Highlights of the 10th Annual European CME Forum

Presented at a MedComms Networking Event

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Also Programme Director and Guarantor of **European CME Forum**, a Not–For–Profit organisation, bringing together CME professionals, regulators and supporters active in European CME.

Annual meetings since 2007, An extensive archive of its activities can be found at — www.europeanCMEforum.eu

Journal of European CME (JECME) is a PubMed–indexed, Diamond Open Access online journal — www.jecme.eu.

Good CME Practice group — an initiative for European education providers — www.gCMEp.org

Agenda

✤ A personal view of the highlights from the 10th Annual European CME Forum (#10ECF)

  ✤ Meeting approach and structure

  ✤ Evaluations and lessons learned

  ✤ Developments by stakeholder group

  ✤ Next steps

10th Annual European CME Forum
8–10 November 2017
Dublin, Ireland

In collaboration with

ROYAL COLLEGE OF PHYSICIANS OF IRELAND

Meeting planning — 1

✤ Pre-#10ECF needs assessment — learning objectives

   ✤ Prof. Hilary Hoey (RCPI)

   ✤ Past meeting evaluations/feedback

   ✤ Developments in the CME environment, in Europe and ROW

   ✤ Input from expert faculty

   ✤ Formal needs assessment

   ✤ Session Chairs

   ✤ Workshop leaders

Rate these topics in order of importance to you

ANSWER CHOICES	RESPONSES	
What is the evidence showing CME is effective?	53.75%	43
How CME can change clinical practice in Europe?	48.75%	39
How can industry support CME in a positive and transparent way?	41.25%	33
How to carry out a needs assessment and identify relevant learning objectives?	37.50%	30
Developing and agreeing standards between accreditation bodies?	32.50%	26
The role of CME (in Europe) in revalidation/maintenance of certification?	32.50%	26

Briefly

- Moving away from

- **CME as the process of accreditation and credit**

    - to…

- **How to develop relevant and meaningful education that impacts on performance of the healthcare team that leads to improved patient outcomes**

Meeting planning — 2

✤ *Pre-#10ECF needs assessment — learning objectives*

✤ Hands-on guidance, on the **"how to"** of CME

✤ Educational format:

   ✤ Balance of presentations, panel discussions and workshops

✤ Certified for 15 CME credits

Structure

✤ Inward: Educational design

✤ Outward: Listening to others

✤ Onward: Collaborations and partnerships

    ✤ Also "Lunch with the Learners"

    ✤ And Panel discussions and Q&A

Structure

✤ Three overall themes
"Inward"   "Outward"   "Onward"

✤ — Introduction

✤ — Workshops

✤ — Reflection

"Day 0" —>
Pre-meeting "Specialty Seminars"

✤ Industry: *International Pharmaceutical Alliance for CME (iPACME)*

✤ Medical Societies: Journal of European CME — The Open-Access Journal on CME-CPD Practice

