

Keyword Pharma

Conference Insights

*2nd Annual
Meeting of
the European
CME Forum*

*in-depth report from a meeting held in London, UK,
18–19 November 2009*

by Eugene Pozniak and David Williams



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European CME Forum: First Annual Meeting

A KeywordPharma **Conference Insights** review
by **Eugene Pozniak**

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An in-depth report from the First Annual Meeting of the European CME Forum organized by NetworkPharma and Siyemi Learning, held in London, UK, 4–5 November 2008.

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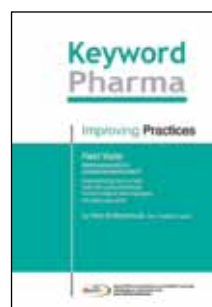
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2nd Annual Meeting of the European CME Forum

in-depth report from a meeting held in London, UK, 18–19 November 2009

by Eugene Pozniak and David Williams

Executive summary

Shaping the future for continuing medical education (CME) in Europe is bedevilled by many challenges. Mindful of the mantra that 'when America sneezes, Europe catches a cold', European healthcare stakeholders can, and must, learn from mistakes made in the USA when developing a robust framework for CME in the region. The 2nd Annual Meeting of the European CME Forum drew together many of the influential players from Europe and beyond who hold the key to the development of CME in Europe. Interactive discussion focused on the major issues determining progress: education-needs analysis, CME accreditation, evaluating and improving outcomes, the role of both the pharmaceutical industry and the patient, and setting and maintaining standards. Sessions also examined the evolution of learning and the impact of technology.

The role of the pharmaceutical industry appears central to the conundrum. CME without industry support is impossible – but pharma needs to increase its engagement with CME and to understand how it can be used to help provide greater value to its customers. Industry involvement in CME must go beyond that of a commercial organisation. To progress, pharma's role must not be reduced solely to sponsorship to drive sales. Companies should instead take on greater responsibilities as educators.

CME is about ensuring that physicians are fit for purpose and to reassure patients that those physicians are able to manage the lifetime of their disease. Critics claim that the current structure of CME in Europe does not provide that reassurance and lacks the intellectual rigour, organisation and funding to succeed. The 2nd Annual Meeting of the European CME Forum explored strategies to improve CME across Europe: from needs analysis and programme accreditation, through funding, methodology and transparency, to implementation and evaluation. This *Conference Insights* report provides a concise summary of the salient issues.

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2nd Annual Meeting of the European CME Forum

Programme director: Eugene Pozniak, Siyemi Learning, London, UK, 18–19 November 2009

Day one

Welcome address

Eugene Pozniak (*Programme Director, European CME Forum*)

Assessing our own educational needs

Lawrence Sherman (*SVP Educational Strategy, Prova Education*)

Session 1: Assessing educational needs and setting learning objectives

Chair: Thomas Kellner (*Global Leader Medical Education, MSD*)

Good CME/CPD: why needs assessment becomes an essential element

Thomas Kellner (*MSD*)

Meeting educational needs through CME – the learner's perspective

Sue Guthrie (*Scientific Director, The Oxford Academy for Professional Health Education*)

The challenges of meeting the educational needs of physicians through CME

Hervé Maisonneuve (*Associate Professor of Public Health, Université Paris-Sud 11, France*)

The assessment of general practitioners' needs: an underestimated area in the current CPD-programmes?

Peter Posel (*CEO, QUAIIME, Switzerland*)

Evaluation of an online Diabetes Needs Assessment Tool (DNAT) for health professionals: a randomised controlled trial

Sara Schroter (*Senior Researcher, BMJ*)

Session 2: CME plugged in

Chair: Edwin Borman (*Chair, UEMS-EACCME Taskforce*)

Achieving the LEARNING in e-learning

Cally Fawcett (*Head, Delta Kn, UK*)

Impact of eCME on clinical practice

Jörg Ansorg (*CEO, Professional Board of Surgeons, Germany*)

Accreditation can improve the quality of e-learning

Edwin Borman (*UEMS-EACCME Taskforce*)

Session 3: CME unplugged

Panellists: Vladimir Finsterle (*CEO, Pears Health Cyber, Czech Republic*), Saurabh Jain (*Director CME Solutions, Indegene, India*), Alfonso Negri (*Technical-Scientific Secretary, Italian Federation of Scientific Medical Societies*), Lawrence Sherman (*SVP Educational Strategy, Prova Education*), Lisa Sullivan (*Managing Director, In Vivo Communications, Singapore*)

Day two

Session 4: Quality standards and controls

Chair: Robin Stevenson (*President, EBAP*)

Panellists: Maureen Doyle-Scharff (*Senior Director, Medical Education Group, Pfizer*), Thomas Kleinoeder (*Chief Medical Officer, KWHC, Germany*), Bernard Maillet (*Secretary General, UEMS-EACCME*), Archie Prentice (*Chairman, CME Committee, European Hematology Association*)

Session 5: Measuring outcomes in CME

Chair: Wolfgang Grisold (*Chairman, UEMS Neurology Board and Section*)

CME/CPD introduction

Wolfgang Grisold (*UEMS Neurology Board and Section*)

Outcome-based evaluation

Abi Sriharan (*Director, International Continuing Health Education Collaborative, University of Toronto*)

Is there a place for patient associations to influence doctors' education?

Alexandre Bisdroff (*President Elect, UEMS European Board of Neurology*)

Session 6: Learner and industry relationships with UK and European CME/CPD

Chair: Ian Starke (*Director of CPD, Royal Colleges of Physicians*)

Panellists: Thomas Kellner (*Global Leader Medical Education, MSD*), Bernard Maillet (*Secretary General, UEMS-EACCME*), Andrew Powrie-Smith (*Director, ABPI Scotland*)

Session 7: The CME unsession

Lawrence Sherman (*SVP Educational Strategy, Prova Education*)

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Introduction

The 2nd Annual Meeting of the European CME Forum was held in London in November 2009, following a successful inaugural meeting in 2008. The Forum aims to bring together the stakeholders of European continuing medical education (CME).

