



5th Annual Meeting

of the European CME Forum

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15–16 November 2012

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Welcome to the Meeting



Welcome to the fifth annual meeting of the European CME Forum taking place, once again, in London, the city where it all started. While the years since the first meeting seem to have flown by, this is a bit of a landmark occasion, worthy of some reflection. It was back in 2008, following a series of presentations and a published review about European CME in Peter Llewellyn's *KeywordPharma* series, when he and I first discussed the idea of holding a meeting dedicated to European CME. We really had no idea who would be interested in getting together, let alone that there would be enough interest to start what was to become an annual meeting consisting of a broad and diverse group of speakers and delegates. Fast-forward, and now we have a thriving community, with the main stakeholder groups involved in open and frank discussion about CME, all indicative that the area is healthy, thriving and growing.

Support activities have included the *Journal of European CME (JECME)*, which we launched about this time last year. This journal is now burgeoning into an important voice in CME. It is a fully fledged, academic peer-review, open-access publication and it attracts a broad variety of papers to its pages. It takes a few years for a journal to mature, get an impact factor and become a household name, but the impressive and active Editorial and Advisory Boards, under the direction of Robin Stevenson as Editor-in-Chief, are helping the journal to make its mark in international CME dialogue. Another European CME Forum initiative, the Good CME Practice (gCMEp) Group, recently has had its core principles and results of the consultation process published,* and is now opening up as a membership group to all European education providers willing to work to the standards set by the group.

As far as this year's European CME Forum is concerned, we started by carrying out a formal needs assessment that has helped in formulating the programme and guiding the sessions and speakers. It is interesting to note how, over the years, the discussion has progressed to delegates wanting to know how to implement high-quality CME programmes in a compliant and meaningful way. The sessions are structured in clear hour-and-a-half tranches, under the control of each Session Chair, with plenty of opportunity for Q&A. We welcome back the sessions that score highly in feedback, such as Question time, the CME unsession, the medical society session and, of course, the highest-ever scoring session so far at European CME Forum: Born in the USA? We also have some new formats: a session dedicated purely to eCME, the CME-X-TRA session and a presentation from a European pharma group with specific responsibility for funding CME programmes; these last two sessions are unique in bringing together these particular groups of people to discuss European CME.

We have maintained the highly interactive format to allow for as much free-flowing discussion and debate as possible. The keypads that act as personal microphones help to keep the dialogue fluid and engaging, the main objective being to promote dialogue and to allow for the questions that people have arrived with to be answered.

I would like to thank everyone who has helped to make this meeting possible: all of the speakers as well as the many participants and observers of European CME who have helped shape this programme. We are keen for this communication to continue, so please let us know what you think of this meeting and how it can be improved for next time.

Finally, as ever, my thanks go to Peter Llewellyn, whose guidance and drive help keep this meeting, *JECME* and the gCMEp Group on track and moving forward.

I wish you a very special and stimulating two days!

A handwritten signature in black ink that reads "Eugene Pozniak". The signature is fluid and cursive, with a long horizontal stroke at the end.

Eugene Pozniak
Programme Director

* Farrow S, Gillgrass D, Pearlstone A, Torr J, Pozniak E. Setting CME standards in Europe: guiding principles for medical education. *Curr Med Res Opin.* 2012 Oct 9. [Epub ahead of print]. Available at: <http://informahealthcare.com/doi/full/10.1185/03007995.2012.738191>

**Plan ahead!
See you next year**



6th Annual Meeting
of the European CME Forum
14–15 November 2013, London



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Programme

Day 1 – Thursday 15 November

7.30	Registration open Tea/coffee and pastries available
8.30–9.00	Meeting opening: Introduction and overview of the objectives of the meeting
9.00–10.30	Session 1: CME-IRL
	Tea/coffee break
11.00–12.30	Session 2: CME by the health professionals
12.30–12.45	Hot topic: Introduction of the new criteria for accreditation by EACCME
	Conference lunch
14.00–15.30	Session 3: eCME in practice
	Tea/coffee break
16.00–17.30	Session 4: CME-Euro-vision
18.00–19.30	Evening networking reception

Day 2 – Friday 16 November

7.30	Tea/coffee and pastries available
8.30–9.00	Review of Day 1
9.00–10.30	Session 5: CME-X-TRA
	Tea/coffee break
11.00–12.30	Session 6: Born in the USA? Evaluation and assessment workshop
	Lunch with the learners
14.00–15.30	Session 7: Question time
15.30–16.15	Session 8: The CME unsession
16.30	Close and refreshments

Day 1 – Introduction

Meeting opening: Introduction and overview of the objectives of the meeting

Eugene Pozniak (*Programme Director*)

Session 1:

CME-IRL

Chair: **Jonas Nordquist** (*Karolinska Institutet*) and
Members of the Good CME Practice Group

The meeting starts with an examination of how to assess educational needs of learners, and an interactive workshop based on the perceived issues relating to CME standards and regulations across Europe.

Needs assessment in CME: not the missing link to educational excellence

Jonas Nordquist (*Karolinska Institutet*)

Environmental trend and gap analysis in European CME standards

Members of the Good CME Practice Group

Session 2:

CME by the health professionals

Chair: **Éamann Breatnach** (*European Society of Radiology*)

Speakers:

Nino Kandelaki (*Georgian Association of Medical Specialties*),
Lino Gonçalves (*European Society of Cardiology*),
Colette André (*European Headache Association*)

This session will examine the approaches and engagement in CME by the medical societies – how they view it, and implement it, discussing how they assess the needs of their membership. Also considered will be how the medical societies engage with patient groups and how they engage in educational activities, from their annual congresses to highly targeted collaborative initiatives.

The challenges and requirements of setting up a new CME system In Georgia

Nino Kandelaki (*Georgian Association of Medical Specialties*)

The improved patient safety and quality of health care is of great importance to the CME/CPD system in Georgia. In particular, those involved in the delivery of frontline care have an inherent duty to ensure that they are competent in their contribution to the care of patients. The importance of meeting the expectations of the population by the providers of health care services is widely accepted as one of the main indicators of a well functioning system. An effective system should support physicians across a number of key areas including:

- Providing patient care
- Promoting health improvement, wellness, and disease prevention
- Innovating and developing the role of the physician
- Managing and using resources of the health care system.

