European CME Forum is dedicated to bringing together all stakeholder groups with an interest in European Continuing Medical Education, promoting multi-channel discussion in an independent and neutral environment.

This initiative is organised by European CME Forum. With support from and thanks to our sponsors and partners.

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Welcome to the Meeting

Welcome to London again, for the 7th Annual Meeting of the European CME Forum. Each year, as we work on the programme for the meeting, we have the luxury of focusing on specific topics and seeing how they have evolved over the previous 12 months. But are things developing for the better?

This year we are starting to see the results of things that were only in development this time last year. We have now had the first full year of the new accreditation standards from UEMS-EACCME, with some unforeseen and awkward reactions, EBAC is evolving its standards and others are reviewing their own requirements. The US ‘Sunshine Act’ is now live, and has Europe flummoxed: the ‘ordinary’ pharma companies seem to have been caught off-guard with some of the implications, especially in relation to CME, and the more forward-thinking ones are moving forward quickly, some employing a US-style approach to grant applications for funding CME and others redefining what they are requesting or insisting on when it comes to the CME programmes they support. But all are realising that standing still and protecting the status quo is no longer an option. EFPIA has even stepped up to start, possibly, its own discussion, looking at its role in verifying ‘independent’ education, which seems a little bizarre in itself. And the rumour of a ‘European Sunshine Act’ has emerged as ‘responsible transparency’, and is also turning heads. This in turn has led to European education providers needing to be more knowledgeable and accountable. It seems that medical communications agencies are withdrawing from the CME space, or are they? It is difficult to tell yet, but CME is a fast-moving area with complicated requirements that such agencies struggle with at the best of times, and if their ‘clients’ in pharma are no longer controlling the CME funds, then clearly the agency sector is less likely to be asked to be involved.

These are some of the scenarios that we will be looking to address during this year’s meeting. To do this, we have maintained the highly interactive format, reducing the time for formal presentations to allow for more audience interaction (which, as feedback keeps indicating, people can’t seem to get enough of at European CME Forum meetings!).

So this year we would be declaring – if we were submitting an accreditation application to EBAC, which encourages and rewards time for open discussion in meetings – that of the 13 hours of programmed time, there are 3 hours of didactic lectures, 3 hours of workshops, and 7 hours of panel discussion and audience Q&A. This means that the audience can actively interact for 77% of the meeting, possible through the clever keypads that each delegate is provided with, which act as a personal microphone, a texting tool for submitting questions and feedback, and a voting device.

I would like to acknowledge the multitude of support that we have received this year, especially from the Workshop Leaders, Panellists and Chairs. The level of collaboration has been encouraging to experience as we have worked through the details of each session, especially those with newer formats. Thank you also to Judith Black and her team from Management Forum, who look after everything on-site to make sure everything goes smoothly for us all, and to Peter Llewellyn, who keeps the drive and momentum going for this meeting, JECME, gCMEp and our other initiatives. And finally, to everyone attending. Thank you for your continued support and for participating so actively in these meetings to make them what they have become. I hope that you can see that we do listen carefully. Please keep the feedback coming in so that we can plan a great follow-up meeting next year in Manchester!

I look forward to a constructive and captivating two days!

Eugene Pozniak
Programme Director
8th Annual Meeting of the European CME Forum
12–13 November 2015, Manchester

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# Programme

## Day 1 – Thursday 13 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.30</td>
<td>Registration open</td>
</tr>
<tr>
<td></td>
<td>Tea/coffee and pastries available</td>
</tr>
<tr>
<td>8.30–9.00</td>
<td><strong>Meeting opening</strong>: Introduction and overview of the objectives of the meeting</td>
</tr>
<tr>
<td>9.00–10.30</td>
<td><strong>Session 1</strong>: What is the need for assessing needs?</td>
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<tr>
<td></td>
<td>Tea/coffee break</td>
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<tr>
<td>11.00–12.30</td>
<td><strong>Session 2</strong>: How will CME be funded?</td>
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<td></td>
<td>Conference lunch</td>
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<tr>
<td>14.00–15.30</td>
<td><strong>Session 3</strong>: e-learning innovations and potential</td>
</tr>
<tr>
<td></td>
<td>Tea/coffee break</td>
</tr>
<tr>
<td>16.00–17.30</td>
<td><strong>Session 4</strong>: CME on trial</td>
</tr>
<tr>
<td>18.00–19.00</td>
<td>Evening networking reception</td>
</tr>
</tbody>
</table>

