

Should pharma be involved in
implementing CME?

Ogilvy Healthworld

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The CME debate

Can pharma-funded CME initiatives ever be free from commercial bias, and trusted by clinicians?

Should pharma have a role in CME, and why?

What physicians want: Clinical Expert Survey

Background

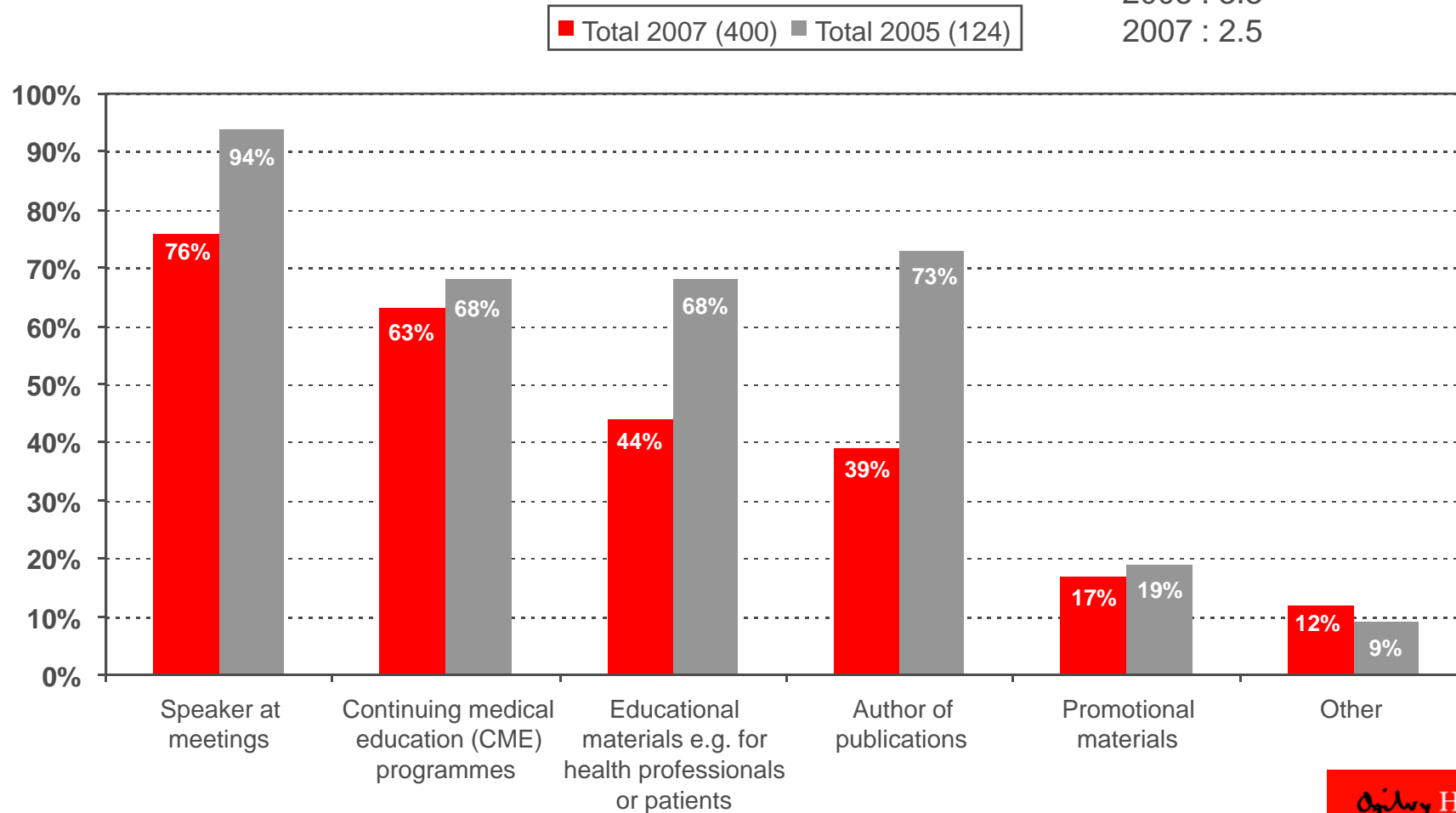
- What do opinion leaders really think about their relationship with the pharmaceutical industry?
- How would opinion leaders like to change the behaviour of the pharmaceutical industry?

Methodology

- Biennial online self-completion questionnaire of key clinical experts in Europe
- 7353 emailed invitations

What type of activities have you been involved in with a pharmaceutical company in the last 3 years?