The CME/CPD system must become an integral part of a healthcare professional's practice experience. Practice must facilitate reflection on needs and on new approaches to care and on best practice in all healthcare settings the value of reflective practice and learning from practice through reflection is widely accepted

Physicians should participate in CME and develop abilities to describe and critically analyze episodes of their clinical practice, illuminate and assess their own level of competence by applying competency standards as a benchmark, identify areas of strength and those requiring development, and develop practice-driven clinical learning objectives. Patient care must be based on the latest evidence-based practice. The analysis of CME/CPD systems in the medical field in various EU countries makes it difficult to directly pinpoint specific institutions having responsibility for providing CME/CPD. Medical professional organizations are main suppliers and supporters of CME/CPD. Physicians themselves also play an important role in the CME/CPD process. It has become a lifelong responsibility for all doctors, to be involved in CME/CPD.

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

*Introducing a practical journal for
the European CME-CPD community*

www.JECME.eu

ESC eLearning platform – a comprehensive educational and training tool for European Cardiology

Lino Gonçalves (*European Society of Cardiology*)

The European Society of Cardiology develops educational material in general cardiology and sub-specialties. Mostly, educational material are mapped out on the core curriculum for the general cardiologist and respective sub-specialty curricula. ESC educational activities range from live events (large congresses and smaller interactive meetings), as well as distance learning.

The latest initiative, the ESC eLearning platform will be presented as a means to deliver training and continuing medical education/ lifelong learning, mapped out on curricula. The aim is to engage ESC members throughout their professional life, from training through to revalidation and lifelong learning.

The platform also is a means of engaging in a more collaborative manner with national cardiac societies, local trainers, but also with industry partners. A strength of the platform is its reporting capability and the views system, which provides each stakeholder with a wealth of information, for monitoring and outcome measurement purposes.

Needs assessment and outcome measurement is being integrated progressively in developments around the ESC eLearning platform and associated activities. An area that will be of particular interest in the second phase of the ESC elearning platform project, namely populating the platform with content that will be relevant to targeted audience.

In summary, the ESC eLearning platform is a collaborative tool to deliver training and CME. Content on the platform is mapped out on curricula, case based, referring to core knowledge and practice guidelines. The next step will be to report at ESC Congress 2013 in Amsterdam on outcome measurement based on the pilot phase (i.e. Q1–Q2 2013).

E-Teach: A good practice example of CCM support solution for healthcare professionals and patients on how to address the existing educational and information gaps

Colette André (*European Headache Association*)

Background: Despite the existence of effective treatments and good health care that can greatly reduce the burden of chronic diseases, headache disorders are under-recognized, under-treated and commonly mismanaged conditions which impose a substantial

health and economic burden for the European societies. Migraine alone is being the most costly of the purely neurological disorders. Long-term side effects, high comorbidity, disability, chronification and dependency are major problems.

To transform the widespread lack of understanding and the abject healthcare failure which according to WHO, has its roots in education failure at every level, E-Teacch has set the following objectives:

1. produce an educational platform for exchange of information, transfer of expertise and best disease-management practice for healthcare professionals and patients;
2. bring together research institutions, headache experts, national organizations of the major stakeholders to utilise and optimize the existing resources;
3. establish clear roles and responsibilities, set clear standards empowering stakeholders in their roles and facilitating communication thus enhancing usage of implemented guidelines, improving quality of life and lowering health care costs.

Methods: After reviewing and evaluating existing information, as a guide, on all level (doctor, patient, pharmacist) an ICT based platform is developed and validated in a real environment with real patients, doctors and pharmacists, considering and analysing their needs, responsibilities, opinions, suggestions and feedback. All stakeholder users are actively involved in the content, design, development and the implementation phases to personalize the system accordingly to the specific requirements and necessities that stakeholders have at any moment.

Results (wish list): 5 standalone, accredited, self-paced and stakeholder customized contents, interactive courses with flexible (need and nice to know) information, practical training, assessment and 'goodies' empowering the different stakeholders to contribute to the disease-management.

Conclusions: Collaborative, integrated and people-centered educational care provision is a feasible way forward to sustainable and efficient care systems. The success of e-Teach and its contribution to support the necessary changes in current headache management depends on the active involvement of, and collaboration among a broad range of committed stakeholders.

Hot topic: Introduction of the new criteria for accreditation by EACCME

Edwin Borman (*UEMS-EACCME*) will present the recently adopted criteria for the accreditation of live education events that will come into force from 1 January 2013.

Session 3:

eCME in practice

Chair: **Reinhard Griebenow** (*European Cardiology Section Foundation*)

Speakers: **Peter Henning** (*Karlsruhe University*),
Sophie Wilson (*International Medical Press*),
Gordon McVie (*eCancer Medicine*)

e-learning is growing in importance and popularity. This session will look at actual examples of online education that go beyond recreating textbooks or meetings on-screen. The speakers will delve into what we can expect from the technology, and hear of examples of innovative online practice, how the accreditation requirements can help in guiding the content creators, as well as examining the techniques and expectations when it comes to evaluating its effectiveness.

e-CME – current perspectives

Reinhard Griebenow (*European Cardiology Section Foundation*)

e-CME is an evolving field, though some expectations have not come true during recent years.

Most of the material available at the moment represents e-accessible CME, which has primarily been produced for traditional formats like journals. Nevertheless, for the individual physician, e-CME is a valuable source of information as well as of accredited CME, and might serve as the primary source for CME points in settings, in which collection of CME points is mandatory.

Current problems in accreditation of e-learning material relate mainly to the procedures how to award an adequate number of CME points.

Future developments may include to display medical information on demand by apps etc., which will make accreditation even more difficult.

