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

- Speaker at meetings: 94%
- Continuing medical education (CME) programmes: 68%
- Educational materials e.g. for health professionals or patients: 68%
- Author of publications: 73%
- Promotional materials: 19%
- Other: 9%

Total 2007 (400)
Total 2005 (124)
Key motivators for attending CME activities

Average number of mentions:
2005: 4.6
2007: 4.2

- Improve care for patients: 81% (2007) vs 78% (2005)
- Share knowledge / learn from peers: 81% (2007) vs 79% (2005)
- Increased access to research and development data / cutting-edge research: 61% (2007) vs 77% (2005)
- Influence future research in my area of expertise: 48% (2007) vs 69% (2005)
- Supplement my existing income: 41% (2007) vs 40% (2005)
- Raise professional profile: 40% (2007) vs 44% (2005)
- Influence health policy for the better: 37% (2007) vs 39% (2005)
- Develop new non-clinical skills e.g. strategy, marketing, media relations etc.: 25% (2007) vs 29% (2005)
What activities do you believe the pharmaceutical companies should do more of?

<table>
<thead>
<tr>
<th>Activity</th>
<th>2005 (124)</th>
<th>2007 (400)</th>
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<tbody>
<tr>
<td>Provide programmes to support patients without product bias</td>
<td>42%</td>
<td>55%</td>
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<tr>
<td>Involve clinicians earlier on ie. the research and development stage</td>
<td>40%</td>
<td>39%</td>
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<td>Provide and fund educational activities</td>
<td>37%</td>
<td>44%</td>
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<td>Build and maintain long-term lasting partnerships with clinicians</td>
<td>27%</td>
<td>32%</td>
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<td>Increase financial backing and support in research and development</td>
<td>40%</td>
<td>19%</td>
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<td>Increase transparency about their commercial objectives</td>
<td>35%</td>
<td>27%</td>
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<tr>
<td>Act on advice/ consultancy provided by clinicians</td>
<td>15%</td>
<td>24%</td>
</tr>
<tr>
<td>Increase access to research and development data</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Improve ongoing communication with clinicians</td>
<td>11%</td>
<td>23%</td>
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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