✤ Accreditors: International Academy for CPD Accreditation

✤ Providers: gCMEp Good Practice

10th Annual European CME Forum — Agenda overview

TIMES	Wednesday 8th — #10ECF Day 1	Thursday 9th — #10ECF Day 2	Friday 10th — #10ECF Day 3
		Registration/Coffee	Registration/coffee
08.30-08.45		Journal of European CME: current position and future plans	CME activities in 2018
08.45-09.45		INWARD reflection: Educational design	ONWARD reflection: Collaborations and partnerships
09.45-10.30		OUTWARD introduction: Listening to others (in the design and delivery of CME)	In conversation: perceptions, evidence and controversies
10.30-11.00		COFFEE BREAK (10.30-11.00)	COFFEE BREAK (10.30-11.00)
11.00-12.30	"Day 0"	Workshop 1 / Workshop 2 / Workshop 3 / Workshop 4	Panel discussion "What is the future for CME in Europe?"
12.30-14.00	(Lunch)	(Lunch) / Lunch with the learners / (dessert/coffee break)	The CME Unsession / (Lunch)
14.00-15.30	#10ECF Introduction / INWARD introduction: Educational design (planning, evaluation, outcomes)	OUTWARD reflection: Listening to others. / ONWARD introduction: Collaborations and partnerships	
15.30-16.00	COFFEE BREAK (15.30-16.00)	COFFEE BREAK (15.45-16.00)	
16.00-17.30	Workshop 1 / Workshop 2 / Workshop 3 / Workshop	Workshop 1 / Workshop 2 / Workshop 3 / Workshop 4	
17.30-18.30	Networking drinks reception	Networking drinks reception	
19.30	Faculty dinner	JECME Board meeting	
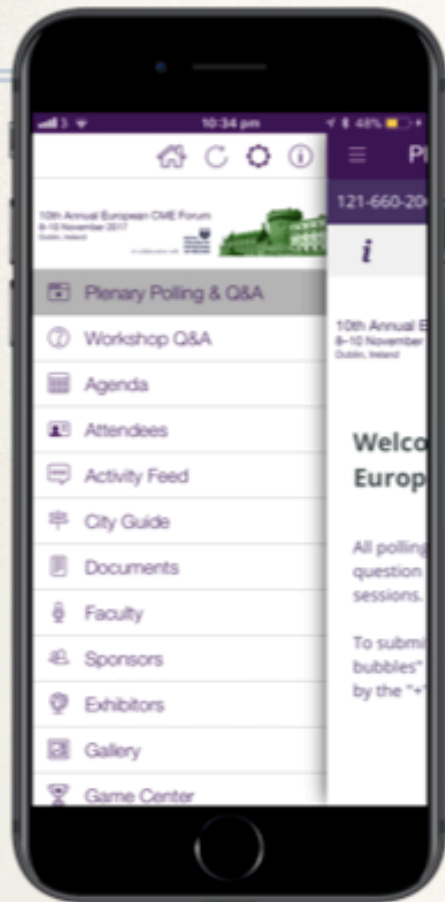
Click on "Main Plenary Polling & Q&A" to access voting and messaging
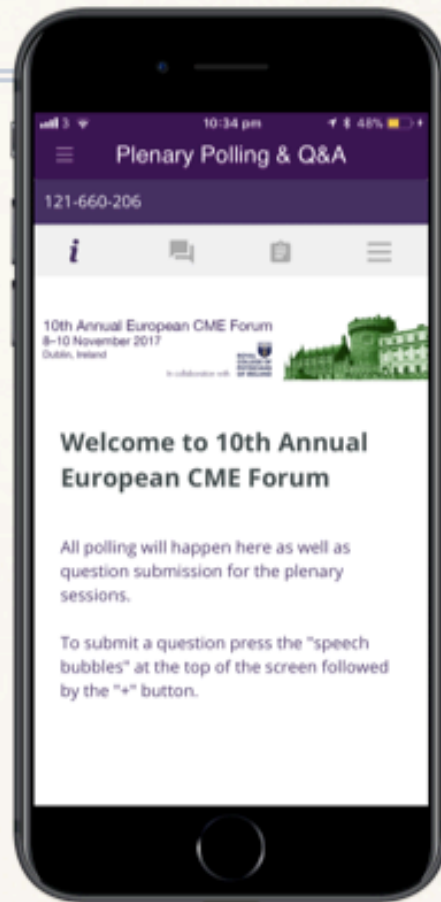
When a live vote occurs, this is where it will display
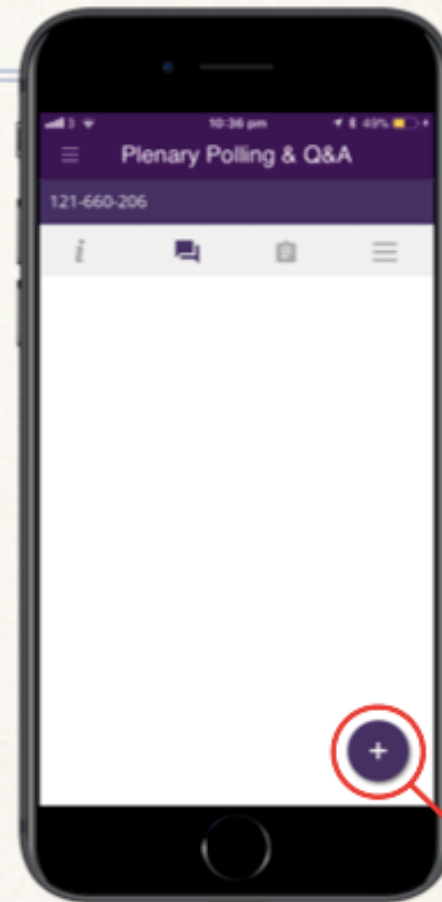
To send a message, press the "Speech Bubbles" at the top of the screen

Meeting app

✤ A dedicated meeting app (iPhone/Android/Web)

✤ Reduced amount of print materials

✤ Added interactivity for questions and voting

✤ Extended evaluations

✤ Support information

✤ Engagement tool…

Gamification!