Measuring eLearning success

Peter Henning (*Karlsruhe University*)

Even though education may be considered a value in itself, it is quite often under review for swallowing temporal and financial resources. The talk therefore gives a very short overview of evaluation schemes: How can one access the results which are obtained by technologically supported learning schemes on a personal resp. organizational level, and how can one compare such results to the desired ones? These considerations are

supported by a practical example from CME, and an outlook is given on the latest development of Learning Management Systems, where intelligent tutoring interfaces will allow for an individualized learning process with clearly defined goals.

A new pathway for eCME? Non-linear branched e-learning

Sophie Wilson (*International Medical Press*)

CME providers are constantly seeking to improve the effectiveness of e-learning through novel approaches and innovative technologies. In collaboration with faculty from the Department of Respiratory Medicine at Glasgow Royal Infirmary (UK), we have piloted a programme that goes beyond the traditional e-learning model and creates an activity that more closely reflects the clinical environment of the physician learners.

The methodology included an assessment of how physicians in an emergency department deal with patients referred with pleuritic chest pain. This information was combined with technologies that use non-linear approaches to simulate the pressures physicians face in the clinic, and let the user direct their own learning pathway through 'real-life' results-based decision-making. As well as providing a more immersive and exploratory learning experience, this methodology could offer new ways to assess competence and identify gaps in the users' knowledge.

In this session, we will review some of the challenges we faced in developing this e-learning model and outline how we plan to validate its effectiveness as a new learning tool. In addition, we will discuss how the learning can be quantified to ensure that this non-linear, user-directed education meets accreditation requirements.

Session 4:

CME-Euro-vision

Chair: **Eva Thalmann** (*Janssen Cilag*)

Jean-Jacques Murama (*Lilly*), **Rian Visser** (*MSD*)

Over the past year we have seen a rapidly growing number of people in European pharma companies with responsibility for CME. In this session we will have the opportunity to better understand why European pharma is interested and how they see they can benefit the European CME environment.

Day 2 – Introduction

Review of Day 1

Robin Stevenson (*JECME*)

Session 5:

CME-X-TRA

Chair: **Jacqui Thornton** (*Independent healthcare consultant*)

Panellists: **Edwin Borman** (*UEMS-EACCME*),

Murray Kopelow (*ACCME*),

Pam Montgomery (*Royal Australasian College of Surgeons*)

We have the privilege to meet and engage with three heads of CME bodies from across the globe, comparing and contrasting their various visions for CME and engaging with the audience to bring their cumulative wealth of experience into the European setting. The discussion will be Chaired by Jacqui Thornton, a health journalist by training: a knowledgeable and experienced moderator, and truly independent. The topics for discussion will be informed by the largest needs assessment yet carried out by the European CME Forum.

Session 6:

Born in the USA? Evaluation and assessment workshop – geography shouldn't matter!

Maureen Doyle-Scharff (*Pfizer*)

This interactive workshop will explore the world of outcomes – both learning outcomes and patient-level outcomes – and the importance of both from a CME/CPD strategy perspective. Using a theoretical framework as the foundation for assessment and evaluation, case examples from US initiatives will be showcased, and participants will engage in an exercise that seeks to identify potential synergies globally, and specifically target practical application in Europe.

Lunch with the learners

Lawrence Sherman (*Prova Education*) guides a lunchtime chat with a diverse representation from the learner community, to explore their desires and opinions of the types of educational programmes that the delegates in the room create, present and accredit.

Session 7:

Question time

Chair: **Robin Stevenson** (*JECME*)

Panellists: **Janet Grant** (*Open University*),

Marie-Claire Pickaert (*EFPIA*),

Anita Simonds (*European Respiratory School*),

Ian Starke (*Royal College of Physicians*)

An open panel Q&A to delve deeper into the issues the delegates want to cover with a distinguished panel of experts.

Session 8:

CME unsession

Lawrence Sherman (*Prova Education*)

Lawrence leads an unscripted, unbriefed and unpreconceived session – making sure that no-one leaves the meeting room with any question still in their own minds. He will open up the discussion between delegates in the room to the outside world, demonstrating how social media can enhance the meeting experience, to help make it better.

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Dr Colette Andrée



Colette Andrée, PhD, is coordinator and teacher for 'Health Care' at the Department of Pharmaceutical sciences, University Basle and Programme Director of Migraine Action. A chemist and pharmaceutical scientist by training, Collete initially worked for a number of pharmaceutical companies

before becoming Executive Director of the Swiss Migraine Trust Foundation (1994–2007). Collette has assumed a number of roles and positions including the following:

- Initiator and project leader of 'Eurolight' (EC accepted Research Project with 28 partners on the impact and prevalence of primary headache disorders in Europe. May 2007–April 2011)
- Initiator and project leader of e-TEACCH (Training, Education, Assessment and Communication Competence Center in Headache – National Research Fund research project starting May 2011–May 2014)
- Partner of the 'Global Burden of Headache' Campaign of the World Health Organization (WHO)
- Co-founder and director of the World Headache Alliance, international patient organization (International NGO)
- Co-founder of the European Headache Alliance (European NGO)
- Initiator and Director of the 'Swiss Migraine Action'
- Initiator and responsible since 15 years for the Swiss National Headache Helpline taking more than 1500 calls per year with a database over 5500 sufferers
- Co-founder of the Swiss Headache Society
- Initiator of clinical trials resulting in a new approach of treatment of migraine; of the National Pharmacist Campaign against Headache; of Headache in Schools initiative
- Author and co-author of educational material, videos and learning CD, support material (e.g. annual headache magazine with circulation of 20,000)
- Project website www.eurolight-online.eu design and content development
- National Headache Website www.migraine-action.ch design and content development
- Approved national opinion leader on pain and point of reference for media (TV and press). Over 48 educational and training speeches per annum. (Universities, hospitals and public forums). Expertise in promoting /public awareness (different media)

Dr Edwin Borman



Edwin Borman works as a Consultant Anaesthetist and Clinical Director at University Hospitals, Coventry, UK.