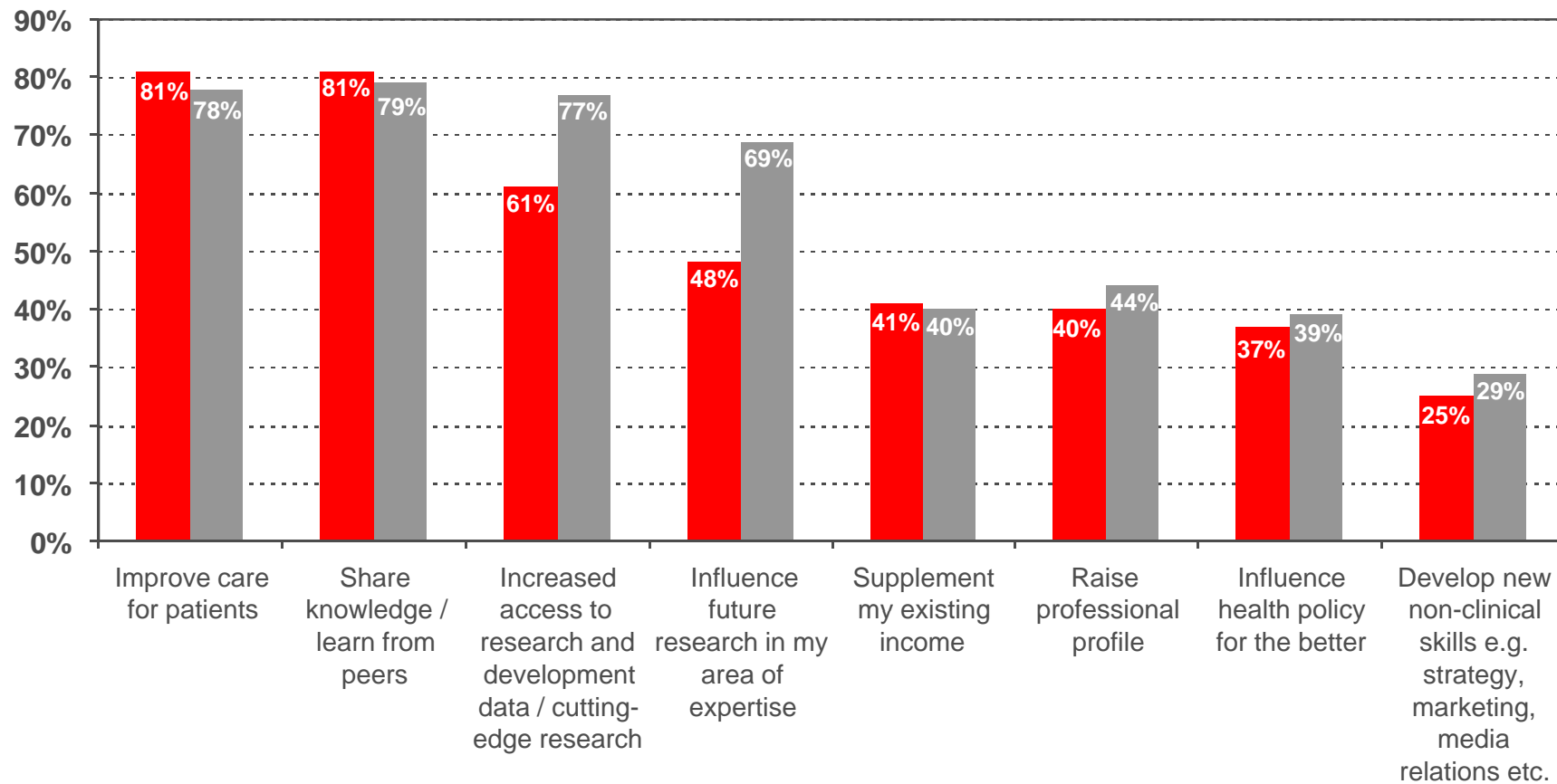
Average number of mentions:
2005 : 3.3
2007 : 2.5



