



European CME Forum:
its role in the evolving CME landscape
Eugene Pozniak

MedComms Networking Event

www.MedCommsNetworking.com

Oxford, 7 September 2016

Disclosure

- ❖ Eugene Pozniak is Programme Director and Guarantor of European CME Forum, a not-for-profit organisation
- ❖ MD, Siyemi Learning (siyemi.org) – an independent education provider since 2006
- ❖ 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

siyemi



Agenda

- ❖ A challenge for Europe
- ❖ Evolving education formats
- ❖ CME accreditation



A challenge for Europe

- ❖ CME developing since 2000
- ❖ However terminology was not being standardised
- ❖ Each stakeholder group was referring to similar things using different jargon and
- ❖ Each group was operating in their own silo



Solution

- ❖ Bring together all the groups into a room together to review and discuss current challenges and possible solutions
- ❖ First European CME Forum meeting — London, 2007



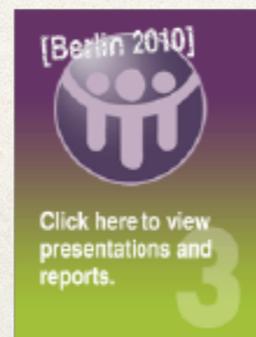
Outcome of #1ECF

- ❖ Valued as an independent setting for discussion
- ❖ Recognised as a unique opportunity to meet to review current status and challenges, and future direction
- ❖ Intra-group variability as well as inter-group differences



The next few years

- ❖ Good CME Practice group (goodCMEpractice.eu)
- ❖ “Day 0” meetings for specialty groups

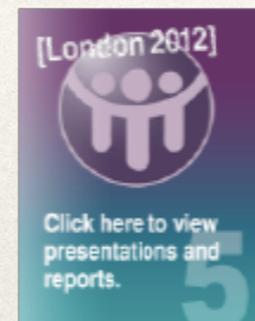
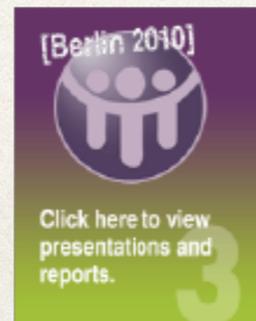


The next few years

- ❖ iPACME
- ❖ Medical societies and associations
- ❖ International Academy for CPD (academy4cpd-accreditation.org)



International Academy
for **CPD** Accreditation

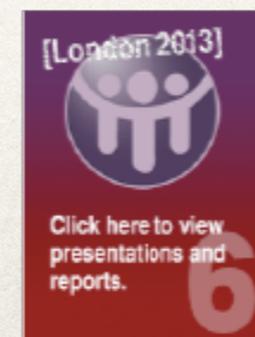
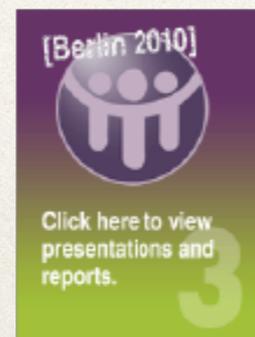


The next few years

- ❖ Journal of European CME (JECME.eu)
- ❖ Diamond Open Access online only

Journal of European CME

The Open-Access Journal on CME-CPD Practice



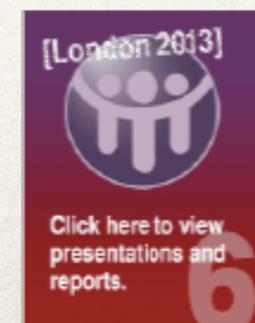
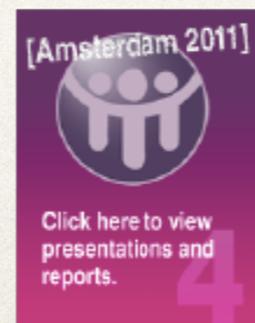
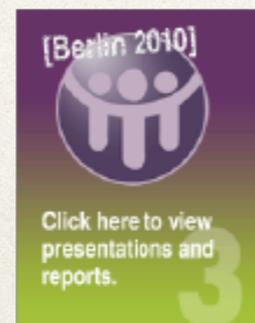
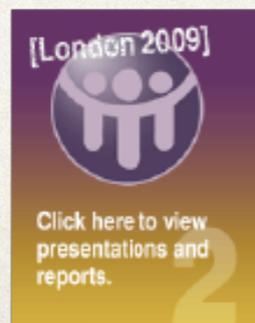
The next few years

- ❖ All CME Forum activities are written up and published
- ❖ Open access



Journal of
European CME

The Open-Access Journal on CME-CPD Practice



The next few years

- ❖ #9ECF, Amsterdam, in collaboration with UEMS
- ❖ Launch of “EACCME 2.0”



Meeting formats

- ❖ Initially didactic lectures
- ❖ Content-heavy



Meeting formats

- ❖ More interactivity
- ❖ Extended Q&A
- ❖ Panel discussions



Meeting formats

- ❖ Quizshow — talkshow
- ❖ Investor pitches
- ❖ Head-to-head interviews
- ❖ Table workshops



Meeting formats

- ❖ Delegate and faculty feedback very important



Meeting formats

- ❖ Forum workshops
- ❖ Extended small groups sessions
- ❖ **Informing and discussing —> Learning and doing**



Meeting formats — new areas

- ❖ Educational planning and outcomes assessment
- ❖ Interprofessional education
- ❖ The patient voice
- ❖ Micro-learning
- ❖ From basics to advanced practice
- ❖ Etc.



Meeting planning

- ❖ Being done along CME principles!



#9ECF — 2016

- ❖ Needs assessment — learning objectives
- ❖ Faculty disclosure
- ❖ Educational format
- ❖ Examine practice and analyse outcomes



#9ECF — 2016

- ❖ Needs assessment — learning objectives
- ❖ Faculty disclosure
- ❖ Educational format
- ❖ Examine practice and analyse outcomes
- ❖ —> #9ECF will be our first CME-accredited meeting

#10ECF — 2017

- ❖ After a decade...
- ❖ A community of practice of CME professionals in Europe and further afield
- ❖ Driven by CME principles to promote CME best practice
- ❖ Bringing together all the key stakeholder groups in CME, speaking a common language, working towards common goals...





Journal of
European CME

The Open-Access Journal on CME-CPD Practice



Contact

- ❖ www.europeanCMEforum.eu
- ❖ www.JECME.eu
- ❖ www.goodCMEpractice.eu

- ❖ Eugene Pozniak
- ❖ European CME Forum
- ❖ University of Manchester Innovation Centre
- ❖ Arch 29 North Campus Incubator
- ❖ Manchester M60 1QD

- ❖ epozniak@europeanCMEforum.eu