## Day 2 – Friday 14 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7.30</td>
<td>Tea/coffee and pastries available</td>
</tr>
<tr>
<td>8.30–9.00</td>
<td><strong>Introduction to day 2</strong></td>
</tr>
<tr>
<td>9.00–10.30</td>
<td><strong>Session 5</strong>: In conversation with...</td>
</tr>
<tr>
<td></td>
<td>Tea/coffee break</td>
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<tr>
<td>11.00–12.30</td>
<td><strong>Session 6</strong>: The measure of outcomes</td>
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<tr>
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<td><strong>Lunch with the learners</strong></td>
</tr>
<tr>
<td>14.00–15.30</td>
<td><strong>Session 7</strong>: CME quality and compliance challenge</td>
</tr>
<tr>
<td>15.30–16.15</td>
<td><strong>Session 8</strong>: The CME unsession</td>
</tr>
<tr>
<td>16.30</td>
<td>Close and refreshments</td>
</tr>
</tbody>
</table>
Day 1

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

Eugene Pozniak (Programme Director)

Session 1:
What is the need for assessing needs?

Led by MJMH (Kiki) Lombarts (University of Amsterdam)

Kiki Lombarts, Professor of Professional Performance at the University of Amsterdam will run a practical session to help focus on what is becoming an increasingly important part of the CME programme and bring to life something that should not be a chore.

Delegate presentation:
Needs assessments in multiple sclerosis

Suzanne Murray (AXDEV Group Inc.), Maria Grazia Cali (Merck Serono), Dr Mohammed Sharief (Colchester Hospital University)

Learning objectives

• Understand the benefits of conducting iterative in-depth international Performance and Behavioural Needs Assessment.

• Describe the benefits of needs assessment data to various stakeholder groups, beyond continuing education interventions, including policy making, strategy and patient advocacy.

The real case of three complementary and iterative international Needs Assessments in Multiple Sclerosis conducted in 2013 and 2014 will be presented to exemplify how it is possible to investigate the gaps in clinical performance of health care providers internationally and in multiple languages using mixed-methods approaches (combining qualitative semi-structured interviews and quantitative online surveys) to gather evidence that can then be used to drive the design of independent, credible and evidence-based medical education interventions.

Relevance to session:

The needs assessment methodology presented in this session is innovative by its reach (in 6 countries and multiple languages across Europe), its iterative design (3 phases deployed over 1.5 years to get first a broad perspective on gaps and then deepen the understanding on gaps of interest) and the way the evidences obtained were leveraged to contribute to the design of tailored and need-based education.

Session 2:
How will CME be funded?

Moderator: Jacqui Thornton (Independent)

Panellists:
Michel Ballieu (European CanCer Organisation)
Reinhard Griebenow (European Cardiology Section Foundation)
Kate Regnier (ACCME)
Eva Thalmann (Janssen Cilag)

This session will explore how the sources of funding for CME are changing. Times are changing and so are funding models; added to this is American “Sunshine” and European “Transparency” which also play a part in how CME funding is given and received. The starting point will be to explore the topics identified in the needs assessment survey, and take things further with everyone in the room.

Session 3:
e-learning innovations and potential

Chair: Peter Henning (Karlsruhe University of Applied Sciences)

Speakers:
Carsten Germer (CompuGroup Medical)
Martin Haag (Heilbronn University of Applied Sciences)

This session will review and examine latest technology being used in e-learning both in medicine and further afield. There will be two presentations showcasing latest developments; simulation in medical education by Carsten Germer (CompuGroup Medical) and innovative case based learning from Martin Haag (Heilbronn University of Applied Sciences) as well as a presentation from one of the delegates of a CME accredited activity.
e-learning innovations and potential

Carsten Germer (CompuGroup Medical)

E-learning technologies are common and widely accepted. They offer learners in medical environment control over content, learning sequence, pace of learning, time, and often media, allowing them to tailor their experiences to meet their personal learning objectives. The effectiveness of medical e-learning has been demonstrated primarily by studies of higher education, government and military environments. However, there are still too few surveys about the efficiency of e-learning in CME-CPD. The objective of this workshop is to explore different approaches to use e-learning in CME-programs. Moreover, the workshop will address the question how medical simulation processes, up till now widely used in the field of acute care medicine and anaesthesia, can be combined with innovative and accredited CME e-learning.

