



Society for Health Care  
Strategy & Market  
Development<sup>SM</sup>

## **2025 PRESENTER TERMS & CONDITIONS**

*Includes speaker code of conduct/responsibility, speaker benefits, statement of diversity and conflict of interest*

**The American Hospital Association for its operating unit SHSMD (collectively referred to for purposes of these Terms and Conditions as SHSMD) require that all selected speakers agree to the following provisions to present at an event.**

### **SPEAKER CODE OF CONDUCT AND RESPONSIBILITY**

I understand and agree that as the primary presenter, I will be responsible for communicating in a timely manner with SHSMD staff, the Conference Planning Committee and/or Education Committee, and any other co-presenter(s) regarding information about my session. I understand and agree to the following:

- In the event that the speaker(s) and/or content of my chosen session changes, I am responsible for informing SHSMD staff and the Conference Planning Committee and any co-presenter/s in a timely fashion. Changes will be re-evaluated by SHSMD for continuance in the program.
- In the event of a cancellation, I will notify SHSMD in a timely manner or suggest an appropriate substitute speaker who is knowledgeable about my presentation, which will be re-evaluated by SHSMD. The SHSMD Conference Planning Committee reserves the right to remove any session from the program if the new speaker(s) presentation does not meet the learning objectives of the original submission.
- SHSMD has final determination of the format and length of my session. This includes if it will be done in person or virtually, both, or other.
- My co-presenters and I will attend the mandatory faculty training webinar held August 22, 12-12:30pm Central. If you cannot attend live, you must watch the recording.
- I am responsible for adhering to the materials timelines, which includes submitting presentation materials inside the speaker's portal, to SHSMD staff prior to the conference (by the given deadlines) for inclusion in promotional materials, the conference mobile app, and the website. In the absence of timely materials, SHSMD may discontinue my presentation.
  - **All PowerPoint slides must be submitted using the SHSMD PowerPoint template by the September 22 deadline. No extensions granted.** Slides that do not use the template will NOT be accepted. Slides not received by the deadline will not be provided to attendees or included in the mobile app.
- The Annual Conference Review Committee will review all presentation slides to ensure they meet the originally stated title, description, objectives and audience level submitted as agrees upon acceptance of my submission. I agree to make any edits to my slides requested by the committee. Regardless of any review, approval, and/or changes requested by the committee to any of my handouts and/or presentation materials, I acknowledge and agree that I am solely responsible for all of my handouts and/or presentation materials and will fully indemnify SHSMD for any claims relating to the same.
- My co-presenters and I agree to allow all sessions to be recorded/video and/or audio taped and understand that SHSMD will sell recordings and has sole right to any revenues generated from these sales.
- SHSMD may reproduce and distribute handouts before, during and after the conference. SHSMD may use my session recording (slides synced with audio only) inside the virtual conference and may use my recording in other programs throughout the year.
- SHSMD will not produce any handouts onsite. No printed copies of materials (slides/tools/handouts) are provided onsite except for workshops if approved in advance. All materials are available to attendees virtually through the mobile app and website only.
- **Use of AI and ChatGPT:** Your proposal is a response to prove *what* you know and *how* you know it. Using AI tools can unknowingly lead to plagiarism or copyright infringement.
  - **If I use any generative AI tools in the creation of any of my handouts and/or presentation materials, I will disclose such use to SHSMD. Regardless of such disclosure, I acknowledge and agree that I am solely responsible for: (i) obtaining permission to reproduce my handouts and/or presentation materials if copyrighted by an organization/person other than SHSMD; (ii) ensuring that my handouts and/or presentation materials do not result in the plagiarism of any other organization's/person's content, including by running my handouts and/or presentation materials through plagiarism software; (iii) independently fact-checking**



my handouts and/or presentation materials to ensure that they are true, accurate, up-to-date, and not misleading or biased in any way; and (iv) ensuring that my handouts and/or presentations do not otherwise infringe or violate any copyright or other intellectual property rights of any other organization/person.

- I am responsible for obtaining permission to reproduce my handouts or presentation materials if copyrighted by an organization other than SHSMD.
  - I and my co-presenters understand and respect the professional nature of the SHSMD meeting and will refrain from overt statements, harsh language, or pointed humor that disparages the rightful dignity and social equity of any individual or group, in accordance with SHSMD's Statement of Diversity.
  - **My co-presenters and I understand that SHSMD programs are noncommercial forums; therefore, the direct promotion of products and/or services is prohibited during presentations. We will refrain from soliciting business or permitting other members or guests to solicit business at any SHSMD group function, in accordance with SHSMD's Conflict of Interest Statement. Vendor exhibit hall, sponsorships, and/or special product demonstrations are the only exceptions.**
  - My co-presenters and I will refrain from presenting unfavorable, misleading, and/or incorrect information regarding other organizations and/or individuals.
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## **SPEAKER BENEFITS**

SHSMD speakers enjoy many benefits. Not only do they gain exposure to an experienced and influential group of attendees, but the Annual Conference speakers also receive a discounted registration for their time and efforts. Discounts are based on the type of presentation they are making:

All selected SHSMD speakers will receive a 40% off discounted registration for the in person conference, in compensation for their time and efforts. The in-person registration rate includes access to the virtual event and all in-person activities/events.

Speakers are responsible for transportation, meals, and lodging. Speakers who present virtually are responsible for having sufficient technical equipment (computer, internet, webcam). SHSMD does not cover any of these costs. Speakers must also be registered attendees.

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## **STATEMENT OF DIVERSITY**

STATEMENT OF DIVERSITY The Society for Health Care Strategy and Market Development aims to provide the highest level of relevant and rewarding continuing education while providing a place of inclusion, respect and belonging. All content and conversations should promote a welcoming, safe and respectful environment for everyone regardless of visible or invisible differences.

Speakers are urged to educate themselves to avoid potentially offensive language. Speakers should embrace a communication style that is sensitive to differences in gender, race, age, religion, political opinions, sexual orientation and abilities. Speakers should avoid generalizing or making assumptions.

Diversity is multi-dimensional and appreciating our individual differences is essential to meeting the needs of the communities we serve.

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## **CONFLICT OF INTEREST:**

If applicable, I agree to provide a written description of all relationships where investments or relationships could be seen by a reasonable, well-informed participant as having the potential to influence the content of the educational activity.

SHSMD has procedures in place if a conflict of interest is not disclosed and it comes to our attention prior to or during the presentation. Procedures include removing that speaker/organization from the current or any future conference presentation. Please document any conflict of interest in your submission and email [shsmd@aha.org](mailto:shsmd@aha.org) with your conflict of interest statement.