Highlights of the 9th Annual European CME Forum

Eugene Pozniak
MedComms Networking Event

www.MedCommsNetworking.com

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Disclosure

✦ 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

- 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
Amsterdam, 9-11 November 2016

In collaboration with European Union of Medical Specialists (UEMS) — 12 November 2016
Meeting planning — 1

- 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

- Measuring educational outcomes of CME activities
- How CME can affect clinical practice
- Definitions of high quality execution of CME
- How to carry out a good need assessment
- Industry's responsibilities when they are funding CME in Europe
- Accreditation body requirements and how to get a programme accredited
- How medical societies are engaging in CME for their membership
- Managing financial disclosures to minimise potential bias
- Managing non-industry related bias
- The role of social media in CME
Topics for Forum Workshops

- How CME can change clinical practice in Europe?
- What is the evidence showing CME is effective?
- How to carry out a needs assessment and identify relevant learning objectives?
- How to develop education for an interprofessional audience?
- Developing and agreeing standards between accreditation bodies?
- Should providers be accredited in Europe?
- What else can accreditation offer the audience?
- A detailed introduction on how to apply for CME accreditation (e.g. to EACCME)?
- How can the industry/provider relationship be made more transparent?
- Practical demonstrations of how CME activities were developed
- How to identify and manage financial relationships to avoid potential bias?
- How to create an educational activity according to ACCME standards?
- How to apply to industry for grant funding?
Meeting planning — 2

- Pre-#9ECF needs assessment — learning objectives
- Educational format
  - Balance of presentations, panel discussions, extended Q&A, large and small workshops
<table>
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<tr>
<th>Wednesday 9th — #9ECF Day 1</th>
<th>Thursday 10th — #9ECF Day 2</th>
<th>Friday 11th — #9ECF Day 3</th>
<th>Saturday — UEMS meeting</th>
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<td>Pre-#9ECF - “CME - Where it all began”</td>
<td>Forum workshop 4c</td>
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<td>13.00 — MEETING CLOSE</td>
<td>UEMS Conference on CME-CPD in Europe</td>
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<td>13.30 #9ECF MEETING START — Welcome</td>
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<td>Buffet lunch (available for all delegates)</td>
<td>Post-#9ECF Specialty Seminars (open for all, but see*)</td>
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<td>Forum workshop 6b</td>
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<td>Industry</td>
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<td>#9ECF Faculty Dinner (invitation only)</td>
<td>(from 18:00) JECME Board meeting (invitation only)</td>
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“Day o” —> “Specialty Seminars”

- Industry: International Pharmaceutical Alliance for CME (iPACME)

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

- Accreditors: International Academy for CPD Accreditation

- Providers: gCMEp Good Practice
Plenary sessions

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

- 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
Medical societies and associations

- Several are identifying that they are experiencing shared experiences and challenges

- International Council of Ophthalmology

  "ICO Guide to Effective CPD/CME"

Accreditors

- 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

Members of iPACME and EFPIA come together to start to define how industry supports CME in Europe
Different Types of Medical Education in Europe

Guiding principles

- Independent Medical Education
- Collaborative Partnerships
- Company-Driven, Product Specific Educational Programs
- Company-Initiated Professional Development/Medical Disease Programs
Providers

✦ 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?
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Evaluation and lessons learned
Peri- and post-meeting evaluation

- 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

❖ 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:
Next meeting
#10ECF — 2017 — Dublin

- In collaboration with Royal College of Physicians of Ireland
- 8-10 November 2017
- Working on agenda right now…and other 2017 activities
Thank you!
Contact

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- www.goodCMEpractice.eu

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