The potential of Virtual Patients in medical education and CME

Martin Haag (Heilbronn University of Applied Sciences)

Virtual Patients are a valuable tool to improve medical education and CME. This kind of computer programs simulate real-life clinical scenarios. Users emulate the roles of health care providers and have to make diagnostic and therapeutic decisions. Despite the potential of Virtual Patients the usage of Virtual Patients is not so widespread in CME than in medical education. In this talk we will discuss about the reasons and get to know a typical Virtual Patient software and his features. In addition some best practice examples for the usage of Virtual Patients in medical education and CME will be presented.

Delegate presentation: Interdisciplinary e-Learning for diabetes specialists – is multiaccreditation the future?

Thomas Kleinoeder (KWHC GmbH)

Learning objectives:

- Describe common criteria and approaches for accreditation of different professions
- Understand different e-learning behavior of the different professions from physicians to diabetes nurses etc.

Benefit for participants:

- Building a bridge for “interdisciplinary learning” and demonstrate the common basis of accreditation systems of the different professions in health care.

At present most of the educational materials address only one profession. We will report on a new approach with "multiaccreditation" from different organizations (physicians and nurses) for materials with common learning objectives. The presentation will give an insight into experiences from developing a series of e-learning modules for diabetes specialists with different professional background and show first data on user behaviour and team-effects. We can show first results of a scientific project with professional organizations and a research project on the compatibility of the different accreditation systems.

Session 4:

CME on trial

Moderator: Jacqui Thornton (Independent)

Panelists:

- Caroline Hager (DG SANCO, European Commission)
- Jennifer Gordon (Royal College of Physicians and Surgeons of Canada)
- André Tichelli (European Hematology Association)
- Mark Westwood (St Bartholomew’s Hospital)

Jacqui Thornton will Chair this second discussion session of the day, with a fresh multidisciplinary panel, delving this time into a more thorny issue. The order of the day is to examine what precisely is the point of CME accreditation, why healthcare professionals want it or need it and what precisely are the roles of the provider and accreditor.

Plan ahead!
See you next year

8th Annual Meeting of the European CME Forum
12–13 November 2015, Manchester

www.europeanCMEforum.eu
Day 2

Introduction to day 2

Eugene Pozniak (Programme Director)

Session 5:

In conversation with...

Robin Stevenson (JECEME) in conversation with
Don Moore (Vanderbilt University)
Edwin Borman (UEMS-EACCME) in conversation with
Eva Thalmann (Janssen Cilag)
Lawrence Sherman (Prova Education) in conversation with
Edwin Borman (UEMS-EACCME)

Leading experts in CME explore the issues of the day in head-to-head conversations.

Session 6:

The measure of outcomes

Led by: Don Moore (Vanderbilt University)

Don Moore, Professor of Medical Education and Administration at Vanderbilt University School of Medicine, and bringer of what has become known as “Moore’s Pyramid”, or his “7 Levels of Outcomes”, will guide the room through practical and implementable ways to plan and assess the effectiveness of educational programmes.

Delegate presentation:
Clinicians’ international treatment quality Manifesto project
Celeste Kolanko and Alisa Pearlstone (PCM Scientific)

Learning objectives:
- Delegates will be able to implement commitment to change strategies in order to promote and capture practice change from conference-based education

Case study illustrating a methodology for the capture of levels 3 to 5 outcomes from a live event series

At a series of annual international CME conferences in the addictions therapy area, successive audiences participated in a quality manifesto project leading to the generation of 12-month self-reported clinical practice change data. Following a 300-physician international needs assessment in 2010, we developed and, in subsequent years, evolved the programme to address a large number of critical gaps identified in clinical practice, ranging from failure to provide integrated treatment (combining psychosocial care with pharmacotherapy) to poor monitoring for cardiac complications during treatment.

