or content includes trade names, where available, trade names from several companies should be used and not just trade names from a single company.

I agree to comply with the above.

### Deadlines

If your program is selected, the following materials must be submitted by the designated due dates:

- Completed speaker forms (contract, W-9, A/V requests, etc.): **July 31, 2009**
- Syllabus/handout materials in electronic form: **January 8, 2010**

I agree to comply with the above.

## **Compensation**

In exchange for fulfilling all the requirements of the speaker contract, you will be eligible to receive one of the following compensation packages:

### **Standard Presentation (only 1 speaker presenting)**

- \$400 Honorarium. Should they choose to, speakers may apply their honorarium to their conference registration fee (full or daily registration) or they may waive their honorarium and consider it a tax-deductible donation to the Pharmacy Foundation of California.
- One night at a host hotel at the negotiated conference rate. Room and tax only.
- Up to \$300 in reimbursement for any reasonable travel-related expenses according to PFC's travel reimbursement policy: Lowest generally available round trip airfare and/or mileage equivalent to current IRS allowable rate per mile, whichever is less. Other reasonable travel-related expenses will be reimbursed at actual cost and are limited to parking, car rental and fuel. Original receipts must be submitted.
- One full day's allowance to cover meals and incidental expenses (shuttle, taxi, etc.) at the US GSA established per diem rate ([www.gsa.gov](http://www.gsa.gov)) for the day of the presentation only.

**OR**

### **Panel Presentation (2 or more speakers are presenting)**

- \$700 honorarium equally divided among all panel speakers (for example, if there are 2 speakers on the panel, each will receive \$350). Should they choose to, panel members may apply their portion of the honorarium to their conference registration fee (full or daily registration) or they may waive their portion of the honorarium and consider it a tax-deductible donation to the Pharmacy Foundation of California.
- Each panel speaker will receive one full day's allowance to cover meals and incidental expenses (shuttle, taxi, etc.) at the US GSA established per diem rate ([www.gsa.gov](http://www.gsa.gov)) for the day of the presentation only.

**I understand the compensation guidelines.**

Additional compensation may be available under certain circumstances and is subject to approval. If you believe you may have circumstances that will require/enable additional compensation (e.g. extended travel or a pre-arranged sponsor), please describe below:

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## **CPhA's CE Bank**

CPhA created an online "CE Bank" to facilitate the provision of live continuing education to pharmacy professionals throughout California. This online database allows speakers to add programs that they are interested in delivering, while also allowing pharmacy organizations to search the database for programs that would like to host in their area. To view CPhA's CE Bank, go to [www.cpha.com](http://www.cpha.com) → click on "CE/Events" in the top menu bar → click on "CE Bank".

In the event that your program does not get selected for the Outlook 2010 schedule, would you be interested in having your program promoted to local associations and other pharmacy organizations through CPhA's CE Bank?

Please choose one of the following:

**Yes, please add my program to CPhA's CE Bank if it is not selected for Outlook 2010.**

**No, do not add my program to CPhA's CE Bank if it is not selected for Outlook 2010.**

**\*\* This is the last page of the Outlook 2010 CE Program Proposal Submission Form \*\***