



# Highlights of the 9th Annual European CME Forum

Eugene Pozniak

MedComms Networking Event

[www.MedCommsNetworking.com](http://www.MedCommsNetworking.com)

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# Disclosure

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- ❖ Eugene Pozniak is Programme Director and Guarantor of European CME Forum, a not-for-profit organisation dedicated to bringing together all stakeholder groups with an interest in European Continuing Medical Education.
- ❖ MD & CEO of Siyemi Learning (siyemi.org) – an independent education provider since 2006, based in Manchester, UK, and the first non-US ACCME-accredited provider
- ❖ I have no relevant financial relationships to disclose
- ❖ Both Siyemi Learning and European CME Forum work with collaborative partners including medical societies and universities to develop independent education and receive arms-length grants and sponsorship from industry.



# Agenda

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- ❖ A personal view of the highlights from the 9th Annual European CME Forum (#9ECF)
- ❖ Meeting approach and structure
- ❖ New messages
- ❖ Developments by stakeholder group
- ❖ Lessons learned and next steps





# #9ECF

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- ❖ Amsterdam, 9-11 November 2016
- ❖ In collaboration with European Union of Medical Specialists (UEMS) — 12 November 2016



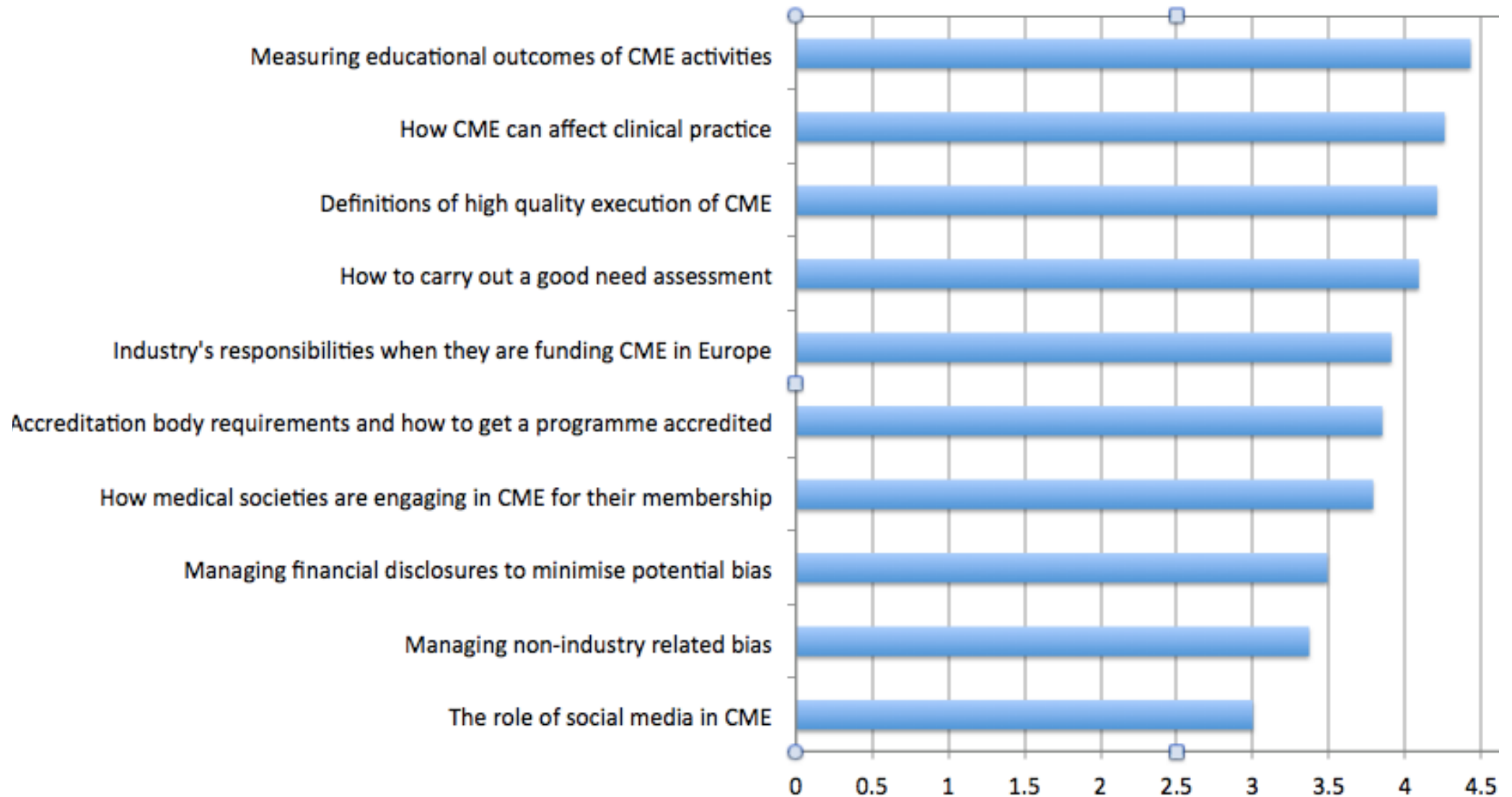


# Meeting planning — I

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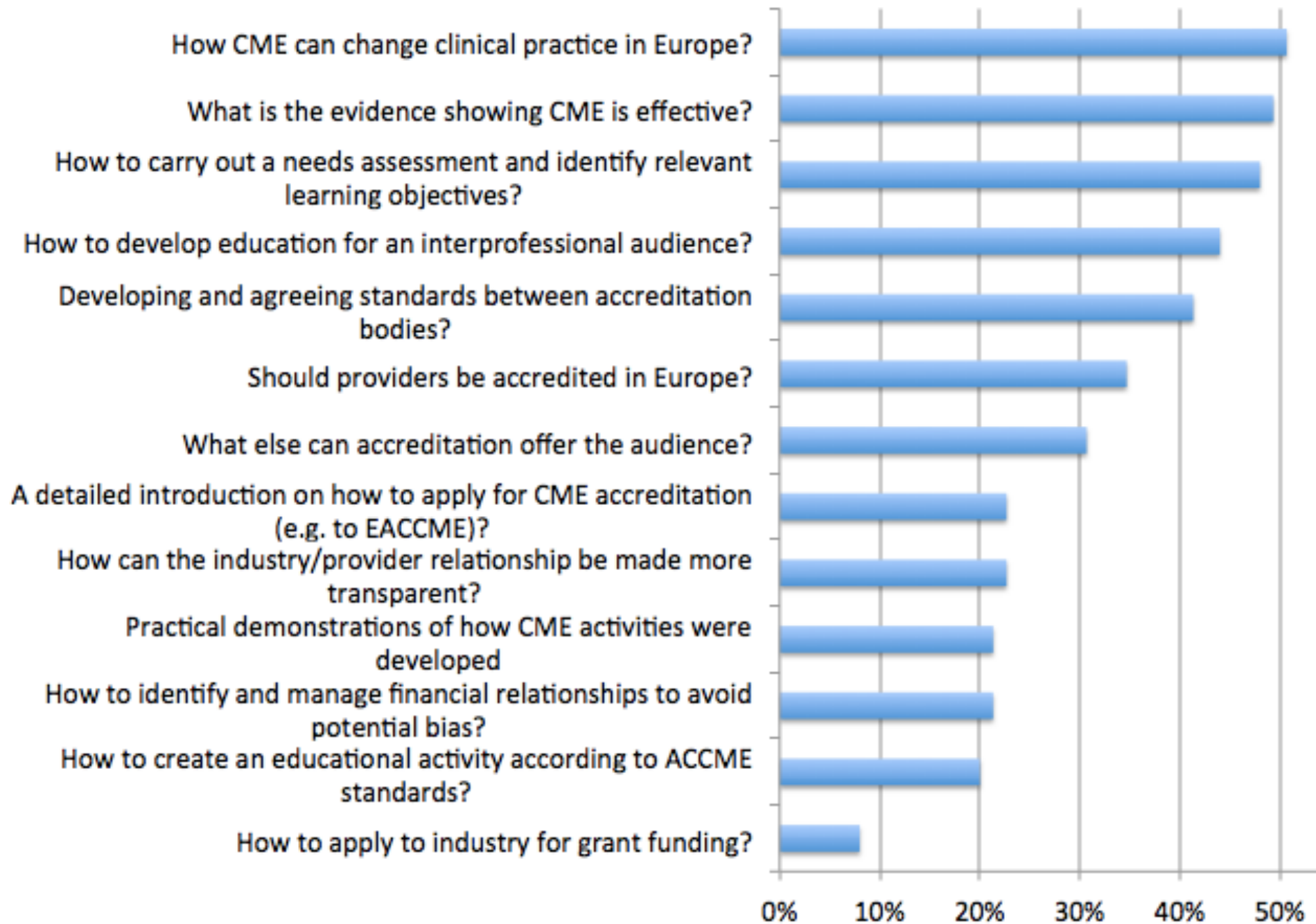
- ❖ Pre-#9ECF needs assessment — learning objectives
  - ❖ Past meeting evaluations / feedback
  - ❖ Developments in the CME environment, in Europe and ROW
  - ❖ Input from expert faculty
  - ❖ Formal needs assessment