During each talk at the conference, audience members were prompted to be “active learners” and utilise specialised voting equipment to send us text-based messages regarding how the data and expert guidance they were receiving would translate into changes in their clinical practice. We amalgamated the audience’s self-generated practice change suggestions into thematic segments and shared these proposals for change with a selected faculty expert panel. In a 90 minute session, the audience went through a four step process:

1. Exposed to their peers’ suggestions for each theme and voted yes or no to adopt
2. Exposed to expert debate on the audience voting
3. Invited to challenge the expert position
4. Invited to recast their vote

All suggestions that were accepted by 75% of the delegates on re-vote were deemed to have been adopted and entered into the international treatment quality manifesto and follow-up study. Typically, around 12 items were solidified into the manifesto per annum. Delegates received a copy of the manifesto in which they had participated by email and subsequently took part in a comprehensive 12-month survey that explored implementation and maintenance of changes in practice for each adopted item.

Cumulative data show a high rate of practice change annually across all areas, and we will present a compendium of results from across the years. Findings of particular note include a seven-fold increase in the frequency of ECGs one year following the meeting and a corresponding increase in the detection of cardiac complications. Barriers to implementation of practice change were also collected and reviewed. Pitfalls and key learnings will be discussed. Limitations will also be highlighted noting that practice changes may well be overstated in light of the self-report technique utilised and long-term recall of historical practice necessitated by the approach introduces an additional margin of error. Future efforts to refine the project may utilise record audit techniques.
Lunch with the learners

Led by Lawrence Sherman (Prova Education)
Panellists:
Debashish Das (Whipps Cross Hospital)
Abhishek Joshi (London Chest Hospital)
Dan Sado (King’s College Hospital)

A selected panel of doctors as learners join us over lunch to answer questions from the audience, tell us what they think of CME provision and what they would like to see more of, and less of!

Session 7:

CME quality and compliance challenge

Expert panel:
Reinhard Griebenow (European Cardiology Section Foundation)
Jonas Nordquist (Karolinska Institutet)
Dan Sado (King’s College Hospital)
Mark Westwood (St Bartholemew’s Hospital)

Even with practical advice and an interactive workshop, what better way to put lessons into practice than actually pitching for the funding?! For this session we will invite delegates to act as providers to pit their wit against a panel of “CME investors” – four experts from across the spectrum – a CME accreditation body, an education expert, an experienced Scientific Director/Chair, and a learner. These “dragons” will guide and critique the presenters, assessing how well each project meets their specific needs and regulations, with help from the audience.

The rules are simple: the programme presented that can successfully bring together a high-quality faculty, interest an audience while addressing their educational needs, be educationally well executed, be attractive to a supporter from industry – AND be compliant under CME accreditation rules, regulatory and legal requirements – will win!

Session 8:

The CME unsession

Led by Lawrence Sherman (Prova Education)

Lawrence Sherman will host the final discussion session to ensure that no-one either in the room, or the followers in the Twittersphere, leaves the meeting with any questions left ringing in their heads.
Speakers

Michel Ballieu

Michel Ballieu has been Chief Executive Officer of the European CanCer Organisation (ECCO) since 2006, overseeing a team of 26 professionals in scientific educational programmes, in congress management, in communication, and in policy and regulators awareness campaigns.

Michel studied economics at the Brussels University, in Belgium, and holds a postgraduate qualification in Management from the Solvay Institute. At high school he was an exchange student in Washington State, USA.

Michel gained his first professional experiences, mainly within BASF and Xerox, by coaching and managing sales teams in the computer business, later in the consumer goods area, and finally in the marketing of software products. His extensive sales, marketing and strategy background includes several years of management at the multinational level throughout the European Union.

16 years ago he entered the Not-For-Profit world by running the European Operations of the Up with People exchange student programme. Later he acted as the European Executive Director for several US based professional associations (on behalf of the MCI for which he managed, as a Director, the Association Management Department) and as the CEO for the World Federation of Biological Psychiatry (WFSBP).

As a volunteer he serves as a Board member of the European Cervical Cancer Association (ECCA), as a Board member of the ecancermedicalscience Foundation (ecms), and as Past-President of the Association’s Conferences Forum (AC Forum).

