7th Annual meeting of the European CME Forum

Eugene Pozniak

London, 13 November 2014
Welcome to London
How are we approaching CME?
How are we approaching CME?
How are we approaching CME?
Is European CME in crisis?
Introduction

• About European CME Forum
  • Developments
  • Past 12 months
  • This meeting
Disclosure

* Employment: Siyemi Learning – an education provider since 2006
* I have no relevant relationships to disclose
  * My company receives arms-length grants from pharma
  * We work with collaborative partners to provide education
  * I also work with medical societies
  * I am reliant on accreditation bodies to accredit our work
* Board of JECME, GAME
Disclosure – 2

• European CME Forum
• Set up by Eugene Pozniak and Peter Llewellyn in 2007
• No other funding or control than what can be seen here.
About European CME Forum
European CME Forum is a Not-For-Profit organisation

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.

European CME Forum is a Not-For-Profit organisation, registered in England & Wales no: 7567322. Registered address: Magdalen Centre, Oxford Science Park, Oxford, OX4 4GA, UK
About European CME Forum

- Primary stakeholders
About European CME Forum

- Bringing together the primary stakeholders
- Forum to discuss and debate
  - Practicalities
  - Implementation
- A place to be educated about CME best practice
- Outputs
  - Public domain | Open Access
About us: Past 12 months
Journal of European CME
The Open-Access Journal on CME-CPD Practice
* Editor-in-Chief: Robin Stevenson

* New publisher: Co-Action

* Online-only Open-Access journal on CME-CPD Practice

* Target time to publication 6-8 weeks

* Now accepting manuscripts
18 European Providers

4 Core Principles

Phase II: developing a CME Toolkit for providers
An open letter from the Good CME Practice Group to UEMS and EFPIA

Dear Dr Borman and Mr Bergström

As the Good CME Practice (gCMEp) Group we are writing to the European Union of Medical Specialists (UEMS) and the European Federation of the Pharmaceutical Industry (EFPIA), following discussions during November at the Fourth European CME Forum meeting in Amsterdam and the UEMS meeting in Brussels, to call on you to help create a legally compliant framework for pharma-supported Continuing Medical Education (CME) in Europe.

The gCMEp Group came together as a collaborative partnership between European CME providers at the European CME
2014 – #7ECF

• Needs assessment

• Review #6ECF feedback and lessons

• Environment— look at past 12 months

• Survey

• Work with Chairs and Speakers to develop programme
2013 – 2014 Review
Q4 2013 — Q1 2014

- December 2013: European Directive 2013/55
- December 2013: GSK statement
- February 2014: 2nd UEMS-EACCME Provider Meeting, Brussels
Q2 2014

- May: gCMEp Spring Meeting, London
- June: GAME meeting, Miami
- June: EBAC Provider meeting, Frankfurt
August 2014

- AMEE – Essential Course in CME (UToronto) + GAME
- ACCME letter to CMS
- ACCME opens accreditation process to international CME providers
- US Physician Payments Sunshine Act—reporting goes live
September 2014

- EFPIA – considering an approval system for Independent Education
- 3rd Cologne Consensus Conference
October 2014

- India GAME regional meeting
- EUCOMED statement: 2018
- Putin gets involved in CME
November 2014

- ACCME publications x2
- The impossible UEMS-EACCME application
- Day 0: gCMEp, iPACME, Scientific Societies and Accreditors
- 6th Annual meeting of the European CME Forum
Day 0 feedback

• gCMEp: while providers are happy to help enforce CME standards they are unhappy to be policing them

• SciSoc/Accreditors: clear need for a concerted voice of the profession in CME dialogue

• iPACME:
Survey
#7ECF Needs Assessment

**DESIGN SUMMARY**

- European CME Forum Needs Assessment #7ECF
  - Created on 8/27/2014

- Questions: 9, Pages: 9
- Survey language: English
- Theme: Anemone
- Logo added

- No logic added

**RESPONSE SUMMARY**

- Total Responses: 81
- Overall Survey Status: OPEN

**Collectors**

- **Web Link**
  - Responses: 81
  - Since 9/3/2014
  - OPEN

**Responses Volume**

Survey

- To gauge the view of the broader CME community as part of the needs assessment for #7ECF
- 10 August 2014 – 10 November 2013
- n=81
- Promoted by email, Linked In, Twitter
Q3: Please rate topics in order of importance to you

- Measuring outcomes of CME programmes
- Transparency of relationships between industry and healthcare professionals
- How CME can effect clinical practice
- How to guarantee the quality of CME programmes
- How to carry out a good needs assessment
- Industry’s responsibilities when they are funding CME in Europe
- Accreditation body requirements and how to get a programme accredited
- How medical societies are engaging in CME for their membership
- The extent an individual’s CME activity is linked with their right to practice medicine (licensing)
- The role of social media in CME
- What is the point of CME accreditation in the first place
Q4: What scenarios cause you the most concern?

- How CME will be funded if industry is excluded
- Industry controlling allegedly independent education
- Recognition of CME credits across borders
- Quality of CME programmes
- The state of online CME in Europe
- Faculty not understanding the CME component of the programme
- European EFPIA "responsible transparency" requirements
- Faculty members that are not suitable educators
- Commercial bias
- US Sunshine Act
- Independence of the faculty
- Personal bias of faculty members
- The lack of availability of CME accredited programmes
- Abuse of CME credit certificates
Q6: In the session "How will CME be funded" which topics do you think should be addressed?

- How will the US "Sunshine Act" affect CME in Europe?
- How can all European companies adopt a standard approach to providing educational grants?
- What kind of participation information and outcomes results can the funder expect to receive?
- How will EFPIA's "Responsible Transparency" affect European CME?
- How far can industry control the content and execution of an education programme?
- Should doctors be expected to pay for all their CME, after all nurses and teachers do?
- What is the role of the European Commission in funding CME?
- How plausible is a system of accreditation (proof of independence) run by industry (e.g. EFPIA)?
- Should industry be banned outright from supporting any CME?
- Should medical societies reject all corporate commercial support and collaborations?
- Should industry pay an "education tax" to a central fund for distribution by an independent authority?
- Other (please specify)
Q7: The second session is called "CME on trial", please indicate which questions you think are of highest priority to discuss.

- What is the evidence showing CME is effective?
- Who controls the accreditors?
- Has CME been shown to change clinical practice in Europe?
- Is there proof that CME accredited programmes are of higher quality than those not accredited?
- Are CME accredited programmes unbiased? How can this be proved?
- What is the best incentive for engagement by the learner in CME?
- Why do accreditation standards vary so much between country/specialty?
- Should providers be accredited?
- What does it take for the mutual recognition of CME credits across borders?
- What is the point of accreditation, what does it add to the programme?
- How easy is it for standards to be agreed between accreditation bodies?
- Which country has the "best" CME system?
- Why do healthcare professionals need CME, surely they can learn everything "on the job"?
- Other (please specify)
Format of #7ECF

* More education about CME —
  Needs assessment | Measuring outcomes

* Fewer presentations — more discussion time
Interactivity

• Total meeting time: 13 hours
• 3 hours didactic presentations
• 3 hours workshops
• 7 hours panel discussion and audience Q&A
• 77% of meeting with audience participation
Introduction to keypads
Future of CME?
Thank you