He chairs the UEMS Working Group on CME/CPD (1999–present), which has produced policy documents on CPD (The Basel Declaration) and on other elements related to the quality

of medical care.

He also chairs the UEMS Taskforce on the EACCME that is engaged in reforming its governance, and has developing higher standards for the accreditation of e-learning materials, and of live educational events.

Additional posts held: Chairman BMA Junior Doctors Committee (1991–1994), Chairman BMA International Committee (1999–2007), Member GMC Council (1994–2008), Secretary General UEMS (2012–present).

He does have a life outside Medicine and Medicopolitics – sometimes!

Dr Éamann Breatnach



Dr Breatnach is Consultant Radiologist at the Mater University Hospital Dublin and past Dean of the Faculty of Radiologists, Royal College of Surgeons in Ireland.

He is Scientific Director of the European Board of Radiology, responsible for assessment, standards and exams, including

the European Diploma in Radiology (EDiR), and is immediate past-Chairman of the Education Committee of the European Society of Radiology which oversees the society's CME programme.

Maureen Doyle-Scharff



Maureen Doyle-Scharff, MBA, FACME, joined Pfizer in the fall of 2007, where she is Senior Director, Medical Education Group, a part of the US External Medical Affairs team. Having worked in the pharmaceutical industry for nearly 18 years, Maureen has held a number of leadership positions including

healthcare education, advocacy development, policy and reimbursement, brand management and managed care strategies, all with a particular emphasis on partnerships, continuing medical education and continuing professional development.

Maureen frequently lectures on Provider/Industry Collaboration and Alliance and Advocacy topics, serves on the Board of Directors for the Alliance for Continuing Medical Education (Secretary/Treasurer), and the Global Alliance for Medical Education, is a member of the AMA National Task Force on Provider/Industry CME Collaboration, past chair of PACME, the Pharmaceutical Alliance for Continuing Medical Education and is the founder and president of the Ohio Affiliate of the Healthcare Businesswomen's Association.

Maureen received her undergraduate degree from the University of Michigan, and her MBA from St. Joseph University. She is working on a PhD in Higher Education from Ohio University. She currently resides in Columbus, Ohio, with her husband and their three children.

Prof. Lino Gonçalves



Lino Gonçalves is European Society of Cardiology spokesperson on CME, Accreditation and Certification, and past Chair of EBAC. He is a practicing cardiologist, being Senior Invasive Cardiologist and Chief of Clinic at the Coimbra University Hospital.

In terms of academic position, he is Associated Professor of Cardiology, taking full responsibility for the teaching of Cardiology at the University of Coimbra Medical School. He is Board member of the Scientific Council of the University of Coimbra Medical School, since 2011.

He has been active for many years in several positions with the Portuguese Society of Cardiology, currently serving Director of the National Center for the Collection of Data in Cardiology. Since 2011, he is Board member of the Portuguese National Ethics Committee for Clinical Research and co-director of the Harvard Medical School Clinical Research Program in Portugal.

In terms of European Affairs, he has worked in several committees and institutions related to education, accreditation and certification:

- **UEMS – European Union of the Medical Specialists (Cardiology Section)**

Steering Committee Member (2001–2008).

Representative of the UEMS-Cardiology Section at the Multidisciplinary Joint Committee of Intensive Care Medicine (2001–2003).

Representative of the UEMS-Cardiology Section at the EBAC (2001–2008).

Secretary of the UEMS-Cardiology Section (2006–2008).

- **EBAC – European Board for Accreditation in Cardiology**

Steering Committee Member (2002–2008).

EBAC Chairman (2004–2008).

- **ESC – European Society of Cardiology**

Board member of the Cellular biology of the heart WG (2005–2010).

Education Committee Board member (2006–2013).

ESC Board member – Councillor (2008–2010).

Editor-in-Chief of the Reports of the ESC Congress (2009–2013).

Web Advisory Board Member of the ESC (2008–2013).

Chair of the Task Force for the development of the ESC web's search engine (2008–2013).

Chair of the Task Force for the development of the ESC Educational on-line Platform (2010–2013).

ESC Spokesperson on CME/Accreditation/Certification.

- **EAPCI – European Association of PCI**

Board Member and Chair of the Education Committee (2009–2014).

Prof. Janet Grant



Janet is Director of CenMEDIC (the Centre for Medical Education in Context) and the FAIMER Centre for Distance Learning. She is Emerita Professor of Education in Medicine at the UK Open University, Honorary Professor in University College London Medical School, and Special

Adviser to the World Federation for Medical Education. Her interests are in policy research, regulation, educational development, continuing professional development and curriculum. CenMEDIC runs an international distance learning course on medical education for the US Foundation for the Advancement of International Medical Education and Research [FAIMER]. Her Centre also developed and manages Sci59, the online psychometric Specialty Choice Inventory. Janet was a foundation member of the UK regulatory body for postgraduate medical education: the Postgraduate Medical Education and Training Board. She was Chair of its Curriculum Sub-Committee which set standards for and approved curricula for all postgraduate training programmes. She is a member of the Joint Academic Standards Board of the Bar Council. She is author of *The Good CPD Guide* [Radcliffe Publishers, 2012].

Prof. Reinhard Griebenow



Reinhard Griebenow is Chairman of European Cardiology Section Foundation and President of the UEMS Cardiology Section. He completed his medical studies at Göttingen University and served his residency at the Dept. of Internal Medicine II University Hospital Cologne

(Merheim), where he is now Professor for Internal Medicine.

He is also a member of the Board and Head of the Academy of medical training and education at the Chamber of Physicians Nordrhein, and serves on the Board of the German Senate for CME.

Prof. Peter Henning



Peter Henning has been Professor for Computer Science at Karlsruhe University of

Applied Sciences since 1998. His fields of interest include: eLearning and computer-supported education, research on learning results and development of eLearning platforms; data semantics,

ontologies and XML applications as well as computer graphics, 3D modeling of building structures.

