Independent medical education in Europe: Who is calling the shots? Where next?

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MedComms Networking Event
www.MedCommsNetworking.com

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Disclosure

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

- Defining “medical education”
- Who are the players?
- How are things evolving?
What is “medical education”
What is “medical education”
Who provides medical education for specialists in Europe?
Providers of medical education

- Medical Societies / Associations
- Universities / teaching hospitals
- Local employer / hospitals / self-learning
- Professional education / CME providers
- Industry and their agencies
Providers of medical education

- Medical Societies/Associations *
- Universities/teaching hospitals
- Local employer/hospitals/self-learning
- Professional education/CME providers (*)
- Industry and their agencies
Professional Relations
Public Relations
Detail Aid
e-learning (2)
Sponsored Supplement
Stand Alone Meeting
Publication Planning
Market access
Satellite Symposium
e-learning (1)
Paid-for journal
Ad Board (2)
e-learning (1)
Ad Board (1)
Mailing Campaign
“Pure education”

“Pure promotion”
“Pure promotion”

Press Ad

“Pure education”

CME/CPD
Professional Relations
Public Relations
Detail Aid
e-learning (2)
Sponsored Supplement
Stand Alone Meeting
Publication Planning
Market access
Satellite Symposium
Paid-for journal
Ad Board (2)
e-learning (1)
Ad Board (1)
Mailing Campaign
CME/CPD

“Independent Education” ("True Medical Education")

“Pure education”

“Pure promotion”

Press Ad

Sponsored Supplement

Paid-for journal

Publication Planning

e-learning (1)
e-learning (2)

Professional Relations

Market access

Public Relations

Ad Board (1)

Satellite Symposium

Stand Alone Meeting

Ad Board (2)

Detail Aid

Mailing Campaign
Agencies/providers

Ad Agency
Press Ad
Detail Aid
Mailing Campaign
Public Relations
Ad Board (2)
Stand Alone Meeting
Satellite Symposium

PR Agency

MedComms Agency
Professional Relations
Paid-for journal
Sponsored Supplement
e-learning (2)
Publication Planning
e-learning (1)
“Independent Education”
(“True Medical Education”)

Industry

CME/CPD
Professional/CME provider

Ad Board (1)

£/€/$
What’s the difference?

- Agencies are controlled by Industry when they are doing company-directed education and promotion on their behalf.

- Industry must be at “arms’ length” when providing grant funding to Education Providers — whether professional/commercial providers or medical societies.
Who is involved?

- Medical Societies and Associations
- Industry (including regulators)
- MedComms/PR/Advertising agencies
- Professional education/CME providers
- CME accreditation bodies
All Industry

Providers and Agencies

CME accreditors

Medical Societies
Industry

- In recent years
  - Company-initiated and controlled
  - Arms’ length educational grant
  - Looking closer at improving relevance of financial support
Industry

- Company-initiated and controlled
  - MedComms agencies
  - Digital campaigns
  - Patient groups/hospitals/medical society congresses
- Arms’ length educational grant
  - Medical societies (e.g. development of Guidelines)
  - Professional education/CME providers
Company-controlled

Industry

CME accreditors

Agencies

Provider

Medical Societies
Medical Societies

- Reduction in income from industry
Medical Societies

- Reduction in income from industry
- Reduced exhibition space
- Fewer satellite symposia, lower fees
- Reduced sponsorship levels
Medical Societies

- Some societies are replacing this with more formal education for specialists, in order to satisfy their educational needs, introducing registration fees and to attract educational grants from industry.

- CME accredited sub-specialty meetings

- e-learning (paid for/CME accredited)

- Guidelines developed according to CME principles
Professional education providers
Professional education providers

- Evolving into dedicated sector
  - Do not do product promotion or company-controlled education
  - Do not have industry “clients”
  - Seek independent grants from industry
  - ...and partnerships with the profession
  - Ensure independence and CME compliance
  - Develop education that addresses an identified practice gap
CME accreditation bodies
CME accreditation bodies

- Becoming more than a “quality stamp”
- CME used for re-licensing / re-certification
- Guarantee of industry non-bias
- Supporting regulators
- Driving standards
- Multiple “clients”
- Promotes education that addresses educational needs
Industry

Provider

CME accreditors

Medical Societies
Summary
All parties are looking more towards the common goal of developing education that is designed to improve the competence and performance of healthcare professionals, ideally to improve patient outcomes.
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