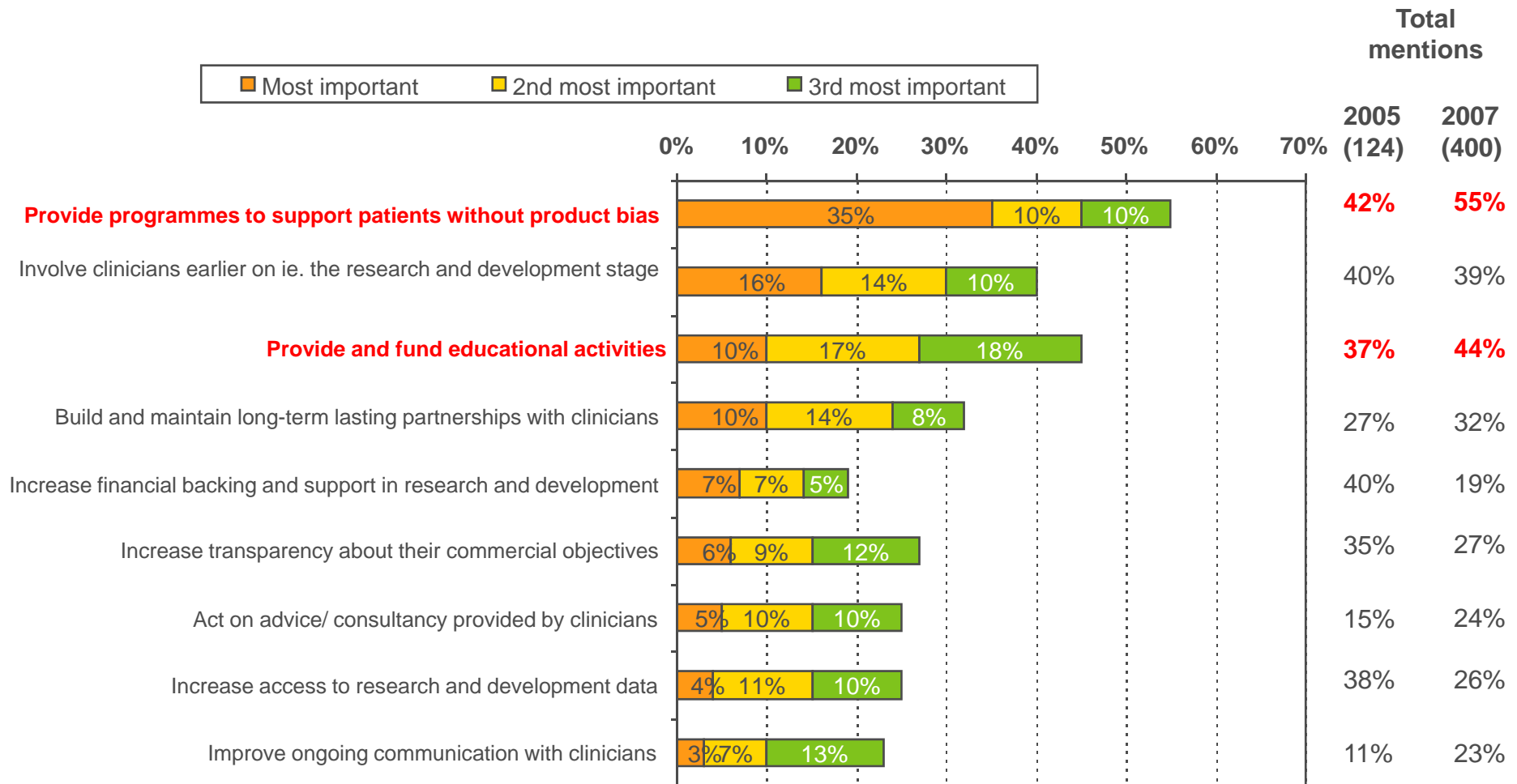
Key motivators for attending CME activities

Average number of mentions:
2005 : 4.6
2007 : 4.2

■ Total 2007 (400) ■ Total 2005 (124)



What activities do you believe the pharmaceutical companies should do more of?



Are there benefits for pharma in CME?

- Increase corporate profile and demonstrate commitment to supporting certain disease areas
- Provide insight into challenges and issues facing healthcare professionals
- Highly valued by clinicians, helping to improve relationships
- Provide interaction with audiences that may not otherwise be reached
- Heighten awareness within a disease area

Moving forward

Pharma has a major contribution to make in CME

- Rules must be followed
 - Distance, independence, unbiased content
 - Transparency about involvement
- Content needs to:
 - Serve needs of patients
 - Facilitate decision making
 - Promote better health outcomes

Digital is key

More than **90%** of doctors in the EU and US want eCME options – but only **30%** of CME has an e-component!

- (**94%** would prefer eCME to live events)¹

Doctors use Google²

- **80%** for education
- **85%** to search for clinical information
- **60%** to check new product information

Digital is key

- New delivery channels help facilitate individualised learning
- Accessibility helps to overcome time constraints of most clinicians

1. Physician Insight Survey (US, Europe, Japan), Datamonitor
2. Google

From Hard Reality to Virtual Reality – CME in a Digital Era

Pomerol Room; 16:00-17:00hrs

- **Embracing the internet**
- **Using the latest technology to overcome CME challenges**
- **Where could technology take us in e-learning?**
 - **Microlearning? Immersive simulation?**

Facilitators

- **Edwin Borman – Board Member & Chair of eCME Taskforce, UEMS**
- **June Dawson – Digital Business Director, Ogilvy Healthworld UK**



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