His current functions are:

- Scientific director of the LEARNTEC – International Fair and Congress for Professional
- Learning, Education and IT
- Head of the Steinbeis Transfer Center for Professional Learning, Education Management and IT
- Scientific and Administrative Coordinator of EC Project INTUITEL – Intelligent Tutoring Interface for Technology Enhanced Learning
- Member of the Program Committee and the Evaluation Committee of the Virtual University of Bavaria (Virtuelle Hochschule Bayern <http://www.vhb.org>)
- Member of the Scientific Advisory Committee of the project “VoTekk – Vorbereitung auf Terroreinsätze und Katastrophen”
- Member of the Editorial Board of the *Journal of European CME (JECME)*
- Member of the Innovation Council, Ministry for Economic Affairs, Baden-Württemberg
- Head of the Jury, European E-Learning Award eureleA
- Head of the Board ERB – Evangelischer Rundfunk in Baden Medien GmbH
- Position Director, Institute for Computers in Education



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Prof. Nino Kandelaki



Nino Kandelaki, MD PhD, is Secretary General of the Georgian Association of Medical Specialists since 2006, Secretary General of the Georgian Pediatric Association and board member of the Georgian Pediatric Academy since 2004. She has held the post of board member for the

Georgian branch for Alliance for Prudent Use of Antibiotics for several years. She currently works at Tbilisi State Medical University (TSMU) and is chief specialist at the International Relations Department at TSMU.

She received her MD and PhD from Tbilisi State Medical University and passed the Fellowship in Pediatric Allergy and Clinical Immunology at the Children's N1 Hospital from 1987–1989. Since 1989 she has been a Senior Research at Scientific Research Institute of Pediatrics in Georgia conducting research, teaching, and having clinical work.

Professor Kandelaki has co-authored textbooks, written numerous invited chapters and published 10 peer reviewed papers. She is an expert in Continuous Medical Education and Continuous Professional Development programmes.

Dr Murray Kopelow



Murray Kopelow, MD, MS(Comm), FRCPC, is the Chief Executive and Secretary of the Accreditation Council for Continuing Medical Education (ACCME), where he leads the ACCME's efforts to identify, develop, and promote national standards for quality CME that improves physician

competence and performance, and contributes to improving medical care for patients and their communities. Dr Kopelow is responsible for the implementation of the ACCME system for accrediting US institutions that offer CME to physicians and other health care professionals, and for the ACCME system of recognizing state and territory medical societies as accreditors for local CME providers. Dr Kopelow has been responsible for overseeing several important changes in this national accreditation system, including the introduction of the 2000 criterion-referenced Essential Areas and Their Elements, the 2004 update of the ACCME's Standards for Commercial Support: Standards to Ensure Independence, and the 2006 Updated Accreditation Criteria, which position accredited "CME as a Bridge to Quality™." He coordinated efforts to create and implement the 2010 Markers of Equivalency, which ensure the equivalency of accreditation decision-making

between the national ACCME process and the recognized state system. For more than a decade, he has collaborated with the Accreditation Council for Pharmacy Education and the American Nurses Credentialing Center to develop a joint accreditation process that rewards organizations for offering team-focused education that improves patient care.

Dr Kopelow has contributed to the advancement of CME on the national and international level. In the US, he currently serves as a member of the Coalition for Physician Accountability, a Joint Working Group on Maintenance of Certification® CME, and the CEO Advisory Council to the Federation of State Medical Boards' Maintenance of Licensure Implementation Group. He has served as an advisor to emerging and existing CME accreditation systems in nations around the world and collaborated on the creation of a substantial equivalency recognition process for CME systems outside the US. He currently serves on the CPD Provider Accreditation Standards Working Group of the Royal College of Physicians and Surgeons of Canada-Committee on the Accreditation of CME, and is a member of the Advisory Board for the *Journal of European CME (JECME)*.

From June through December 2009, Dr Kopelow served as a Special Advisor to the Office of Demand Reduction within the Office of National Drug Control Policy of the Executive Office of the President of the United States. From 2010 through the present, he has worked with the Food and Drug Administration, health care education accreditors, and industry to facilitate the role of accredited CME in supporting the FDA's Risk Evaluation and Mitigation Strategy for opioid medications.

He has studied tools for the evaluation of clinical competence for medical schools and credentialing organizations in Canada and the United States, and has authored and co-authored more than 30 peer-reviewed and non-peer reviewed articles on evaluation and assessment across the continuum of medical education.

A native of Canada, Dr Kopelow holds a medical degree from the Faculty of Medicine, University of Manitoba, and a Masters of Science in Communications Systems from the Department of Communications Studies at Northwestern University. He is a fellow of the Royal College of Physicians and Surgeons of Canada and a successful participant in that organization's maintenance of certification program.

Prof. Gordon McVie



Professor Gordon McVie is widely regarded as a leading international authority in the research and treatment of cancer. Having qualified in the 1960s in science and medicine at Edinburgh University, he was appointed Foundation Senior Lecturer at the Cancer

Research Campaign oncology unit at the University of Glasgow in 1975. He trained in the US, and spent sabbaticals in Paris, Sydney and Amsterdam.

He is currently Senior Consultant to the European Institute of Oncology, Milan, and is founding editor of **ecancer.org**, the first free Open Access cancer journal accepted by PubMed. He is visiting professor at the Universities of Milan, Glasgow and Wales.

Previously Professor McVie was Chief Executive of the Cancer Research Campaign (CRC), which, under his aegis, took over sixty molecules from the lab into clinical trial. He led CRC into a merger with Imperial Cancer Research Fund which formed Cancer Research UK, in 2002, and was joint CEO with Sir Paul Nurse.

Throughout the Eighties, he was Clinical Research Director at the National Cancer Institute of the Netherlands. While there he co-founded the European Organisation for Treatment and Research into Cancer (EORTC) New Drug Development Office. As President of EORTC, he set up the present Drug Development Group in Brussels, and with NCI support, the European New Drug Development Network. He followed Sir Walter Bodmer as Chair of the UICC Fellowships Programme in 1990 and held the post for eight years.