# Rate these topics in order of importance to you





# Topics for Forum Workshops



# Meeting planning — 2

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- ❖ *Pre-#9ECF needs assessment — learning objectives*
- ❖ Educational format
  - ❖ Balance of presentations, panel discussions, extended Q&A, large and small workshops



| Wednesday 9th — #9ECF Day 1                     | Thursday 10th — #9ECF Day 2                        |                   |                   | Friday 11th — #9ECF Day 3                              |   |  |  | Saturday — UEMS meeting              |
|---|--|-------------------|-------------------|--|---|--|--|--------------------------------------|
|   | Registration/Coffee                                |                   |                   | Registration/coffee                                    |   |  |  | Registration/coffee                  |
|   | Opening Day 2                                      |                   |                   | Opening Day 3  |   |  |  | UEMS Conference on CME-CPD in Europe |
|   | Forum workshop 3a                                  | Forum workshop 3b | Forum workshop 3c | Session 7  |   |  |  |                                      |
|   | COFFEE BREAK                                       |                   |                   | COFFEE BREAK   |   |  |  |                                      |
|   | Forum workshop 4a                                  | Forum workshop 4b | Forum workshop 4c | Session 8  |   |  |  |                                      |
| Pre-#9ECF - “CME - Where it all began”          |  |                   |                   |  |   |  |  |                                      |
| (Lunch)   | (Lunch)  |                   |                   | 13.00 — MEETING CLOSE                                  |   |  |  |                                      |
| 13.30 #9ECF MEETING START — Welcome             |  |                   |                   | Buffet lunch (available for all delegates)             |   |  |  |                                      |
|   |  |                   |                   | Post-#9ECF Specialty Seminars (open for all, but see*) |   |  |  |                                      |
| Session 1                                       | Session 5  |                   |                   | Accreditors  | Specialist societies                    | Industry   | Providers, educators and medical education companies |                                      |
| COFFEE BREAK                                    | COFFEE BREAK                                       |                   |                   | Led by: International Academy of CPD Accreditors       | Led by: Journal of European CME (JECME) | Led by: International Pharmaceutical Alliance for CME (IPACME) | Led by: Good CME Practice group                      |                                      |
| Session 2                                       | Forum workshop 6a                                  | Forum workshop 6b | Forum workshop 6c |  |   |  |  |                                      |
| Networking + drinks reception - Exhibition area | Networking drinks reception - Exhibition area      |                   |                   |  |   |  |  |                                      |
| #9ECF Faculty Dinner (invitation only)          | (from 18:00) JECME Board meeting (invitation only) |                   |                   |  |   |  |  |                                      |



# “Day o” —> “Specialty Seminars”

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

❖ Medical Societies: *Journal of European CME*  
The Open-Access Journal on CME-CPD Practice

❖ Accreditors:



❖ Providers:





# Plenary sessions

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- ❖ Panel discussions with global leaders from CME, education and industry
- ❖ Whole room interactive discussion, Q&A
- ❖ Presentations showcasing best practice examples



# Practical guidance

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- ❖ How to evaluate CME activities — ACCME
- ❖ How to do CME effectively — “4 Pillars of CME” — gCMEp
- ❖ Navigating compliance challenges in CME — gCMEp
- ❖ Interprofessional Continuing Education (IPCE) — ANCC
- ❖ Patient-centred outcomes based planning — EPDA



# Developments by stakeholder groups

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# Medical societies and associations

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- ❖ Several are identifying that they are experiencing shared experiences and challenges
- ❖ International Council of Ophthalmology
  - ❖ “ICO Guide to Effective CPD / CME”  
<http://www.icoph.org/resources/339/ICO-Guide-to-Effective-CPDCME.html>



# Accreditors

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- ❖ UEMS launches “EACCME 2.0” (from 1.1.2017)
- ❖ EBAC looks to accredit “micro-e-learning”
- ❖ ACCME accredits non-US providers
- ❖ Trend towards acceptance of common quality standards





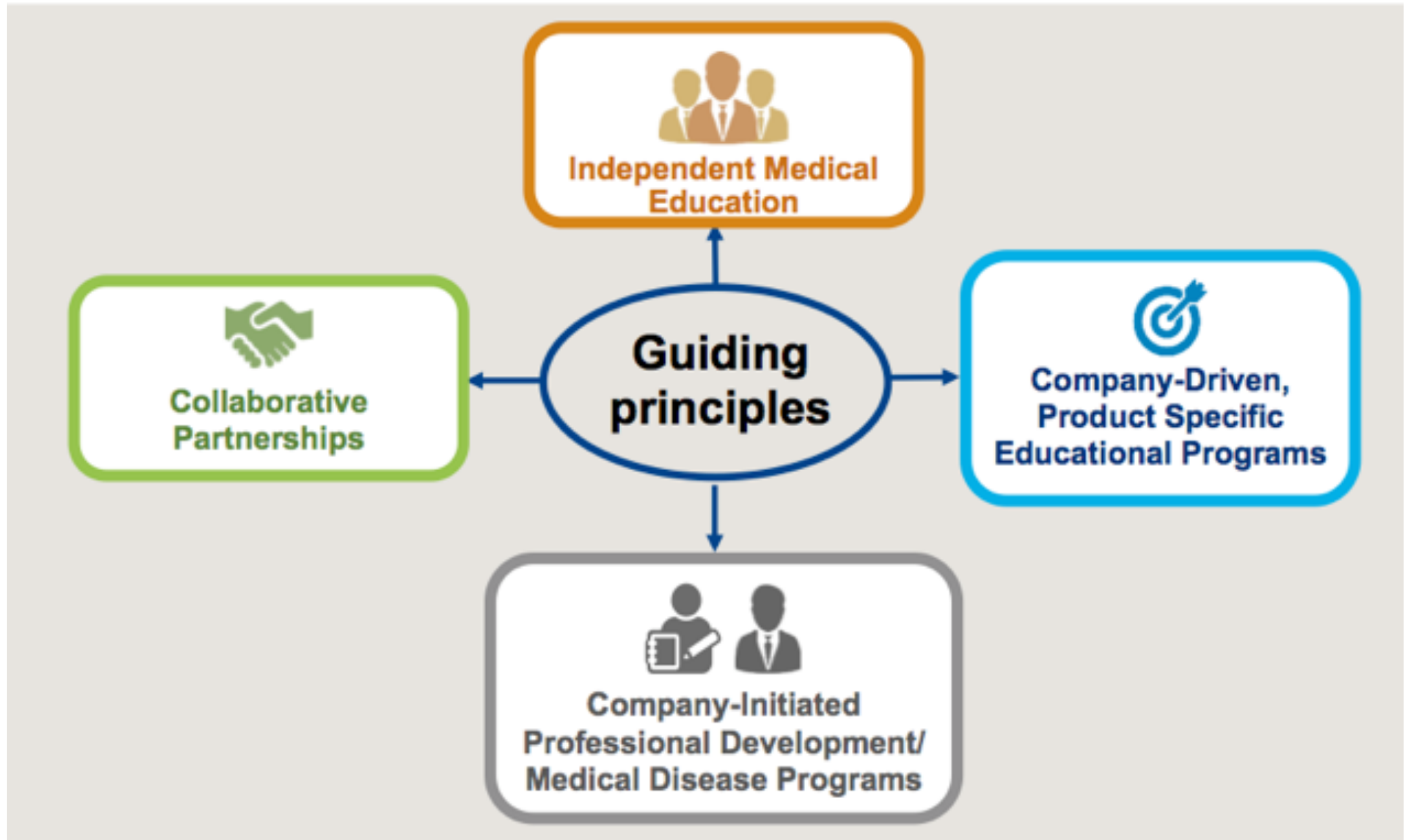
# Industry

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- ❖ Members of iPACME and EFPIA come together to start to define how industry supports CME in Europe



# Different Types of Medical Education in Europe





# Providers

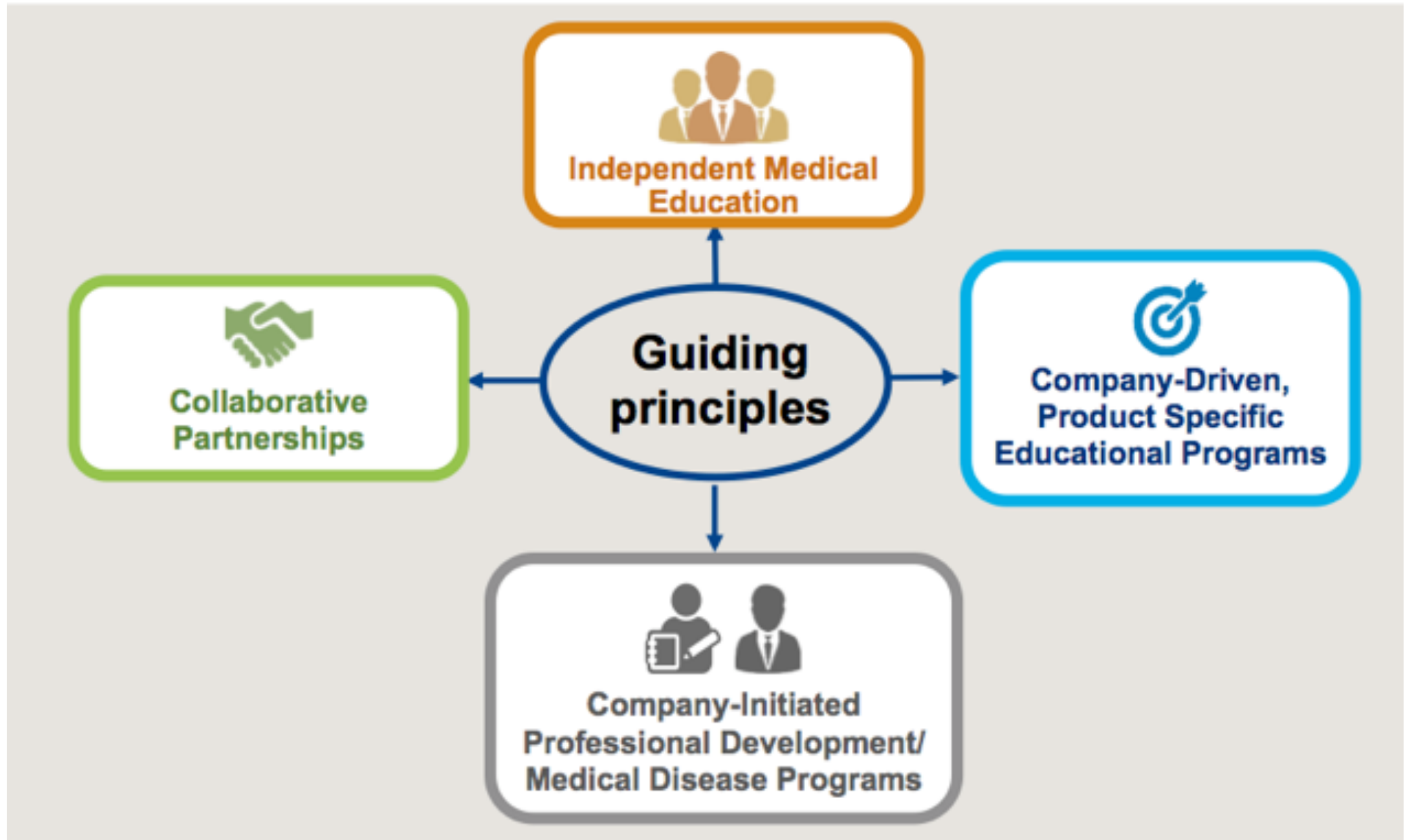
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- ❖ Greater clarity in role and purpose of both academic and professional providers
- ❖ Looking for education and guidance on how to develop high quality independent education
- ❖ Seeking recognition of their function in CME
- ❖ The end of *medical communications agencies* in European CME?