Dr Edwin Borman

Edwin Borman has served as Secretary General of the UEMS from January 2012. He has been Chairman of its CME/CPD Working Group (from 1999 – 2012) and chairs the EACCME Taskforce (2008 – present). He is the primary author of the UEMS policy documents in these areas, including on the accreditation of e-learning and on the accreditation of live educational events.

He trained in South Africa, qualifying MB ChB with honours from the University of Cape Town in 1984. He immigrated to the UK in 1986 and completed specialist training in Anaesthetics in Plymouth and in Birmingham.

He worked as a Consultant Anaesthetist and Clinical Director at the University Hospital of Coventry and Warwickshire NHS Trust (from 1997 to 2013).

His current post is as the Medical Director for Shrewsbury and Telford Hospital NHS Trust, an 850-bedded group of hospitals in Shropshire.

Previous posts include:

• Council Member of the British Medical Association (BMA; 1991 to 2012)
• Chairman of the BMA’s Junior Doctor’s Committee (1991 – 1994)
• Chairman of the BMA’s International Committee (1999 – 2007).
• Council Member of the General Medical Council (GMC; 1994 – 2008)
• Chair of GMC Committee for Diversity and Equality (2004 – 2008)

His life outside Medicine and Medico-politics includes a love of western and non-western art, and classical music.
Speakers

Dr Debashish Das

Debashish Das is Specialty Registrar in Cardiology at Whips Cross Hospital, London, and the UCLP North East London Cardiology Trainee Representative. Debashish graduated from University College London with a BSc in Chemistry and went on to pursue a career in medicine at the University of Leicester. He has always had a keen interest in medical education, having initiated and organised a regional cardiology training course run by Foundation Year Doctors. The course won the East Midlands Deanery showcase prize for achievements in medical education and the concept of the course was presented nationally at the Association of Medical Educators yearly conference. Having completed his core medical training he spent a year as a Cardiology Teaching Fellow at Imperial College London teaching medical students at their Ealing campus. He then went on to undertake a period in scientific research completing an MD at University College London. Returning to clinical commitments in 2013 as a cardiology registrar he has kept up his interest in medical education. Debashish had been tasked with the organisation of all educational activities for both Doctors and Medical students attached to the London Chest Hospital. He has now taken on the role as a trainee representative for the cardiology trainees in the UCLP North East London Deanery.

Jennifer Gordon

Jennifer Gordon MEd CAE, is the Associate Director, Continuing Professional Development, at the Royal College of Physicians and Surgeons of Canada (RCPSC). Jennifer joined the Royal College in September 2007, and is responsible for overseeing the Maintenance of Certification (MOC) Program, the MAINPORT ePortfolio, the regional CPD Educators program, and the CPD Accreditation portfolio for Providers. Jennifer co-coordinates both the CPD Accreditation and Professional Development Committees and is responsible for implementing policies and procedures within the CPD Unit and across its programs.

Jennifer completed a Bachelor of Commerce (Hons) degree at Queen’s University and a Master of Education at the University of Ottawa. Her MEd studies focused in adult education, workplace learning, and communities of practice. Prior to joining the Royal College, Jennifer had worked at Nortel where she provided internal coaching and support in the areas of change management, performance management, and organizational design and development. Jennifer has also worked as a Change Management consultant at Accenture where she assisted many clients in both the private and public sectors.

Carsten Germer

Carsten Germer works in Sales, Communication & Medical Training with CompuGroup Medical Deutschland AG, a leading European Software Supplier to the medical community. He has a wealth of experience in the field of medical software sales, medical online training and international business development over the last 25 years. He is an active member of the German Society for Simulation in Medicine (DGSIM). Carsten holds a MBA degree from University of Giessen, Germany. He is married and has 2 daughters.
Speakers

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. Martin Haag

Martin Haag received his Diploma in Medical Informatics in 1995 and his PhD in 1999 both from the University of Heidelberg, Germany. After some years working as a software engineering consultant he was appointed a professorship for software engineering and technology enhanced teaching and learning in 2003 at Heilbronn University, Germany. He also heads the “Centre for Virtual Patients” at the University of Heidelberg, Germany. Furthermore, he is a speaker of the working group “technology enhanced teaching and learning” of the German Society for Medical Informatics, Biometry and Epidemiology (GMDS).