In the UK he was one of the architects of the Cancer Trials Networks in Scotland, Wales, and England, and was a founding member of the National Cancer Research Institute

Professor McVie is the recipient of numerous awards and has honorary doctorates in science from six universities. He has served on key committees of AACR and ASCO, and on the boards of the National Cancer Institutes of France, Italy, and Holland. He has authored 340 peer-reviewed articles, and contributed to over 35 books.

His commitment to drug discovery and delivery is evidenced by approximately 240 patents, including temozolomide, granted to CRC scientists under his leadership, and the foundation of 10 biotechnology companies based on some of that intellectual property. His clinical interests, apart from new drug discovery and chemoprevention, are in the management of cancers of the lung, ovary, colon, breast and brain. He chairs a biotech company in Adelaide which is taking a saponin derived from a Chinese grass into the clinic, and is a partner with ecancer in 3 FP7 projects on personalised

medicine and patient empowerment from the European Commission.

He lives in Bristol, UK, with his wife Claudia who is Chief Executive of the cancer charity Tenovus.

Dr Pam Montgomery



Pam Montgomery, PhD, has been involved in medical education for the last 19 years, currently with the Royal Australasian College of Surgeons (Director, Fellowship & Standards and Deputy CEO) and previously with the Royal Australian College of General Practitioners (Education

Development Officer, QA&CPD). She has previously worked as a Forensic Clinical Psychologist in the Victorian (Australia) prisons and the Home Office (UK).

She received her BA(hons) in Psychology from Sheffield University and PhD at Leeds University.

Jean-Jacques Murama



Jean-Jacques is currently heading the European Medical Education department at Eli Lilly as part of the Global Medical Affairs and Development group. During the last 11 years at Lilly, he has held a number of leadership positions in Marketing and Medical Affairs, all with a particular emphasis on

advocacy development, Health education and performance improvement in healthcare.

Jean-Jacques earned a BSc degree in Biochemistry from Université de Montréal (Canada) and his MBA in Global Management from Thunderbird School of Global Management (Arizona/USA). He is currently living in Geneva Switzerland.

Dr Jonas Nordquist



Jonas Nordquist, PhD, is the director of the Medical Case Centre, Karolinska Institutet, Sweden. He is also the associate director of the residency programs (48 in total) at the Karolinska University Hospital where he is in charge of strategic educational development and quality

assurance. He has a passionate interest in organizational leadership, organizational culture, power structures in organization and organizational resistance towards change. He is the founder of a new global leadership program run together with *BMJ* ("Leading for Change in Health Professional Education"). He is the author of three books and several peer-reviewed articles. He has been working in many countries around the world and is a WHO expert in medical education. He is on the Editorial Board of the *Journal of European CME (JECME)*. Jonas is also the main supervisor of a PhD-candidate who is studying implementation of educational reforms and educational leadership.

Marie-Claire Pickaert



Marie-Claire Pickaert is the Deputy Director General of EFPIA, member of EFPIA's General Management. EFPIA represents the pharmaceutical industry operating in Europe. Through its direct membership of 31 national associations and 41 leading pharmaceutical companies, EFPIA is the voice on

the EU scene of companies committed to researching, developing and bringing to patients new medicines that improve health and the quality of life around the world.

Her current responsibilities in EFPIA expand from Secretary of the Statutory General Assembly and statutory and advisory bodies within EFPIA, to human resources and financial management.

She coordinates specific projects including: coordinating input to EU Presidencies; patient access to new medicines (EFPIA's Patients' W.A.I.T. Indicator); EFPIA's Codes (Healthcare Professionals and Patient Organizations) and the CMPE/EFPIA Joint Declaration on Relationships between Medical Doctors and Pharmaceutical Companies. Ms Pickaert directs EFPIA's work on codes compliances and ethics.

Building on her practical experience in pricing and reimbursement negotiations with national authorities, she advises membership and ad hoc groups in the area pricing and healthcare coverage, including on aspects relating to the "Transparency" Directive.

Ms Pickaert has initiated and coordinates the "Medicines for Mankind" project, an EFPIA publication showcasing pharmaceutical research's contribution to patients' health. She has also contributed to administrative and financial aspects in the setting up of the IMI JU and EFPIA's participation in the IMI JU.

She is also involved in relationships with doctors organisations (CPME, overall doctors organisation at European level; EANA, European doctors in liberal practice; AHMH, hospital doctors; UEMS, specialized doctors; etc.), and academics (Collège of Europe and Insead).

Ms Pickaert represents EFPIA in BIAAC's "Group on Health" (BIAAC stands for *Business and Industry Advisory Committee to OECD*), focusing on pharmaceutical pricing policies, HTA, healthcare accounts and quality indicators, and prevention.

Ms Pickaert joined EFPIA in 1989, establishing the "economic & social" department. She was in charge of issues impacting on pharmaceutical operations and business, including industrial policy, pricing policies, pricing and reimbursement regulations, social security systems, wholesaling and retail, standardisation, statistics, promotion of medicines, GATT agreements (prior to WTO), and other issues relating to health economics and pharmaceutical economics. She also developed relationships between EFPIA and the medical profession and pharmacists at European level, with a particular focus on ethical aspects of promotion of medicines.

Before joining EFPIA, Ms Pickaert was economic adviser, then Director of Economic and Social Affairs and Statistics & Information Processing at AGIM (*Association générale de l'Industrie du Médicament en Belgique*). For over ten years, she was a member of the pharmaceutical pricing committee in Belgium. She also advised companies on reimbursement of medicines and on healthcare funding issues with INAMI, the Belgian National Health Insurance Institute.

She has a Masters in Economic Science from the Vrije Universiteit te Brussel (Belgium) – with honours, and Continued education and specialisation – post-university/ executive training in Applied Psychology in Economics (2 years), Auditing and Valuation of Enterprises (2 years) and Hospital Management (1 year).

Eugene Pozniak



Eugene is Programme Director of European CME Forum, a Not-For-Profit organisation and Managing Director of Siyemi Learning, an independent European CME provider. Following his degree in Chemistry, Eugene spent 12 years working in a variety of positions in the pharmaceutical

industry, advertising and medical communications agencies.