Activity	Points	(M)	Max Total
Evaluations – 16 at 10 points each	160	1	160
Gallery upload – 2 per photo (max 3/day)	6	3	18
Twitter – 1 per tweet (max 5/day)	5	3	15
RCPI Treasure hunt - 5 at 3 points	15	1	15
RCPI MCQs – 13 at 2 points	26	1	26
QR codes of posters – 8 at 3 points	24	1	24
QR codes of authors – 8 at 3 points	24	1	24
QR codes at exhibition stands – 6 at 3 points	18	1	18
			Maximum Overall Total: 300

Evaluations and lessons learned

Evaluations

✤ Overall: most of the people happy most of the time, with content, format and timings

  ✤ The consistently most popular sessions were the Inward section, which demonstrated the most practical guidance on how to develop CME —
  Also with a post-meeting "level 5 outcome"

  ✤ Outward — engaging the interprofessional team, patients — dialogue, shared objectives

  ✤ Onward — novel concepts: publishing in CME, leadership qualities, global collaborations

✤ Lunch with the Learners — hearing from the end user — always very popular

✤ Panel discussions delving deeper with the experts

Peri- and post-meeting evaluation

✤ Ongoing desire for continued guidance on **how to** develop high quality, effective education, with practical examples

✤ Request for an "introduction to…" session

✤ Call for more clarity — of rules, roles, purposes, etc. especially from the regulators and accreditors

Developments by stakeholder groups

Accreditors

✤ A new collaboration of European Specialty Accreditation Boards (ESABs) — CME-EA — presented their objectives of harmonisation through dialogue and consensus

　　✤ CME-EA identified that the lack of official government mandate in European CME means that there must be dialogue between national and pan-European systems

✤ The American Nurses Credentialing Center (ANCC) presented a new concept of CME that was competency-based rather than time-based

Medical societies and associations

✤ Several identified that they are concerned about the changes in funding from industry

✤ There is also a growing interest in developing dedicated CME for their membership

Industry

✤ Members of iPACME and EFPIA continuing to define how industry supports CME in Europe — grants vs. sponsorship

    ✤ Looking at purpose and objectives of education

    ✤ An increasing focus on the **quality** of medical education industry supports

Allen T et al. Framework for industry engagement and quality principles for industry-provided medical education in Europe. *Journal of European CME,* 2017;6:1.   **www.jecme.eu**

Education providers

✤ Greater clarity in role and purpose of both academic and professional providers. Several sessions examined the role as **CME educator**:

  ✤ How to develop higher quality education to achieve higher and more meaningful outcomes

  ✤ The role of the provider as educator to guide the self-aware learner

  ✤ Competencies of CME professionals

  ✤ Involving the broader healthcare team, and how to include the voice of the patient

Q8: Do you feel that by attending European CME Forum you are a member of a CME "community of practice"?

Full meeting report

✤ Ron Murray, **Report on Proceedings of the Tenth Annual European CME Forum, Dublin, Ireland, November 2017,** *Journal of European CME,* 2018;**7**:1,

✤ https://doi.org/10.1080/21614083.2017.1421376

Reports and commentaries

✤ All European CME Forum activities are documented and published

✤ www.europeanCMEforum.eu for reports, outputs, print items, photos, etc.

✤ www.jecme.eu for manuscripts and articles

Journal of
European CME
The Open-Access Journal on CME-CPD Practice

Thank you!

✤ **11th Annual European CME Forum, London, 7-9 November 2018**

✤ **At the King's Fund "the Think Tank of the NHS"**

✤ www.europeanCMEforum.eu | www.JECME.eu | www.gCMEp.org

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