His research group focuses on development and integration of innovative software for medical education, for example the award winning CAMPUS platform for Virtual Patients and solutions for secure electronic examination.

Caroline Hager

Caroline Hager has more than 25 years’ experience working on a wide range of EU policy issues – internal market, employment, environment and health — for European and British business organisations and also a UK government agency as EU and international relations manager. Caroline joined the European Commission in 2001 and since 2011 she is responsible for the taking forward the Action Plan for the EU health workforce and coordinating policies impacting on health professionals in the Commission’s Directorate General for Health and Food Safety.

Prof. Peter Henning

Peter Henning has been Professor for Computer Science at Karlsruhe University of Applied Sciences since 1998 and Professor for Business Information Technologies at Steinbeis University, Berlin since 2012. 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.

Other positions include:
- Scientific director of the LEARNTEC – International Fair and Congress for Learning with 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 board of the special interest group on eLearning, Gesellschaft fuer Informatik
- 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 Editorial Board of the Journal of European CME (JECME)
- Member of the Innovation Council, Ministry for Economic Affairs, Baden-Württemberg.
Dr Abhishek Joshi

Abhishek Joshi is a Specialty Registrar at the London Chest Hospital. He grew up in the North of England and studied Philosophy, Experimental Psychology and Physiology at the University of Oxford. After a failed stint as a record industry mogul, he finally listened to his parents and returned to Oxford to study Medicine on the Graduate Entry Programme.

Since then, he has trained mainly in London, and been subjected to the many and varied training techniques. Despite these, he is now at the London Chest, where he is responsible for providing education and training for the medical students from Bart’s and the London medical school and co-ordinating simulator training for registrars.

In his spare time he enjoys playing bass guitar and destroying his own home in the interest of “improving” it.

Prof. MJMH (Kiki) Lombarts

Kiki Lombarts PhD MHA is Professor of Professional Performance of Medical Specialists; Chair of the Professional Performance research group, Center for Evidence-Based Education, Academic Medical Center/University of Amsterdam, Amsterdam, the Netherlands.

She has spent the past 23 years working in the field of professional performance of medical specialists focussing on the development, implementation and evaluation of methods of (external) quality management in patient care and postgraduate medical education. Topics include performance assessment of clinicians and clinical teachers, faculty development, (external peer review), standard setting and indicator development, specialty teamwork and professionalism. Kiki was involved and leading in various (inter)national and local quality management initiatives in both patient care and postgraduate medical education. She worked for different organizations within the Dutch health care system and took on different roles as researcher, independent consultant, coach, trainer and trustee. She publishes widely in the area of professional performance, i.e. on physicians’ performance evaluation, peer review, feedback, professionalism, and performance change. Currently she is the chair of the Professional Performance research group at the Academic Medical Center, Amsterdam, the Netherlands (also see www.professionalperformanceonline.com), where she supervises and collaborates with a fun team of eight PhD candidates.

Prof. Don Moore

Don Moore is currently Professor of Medical Education and Administration at Vanderbilt University School of Medicine where he teaches a course entitled Learning Theory and Teaching Applications. He also serves as Director of the Office for Continuing Professional Development, Education Director of the Vanderbilt MOC Portfolio Program, Director of Evaluation, Medical Education Curriculum and teaches in a variety of faculty development workshops.

Don Moore received his Ph.D. in education from the University of Illinois at Urbana-Champaign in 1982. He has published over 40 articles and book chapters and made over 180 presentations at national and international conferences.

He received
• the ACCME Raszkowski “Hero” Award in 2009.
• the Alliance for CME Distinguished Service Award in 2010
• the Society for Academic CME Research in CME Award in 2011.
• He was inducted into the Academy for Excellence in Teaching at Vanderbilt University School of Medicine in 2013.

Don continues to work on refining the Outcomes Framework (Moore, Gallis, Green, JCEHP 2009) as well as a project to define the skills of and measurement strategies for the "Master Adaptive Workplace Learner".
Speakers

Dr Jonas Nordquist

Jonas Nordquist PhD is the director of the Medical Case Centre at Karolinska Institutet and he is the associate DIO, in charge of the strategic educational development for the residency programs at the Karolinska University Hospital. He received his PhD in political science from Stockholm University in Sweden in 2001 and joined Karolinska Institutet in 2003.

