



Tips for a Non-biased Presentation

Congratulations and thank you for sharing your time and expertise as a presenter! We know a lot of hard work goes into planning, preparing, creating and delivering a high-quality presentation. One of the key components of a solid educational event is remaining free of product bias. However, sometimes we unknowingly and unintentionally use terms that promote a specific product or company. Below are some examples of terms that are commonly used as “generic” descriptors when in fact they are specific product names:

PROPER DEVICE DESCRIPTION (USE THIS)	COMMON PRODUCT/BRAND NAMES (EXAMPLES) (NOT THIS)
Transparent film dressing (TFD) or Transparent semipermeable membrane (TSM)	Tegaderm™ (3M™) SorbaView® (Centurion) OpSite™ (Smith&Nephew)
Engineered stabilization device (ESD)	StatLock® (C.R. Bard) Grip-lock™ SorbaView® Shield (Centurion)
Subcutaneous engineered stabilization device (ESD)	SecurAcath® (Interrad) Curos™ (3M™)
Disinfection caps or Alcohol impregnated caps	SwabCap® (Excelsior) DualCap® (Merit Medical)
Chlorhexidine (CHG) impregnated dressing or Antimicrobial dressing	BIOPATCH® (J&J) Tegaderm™ CHG (3M™)
Chlorhexidine (CHG) skin prep or antiseptic	ChloraPrep™ (Carefusion/BD) Preventics® (PDI)
Needleless connectors or Needleless injection ports	Clave®/Microclave® (ICU Medical) MaxPlus™ (BD) CareSite® (B Braun)
Implanted Venous Port	Port-a-cath® (Smiths Medical)
Tunneled Central Venous Catheter	Hickman® (C.R. Bard) Broviac® (C.R. Bard)
Midline or extended dwell catheter	Power Glide® (C.R. Bard) POWERWAND™ (Access Scientific)

As this is not an all-inclusive list, we ask that you ensure that device or product references you intend to use are not brand or company specific. We thank you for your commitment to upholding the integrity of our educational offerings.