The two-day meeting maintained much of the 2008 structure, addressing a wide range of topics with a practical application or relevance to CME in Europe. Minor format revisions in 2009 allowed speakers more time to address their topics of interest and made greater provision for discussion following each presentation. In addition, there was extensive use of interactive technology, with continuous access to an audience response system. The pre-meeting use of Twitter also played a part during the Forum.

The added flexibility to the structure of the meeting gave speakers and delegates the opportunity to pose additional questions for more in-depth discussion, such as the role of the patient, the suitability of social media and the involvement of industry, and allowed free discussion of accreditation review practices and requirements. With the additional interest in the Good CME Practice Group, there were many indicators that there is much to discuss in the European CME sphere which will help to drive the formulation of future meetings.

About the authors



Eugene Pozniak is Programme Director of the European CME Forum and also Managing Director of Siyemi Learning, an independent European CME provider. He has worked in the medical sector for over 20 years. Following a degree in chemistry he initially worked across various functions in marketing and medical communications. Since 2000 he has been working exclusively in CME. As well as giving advice on CME matters and managing CME-accredited meetings, Eugene developed the first pan-European CME-accredited e-learning (launched in 2002) and continues to work on national and internationally accredited e-learning.

In 2006, Eugene founded Siyemi Learning, which also supports the European CME-CPD Academy, an independent platform for accredited e-learning in Europe. In 2008, he partnered with Peter Llewellyn of NetworkPharma to create the European CME Forum.

Eugene can be contacted at: epozniak@siyemi.org



David Williams pursued a career in the pharmaceutical industry for 12 years before joining the medical communications sector in 1989 to deliver educational and training multimedia programmes to clinicians, nurses and other health professionals on behalf of the UK Department of Health and Central Office of Information. Subsequently, and working as part of the Healthworld global business group, David developed a number of early intervention strategic solutions to support the commercialisation process within the international pharmaceutical sector.

David then progressed to collaborate with medical and clinical associations, societies, colleges and accreditation authorities internationally to develop and deliver fair, balanced, unbiased and independent accredited events and on-line programmes in support of medical continuing professional development. David is now owner and managing director of 3C Strategy Limited, an independent communications and CME consultancy. Since becoming a consultant to the industry, David has been engaged in reviewing the medical communications sector across the whole of Europe and is currently occupied developing models for the assessment of effectiveness of medical education (CME) and its impact on day-to-day medical practice.

David can be contacted at: david@3CStrategy.net



The European CME Forum is committed to making CME greener by helping to reduce the burden on the environment when carrying out its work.



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An in-depth report from the First Annual Meeting of the European CME Forum organized by NetworkPharma and Siyemi Learning, held in London 4–5 November 2008.

Executive Summary

The European landscape for continuing medical education (CME) is diverse and complex. The absence of a common framework across the region has led to individual countries developing their own national objectives and building a range of systems, each at differing stages of advancement. While similarities in approach exist, the key European markets demonstrate notable differences in both style and in how CME is being implemented. Nevertheless, a widespread appetite for collaboration and sharing best practice is driving European CME forward.

Despite such a fragmented and disparate environment, efforts to develop a recognised system for CME accreditation across Europe and to establish a harmonisation of credits and practices are progressing. Definitions of CME remain subjective and discussions continue as to whether it should just address levels of knowledge and competence, or go further and have a positive effect on clinical performance. Determining which activities actually constitute CME is similarly challenging: activities such as e-learning promise to provide the engine for CME in the future, whereas the accreditation of satellite symposia remains contentious. Meanwhile, traditional activities such as conferences and workshops continue to dominate.

In such an evolving climate, two central issues for CME development in Europe resonate loudly: the quality of programmes and the impact they have on clinical practice. Stakeholders remain determined to ensure that education is not only free from commercial bias but that it also promotes participation that leads to better clinical outcomes.

This Conference Insights report provides an in-depth review of the first annual meeting of the European CME Forum held in London, UK on 4–5 November 2008. It examines the development of CME activity across Europe, providing perspectives from the full range of stakeholders: healthcare professionals, medical societies, pharmaceutical companies, medical communications agencies and CME accreditation bodies. It explores the need to set quality standards in European CME, and to achieve harmonisation across the region. It shares implementation strategies and assesses how best to measure their success. It also looks at the critical aspect of funding, providing a basis for guidelines on how to manage conflicts of interest, avoid commercial bias and, crucially, raise standards. Clearly, maintaining a balanced relationship between healthcare professionals, CME organisations and the pharmaceutical industry remains pivotal to the future of CME.

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About the author

Eugene Pozniak is Programme Director of the European CME Forum and also Managing Director of Siyemi Learning, an independent European CME provider. He has worked in the medical sector for 20 years. Following a degree in chemistry, he initially worked across various functions in marketing and medical communications. Since 2000, he has been working exclusively in CME.

As well as managing CME-accredited meetings, Eugene developed the first pan-European CME-accredited e-learning (launched in 2002), national CME-accredited portals and has been working on European journal CME. In addition, he has developed a number of bespoke CME and 'non-CME-non-promotional' projects. Eugene has experience of CME across Europe, the USA, Asia Pacific and Latin America.

In 2006, Eugene founded Siyemi Learning, an independent provider of CME programmes and related services; he also supports the European CME-CPD Academy, an independent platform for accredited e-learning in Europe.

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