He has served as a WHO expert in medical education in the areas of curriculum design of international health professional education and sex and reproductive health. Dr Nordquist is a Harvard-Macy scholar in medical education at Harvard Medical School. He has been involved in projects in more than 40 countries around the world and is the author of three books and several peer-reviews papers.

Dr Nordquist is an affiliated scholar at the Wilson Centre, University of Toronto. He is also visiting faculty at the International Medical University in Kuala Lumpur, Malaysia; Makerere School of Medicine, Kampala, Uganda; medical educational expert to the University of Addis Ababa, Ethiopia; visiting professor and external assessor to the Guatemala Medical Academy.

Jonas Nordquist is also on the planning advisory committee to the Royal College of Physicians and Surgeons of Canada for the International Conference on Residency Education (ICRE) and he serves as the strategic educational expert to the European Hematology Association.

Dr Nordquist’s research focuses on educational leadership and also currently on how physical space impacts on learning.

Eugene Pozniak

Eugene is Managing Director of Siyemi Learning, an independent European CME provider and Programme Director of European CME Forum, a Not-For-Profit organisation bringing together all stakeholder groups with an interest in European CME.

Following his degree in Chemistry, Eugene initially worked for pharma, advertising and medical communications agencies. He left the promotional sector for good in 2000, working since exclusively in Continuing Medical Education (CME) initially devising and delivering e-learning for the European Society of Cardiology (“ES Ced” 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. He has delivered over 600 hours of CME accredited meetings and 60 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.

Eugene 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 to improve standards.

Eugene chairs the Good CME Practice Group, serves on the Editorial Board of Journal of European CME (JECME), the Board of Global Alliance for Medical Education (GAME) and the Advisory Board for CME Congress 2016 (San Diego).
Speakers

Kate Regnier

Kate Regnier MA MBA, is Deputy Chief Executive and Chief Operating Officer of the Accreditation Council for Continuing Medical Education (ACCME) and has been with the ACCME since 1995.

Ms. Regnier oversees the processes of Accreditation and Reaccreditation for national and international providers of continuing medical education (CME), the Recognition of the US-based State/Territory Medical Societies as accreditors within their states according to the Markers of Equivalency, and the Joint Accreditation of Providers of Interprofessional Continuing Medical Education with colleague accreditors, the Accreditation Council for Pharmacy Accreditation and the American Nurses Credentialing Center. Ms. Regnier is also responsible for the review of non-US accreditors for their Substantial Equivalency with the ACCME’s system.

As Chief Operating Officer, Ms. Regnier oversees the education, communications, monitoring, and business functions of the ACCME. Ms. Regnier is also the primary staff liaison to the ACCME Board of Directors.

Kate received a Bachelor of Arts Degree in English from the College of the Holy Cross (1986), a Master’s Degree in English from Northwestern University (1990), and a Master’s Degree in Business Administration from Loyola University of Chicago (1995). Kate is married to John Regnier, a stay-at-home dad and cartoonist, and they are the proud, but often tired, parents of four children – Emma, Noah, Brennan, and Roan.

Dr Dan Sado

Dan Sado is a final year Cardiology Specialty Registrar (SpR) about to start as a Consultant in Cardiology at Kings College Hospital in January 2015. His clinical and academic interests are in Cardiac MRI and Heart Failure. He has been involved in education throughout his career, currently regularly formally and informally teaching SHOs, SpRs and non-medical staff. Dan organises the London Cardiology SpR Imaging training with Mark Westwood and is the chair of the National British Society of Cardiovascular Magnetic Resonance trainee committee.

Lawrence Sherman

Lawrence Sherman FACEHP CCMEP is Senior Vice President, Educational Strategy at Prova Education, and has been involved in continuing medical education for the last 20 years. He has spent the majority of this time designing, developing, delivering and evaluating CME courses for physicians and other healthcare professionals around the world. He is a Fellow of the Alliance for Continuing Education in the Health Professions, a founding advisor to the NC-CME (the organization that certifies CME professionals in the US), an instructor at the Emergency Medical Institute at the Center for Learning and Innovation of the North Shore/LIJ Health System in New York, and has taught healthcare communications at the Center for Communicating Science at the State University of New York, Stony Brook. He was recently appointed to the Postgraduate Education Committee for Association for Medical Education in Europe (AMEE). He currently hosts Lifelong Learning, a radio show broadcast on ReachMD via internet radio in the US and via reachmd.com and a mobile app for smartphones worldwide.