He left the promotional sector for good in 2000, working since then exclusively in Continuing Medical Education (CME), initially devising and delivering e-learning for the European Society of Cardiology – “ESCed” being the first CME accredited e-learning platform in Europe. He worked as Director of CME ex-US for Wolters Kluwer Health, before setting up Siyemi Learning in 2006 – an independent CME Provider in Europe.

He co-founded the European CME Forum with Peter Llewellyn in 2008 and is a founding member of the Good CME Practice Group: both initiatives looking specifically at how European CME can be progressed through sharing experiences and co-operation between key stakeholder groups to set or improve standards.

Eugene has delivered over 500 hours of CME accredited meetings and 50 hours of accredited e-learning, primarily for European doctors (pan-European and national), but also has experience in CME for North America, Latin America, South East Asia, Japan, India and the Middle East.

He serves on the Editorial Board of the *Journal of European CME (JECME)*, and on the Board of the Global Alliance for Medical Education (GAME)

Lawrence Sherman



Lawrence Sherman FACEHP, CCMEP is Senior Vice President, Strategic Education at Prova Education. Prova Education designs, develops and implements strategic continuing medical education initiatives globally that are based on comprehensive needs assessments, utilize

methodologies designed to help learners ultimately improve patient care and outcomes, and that are evaluated using a variety of outcomes measures.

Lawrence is a frequent speaker at global conferences, including talks at TEDxMaastricht and Singularity University. Frequent lecture topics include:

- Humor in medical education

- Needs assessments and outcomes in medical education
- Customer service in medicine
- Understanding learners in medical education
- Healthcare communications
- Future of healthcare education
- Interdisciplinary healthcare education

He often moderates consensus panels and curriculum development meetings and also leads the podium skills training sessions during speaker training meetings. In January 2007, Lawrence was named a Fellow of the Alliance for Continuing Education in the Health Professions (FACEHP). In July 2008, Lawrence was amongst the first to successfully pass the NC-CME examination. Lawrence is also the site surveyor for the ACCME, and is a past member of the Board of Directors of the North American Association of Medical Education Companies (NAAMEC), and has served as an appointed member of the Professional Education Committee of the American Heart Association.

He is a regular contributor to *Medical Meetings* magazine where his column, Lighten Up, presents a lighthearted look at key issues in medical education. His XM Satellite radio show, Lifelong Learning, airs on ReachMD regularly, and features interviews with healthcare professions focusing on the role of CME for practicing clinicians.

Lawrence is also a Clinical Instructor in Emergency Medicine for the Emergency Medical Institute and Center for Learning and Innovation of the North Shore Long Island Jewish Health System in Long Island, New York, and has lectured in the Healthcare Communications program at the Center for Communicating Science at Stony Brook University in New York.

Prof. Anita Simonds



Anita Simonds is Chair of the European School of Respiratory Medicine which is responsible for delivering the educational programme of the European Respiratory Society (ERS). She is co-editor of the *ERS Handbook of Respiratory Medicine* and *ERS Handbook of Respiratory Sleep Medicine*

which are part of the ERS Hermes initiative for harmonising respiratory medicine education in Europe. She is a Consultant in Respiratory Medicine at NIHR Respiratory Biomedical Research Unit, Royal Brompton Hospital, and Professor of Respiratory and Sleep Medicine at the National Heart & Lung Institute, Imperial College London with a research and clinical interest in sleep disordered breathing, and acute and chronic respiratory failure in adults and children.

Dr Ian Starke



Ian Starke qualified from Guy's Hospital in London in 1972 and undertook postgraduate training in General Medicine, Chest Medicine and Medicine for the Elderly. He was appointed Consultant Physician in Geriatric and General Medicine to University Hospital Lewisham in 1988.

Ian has a career-long commitment to high quality medical education and training, and has contributed at all levels. He was appointed RCP Regional Adviser in 1999 and Chair of the Specialty Advisory Committee in Acute and General Medicine in 2002. He was appointed Director of CPD to the Federation of Royal Colleges of Physicians in 2004 and Medical Director for Revalidation to the Royal College of Physicians of London in August 2007. He has led several major pilot projects looking at appraisal and other elements of revalidation in the UK including ways to improve the effectiveness of CPD. He has worked closely with colleagues in Europe and North America to promote the harmonisation of CME/CPD across these countries.

Prof. Robin Stevenson



Professor Robin Stevenson is a retired consultant physician in respiratory medicine from Glasgow Royal Infirmary. His main clinical interest was Intermediate Care in COPD and he pioneered the use of Hospital at Home for patients with acute exacerbations. He continues to be involved in

training and CME accreditation at the European level and is the immediate past-President of the European Board for Accreditation in Pneumology and serves on the Hermes taskforce which has published a European curriculum for respiratory medicine and has also established a European examination in pneumology. Robin is a member of the UEMS Working Group on CME/CPD and is the immediate past-President of the Pneumology Section & Board of the UEMS.

Robin is Editor-in-Chief of the recently launched *Journal of European CME (JECME)* an online only, open access, peer review journal on CME-CPD practice.



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Dr Eva Thalmann



Eva Thalmann, PhD, is Head of External Scientific Relations and Medical Education at Janssen Medical Affairs Europe, Middle East and Africa. Throughout her career she was working in Oncology/Hematology, Nephrology and Virology. As Head of External Scientific Relations she is leading a group

of Medical Education Scientific Relation Leaders in Hematology, CNS, Immunology, Diabetes and Virology. The focus of the group is implementation of educational projects supported by Janssen, as well as grant support for CME programmes and a focus on close connections to major European Medical Societies as well as to top experts. She is member of several internal strategic groups and helped to implement Pan-European Health Care Compliance Guidelines and Standard Operating Procedures in Medical Education for Janssen.

Eva Thalmann obtained a PhD in Biochemistry from the University of Vienna and joined Janssen-Cilag in 1990. She had various positions in Medical Affairs and Strategic Marketing for Janssen and Johnson & Johnson within Europe and US.