# Different Types of Medical Education in Europe





# Providers

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- ❖ Greater clarity in role and purpose of both academic and professional providers
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# Evaluation and lessons learned

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# Peri- and post-meeting evaluation

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- ❖ Overall: most of the people happy most of the time
- ❖ Intention for more dialogue, wider collaboration, more inclusivity
- ❖ Call for more clarity — of rules, roles, purposes, etc.
- ❖ Ongoing thirst for guidance on how to develop high quality, effective education



# Reports and commentary

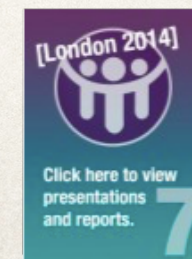
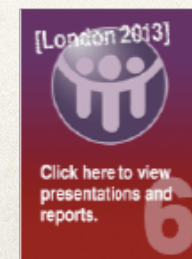
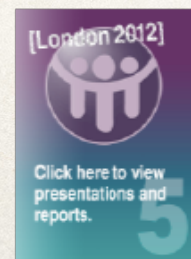
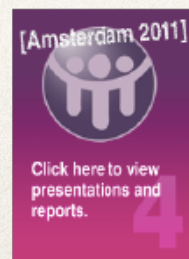
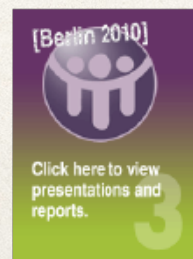
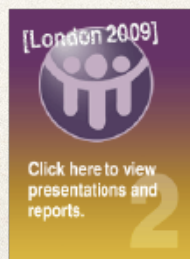
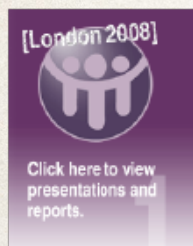
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- ❖ All European CME Forum activities are documented and published
- ❖ [www.europeanCMEforum.eu](http://www.europeanCMEforum.eu) for reports, outputs, print items, photos, etc.
- ❖ Open access:



*Journal of*  
***European CME***

The Open-Access Journal on CME-CPD Practice





# Next meeting

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# #IoECF — 2017 — Dublin

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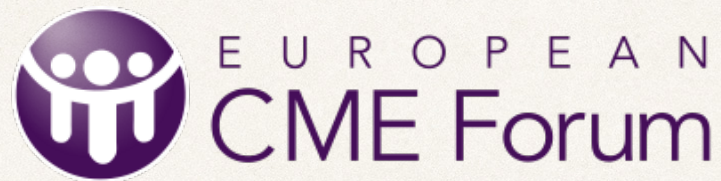
- ❖ In collaboration with Royal College of Physicians of Ireland
- ❖ 8-10 November 2017
- ❖ Working on agenda right now...and other 2017 activities





# Thank you!

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# Contact

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- ❖ [www.europeanCMEforum.eu](http://www.europeanCMEforum.eu)
- ❖ [www.JECME.eu](http://www.JECME.eu)
- ❖ [www.goodCMEpractice.eu](http://www.goodCMEpractice.eu)
  
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