Lastly, Lawrence frequently lectures around the world on topics including:

- roles of social networking in CME
- regulations and guidelines in CME
- international/global CME and CPD
- healthcare communications
- outcomes measurements in CME
- the use of emerging technologies in medical education
- strategic medical education.

Having once been a stand-up comedian in New York, his lectures and presentations tend to combine humour, compelling content, and audience involvement. He recently performed comedy at Carnegie Hall in New York.
Speakers

**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.

**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 has worked in Oncology/Haematology, Nephrology and Virology. As Head of External Scientific Relations she leads a group of Medical Education Scientific Relation Leaders in Haematology, 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 a 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 is a health journalist, lecturer and facilitator who has worked at many of the UK’s leading newspapers. After reporting stints on the Daily Telegraph and Daily and Sunday Express, she joined the Sunday Telegraph in 1996 and later became its health correspondent. In 2000 she joined the Sun as its first health editor, and remained there for seven years.

She then set up her own company, Jacqui Thornton Communications Ltd, which provides facilitation services, writing, and media training to healthcare companies and others. She has chaired public and private meetings for medical charities, patients’ groups, hospital trusts and Government and many healthcare and pharmaceutical companies.

Jacqui, a member of the UK Medical Journalists’ Association and the Guild of Health Writers, continues to write on health matters for the Observer, the Sun, the Daily Express, Health Service Journal and the Nursing Standard.

She also lectures in journalism at the University of Winchester and City University in London.
Speakers

Prof. André Tichelli

André Tichelli is Professor Emeritus and consultant haematologist at the University Hospital Basel. He has been Chair of the CME Unit of the European Hematology Association (EHA-CME Unit) since 2013. His particular clinical interest has been in head haematology, stem cell transplantation and leukemia.

He has held Board positions for several organisations including the Swiss Society for Hematology, European Group for Blood and Marrow Transplantation, Centre for International Blood and Marrow Transplant Research (CIBMTR), Kommission Swisscord, Swiss Society of Medical Laboratory (FAMH) and the Swiss Association of Medical Science (SAMW).

He has been an Executive Member of the Swiss Group for Clinical Cancer Research (SAKK) since 1989, currently taking on the responsibility for the morphological review since 2014 and co-Chairs the Swiss Hemoglobinopathy Platform.

He has an interest in post-graduate education, serving on the Board of the national organisation for the post-graduate exam in hematology since 1997, and is currently President of the Commission for Postgraduate Education of the Swiss Society for Hematology.

Dr Mark Westwood

Mark Westwood trained in cardiology and is currently a Consultant Cardiologist at the London Chest Hospital, London. His areas of specialist expertise are cardiovascular MRI where he is currently Deputy Treasurer of the British Society for Cardiovascular MRI. He is also an interventional cardiologist.

His interest in training and education started when he was a cardiology trainee in North East Thames where he became the trainee representative of the North East Thames Cardiology Training Programme. During this time he published on the selection of trainees into specialist training programmes.

As a Consultant he has continued this interest. Mark is the lead for pan-London cardiac imaging training at the Royal Society of Medicine. He is the training programme director for cardiology for North East Thames. He is the cardiovascular divisional director for training and education at Barts Health, responsible for the training and education of all staff in the cardiovascular division. He is the transformation director for training and education at Barts Heart Centre, which will form one of Europe’s largest cardiovascular services.

Mark has a specific interest in the assessment of trainees. He is the current chair of the European specialist examination on cardiovascular MRI. He also writes questions for the European wide knowledge based assessment which is an examination undertaken by all cardiology trainees in the UK.
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](http://www.gCMEp.eu)

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ABOUT prIME Oncology
prIME Oncology is a global professional Independent Medical Education organization specializing in educational activities for physicians who treat patients with cancer. With the ultimate goal of improving patient outcomes, prIME Oncology provides evidence-based, state-of-the-art educational activities that assist oncology clinicians in making up-to-date and appropriate treatment decisions.
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