Jacqui Thornton



Jacqui Thornton is a health journalist and facilitator who, after a 15 year career in British national newspapers, now advises clinicians, medical charities and the pharmaceutical industry on communication skills.

After reporting stints on the *Daily Telegraph* and *Express*, she joined the *Sunday Telegraph* as a news reporter in 1996, and became its health correspondent two years later. In 2000 she moved to the *Sun* as the paper's first Health Editor.

Since 2007 she has run Jacqui Thornton Communications, whose clients include the Royal College of Surgeons of England, the Wellcome Trust, the UK Department of Health and many medical charities.

She chairs at conferences, advisory boards and private meetings and media trains clinicians, and business people. She has also written a number of major reports, including the General Medical Council's State of Medical Education and Practice in the UK 2012.

Jacqui, a member of the UK's Medical Journalists' Association, is also a lecturer in journalism at the University of Winchester. Her clients include many pharmaceutical firms, including Roche, Novartis, Pfizer, and GSK.

Rian Visser



Rian studied medical biology at the Free University in Amsterdam. Her thesis was on etiology.

On graduation in 1982, she started working in the pharmaceutical industry for Astra Pharmaceuticals, which later merged with Zeneca. During the following years she had

several roles within the industry, from sales rep to Director Clinical Research, and followed a vast number of courses in technical and management subjects. Rian joined MSD in 2000 to lead the medical department for studies on new products, during which she managed a change in the organization and job roles of the medical department.

Rian has always been interested in learning as a topic, and in 2004 took on the newly developed job function as Manager Continuous Medical Education. Over the years she has set the very successful "MSD Academy", a well known institute which provides Health Care Professionals with accredited education on topics of their interest. Annually MSD educates over 10,000 healthcare professionals at more than 700 events. Her department has contracts with around 80 doctors and pharmacists to provide the content.

Rian is also employed at the Free University, Faculty of Mathematics and Science for one day a week, during which she organizes a yearly course on innovation management in healthcare for bachelor students. She coaches students during their Master-internships and aims to commercialize the knowledge available in the department by preparing E-courses for students overseas and in developing countries.

Dr Sophie Wilson



Sophie Wilson joined International Medical Press at the beginning of 2005 and is Director of CME Services. She has a PhD in Biochemistry from the University of Bristol (UK) where she undertook research and published on surface cell glycoproteins that determine blood Rhesus factor.

Since joining International Medical Press, Sophie has directed a broad range of projects involving a variety of communication formats – peer-review publications, live events, webcasts and online educational initiatives. Prior to joining IMP she worked in medical communications with Meditech Media for over 13 years .

The Good CME Practice Group

According to the plans of the Good CME Practice Group and following the recent publication of the Core Principles in *Current Medical Research and Opinion*,* the group is now opening up its membership to European education providers.

The aim of the Good CME Practice Group is to guide how European CME providers contribute to improving health outcomes. It will do this by:

- Championing best practice in CME**
- Maintaining and improving standards**
- Mentoring and educating**
- Working in collaboration with critical stakeholders.**

The plan is to create a broad and representative cross-section of providers from across Europe, to contribute to the CME discussion. It will also serve as a demonstrable commitment to third parties that the member organisations are valuable and knowledgeable partners in the design and delivery of CME programmes, and are committed to working to the highest standards in Europe.

To be eligible to join, candidate organisations must:

- Be a registered European legal entity with a European operating office
- Demonstrate a proven track record in the design, delivery and evaluation of CME accredited programmes in Europe
- Agree to adhere to the principles of the gCMEp group
- Pay the annual membership fee.

The 4 Core Principles*

Appropriate education

CME providers should ensure that educational activities have clear learning objectives that are derived from a coherent and objective process that has identified performance gaps and unmet educational needs. The education must be designed to positively reinforce existing good practice and effect a sustained change in daily clinical practice as appropriate.

Balance

Balance needs to be evident in content, faculty and review. Content has to be developed independently of the sponsor and reflect the full clinical picture within the framework of the learning objectives.

Transparency

All relevant information should be disclosed to the learner so that they understand fully how the content has been developed and presented. This includes the terms of the financial support, relevant disclosures of faculty and organisations involved in the development of the scientific content and the presentation of the programme.

Effectiveness

Post-activity evaluation should measure satisfaction, knowledge uptake and intent to maintain or change behaviour in line with learning objectives.

For more information see:
www.gCMEp.eu

* Farrow S, Gillgrass D, Pearlstone A, Torr J, Pozniak E. Setting CME standards in Europe: guiding principles for medical education. *Curr Med Res Opin.* 2012 Oct 9. [Epub ahead of print]. Available at: <http://informahealthcare.com/doi/full/10.1185/03007995.2012.738191>



Delegates

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Helen Allvin, *Orion Pharma Corporation*
Colette Andrée, *European Headache Association*
Rebecca Aris, *PharmaPhorum*
Caroline Arnott, *IML*
Jenny Avery, *Siyemi Learning*
Jane Baguley, *Independent*
Julian Ball, *Zaicom MMC*
Ian Barrison, *European Board of Gastroenterology and Hepatology*
Chris Bartley, *Havas Life Medicom*
Maria Batella, *Zimmer*
Charlotte Berry, *EPG Health Media*
Judith Black, *Management Forum*
Christopher Bolwell, *Imedex*
Edwin Borman, *UEMS*
Éamann Breatnach, *ESR*
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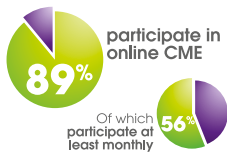


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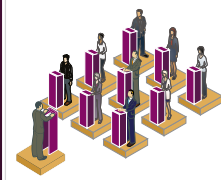
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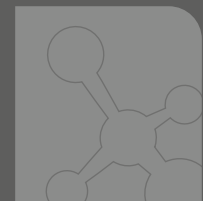
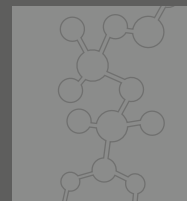
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