

Current Medical Engagement/Educational Activities in Europe:

Quality and the Role of Industry

Core Participants:

Panel

Marie-Claire Pickaert (EFPIA)

Dale Kummerle (Bristol Meyers Squibb)

Veronique Moy (Merck KGaA)

Eva Thalmann (Janssen)

Moderator

Frank Skopowski (Merck, Sharpe & Dohme)



Introductions – Learner Expectations

- Society
- Academia
- CME Provider
- Industry

Europe, US, ROW

Background and Rationale

- **HCPs are required to keep up to date** with new data and advances in clinical approaches related to their area of interest and expertise in order to ensure optimal patient care
- **Patient care requires multidisciplinary approach**, with clinical decision making, clinical management and patient support relying on a complex relationship between:
 - patients,
 - caregivers
 - healthcare providers (HCPs and HCOs, including hospitals and associations¹),
 - medical device and drug manufacturers
- **Pharmaceutical companies have a responsibility for the medicines they develop** to ensure their best use and a legitimate role in developing and supporting Medical Education for HCPs and patient groups (e.g. scientific updates, knowledge dissemination, financial support, etc.)

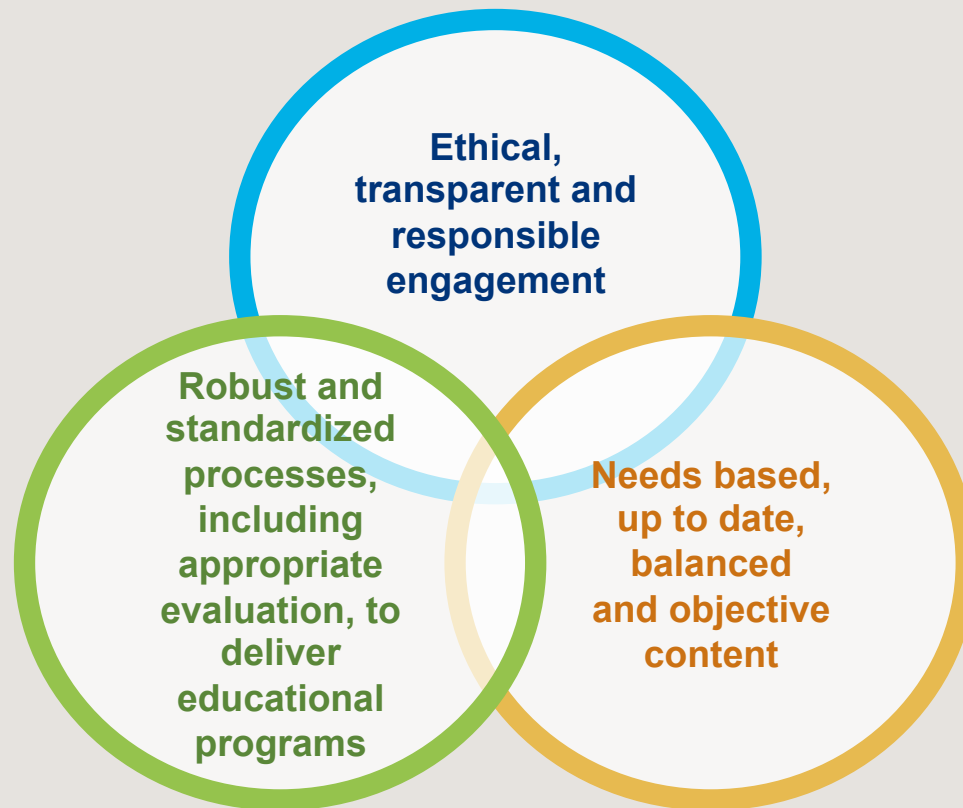
¹ EFPIA HCP Code, June 2011.

² Policy Statement from the European Society of Cardiology. *European Heart Journal*, 2012,33,666–674.

Vision Statement for Medical Education in Europe

(as per EFPIA vision and iPACME position)

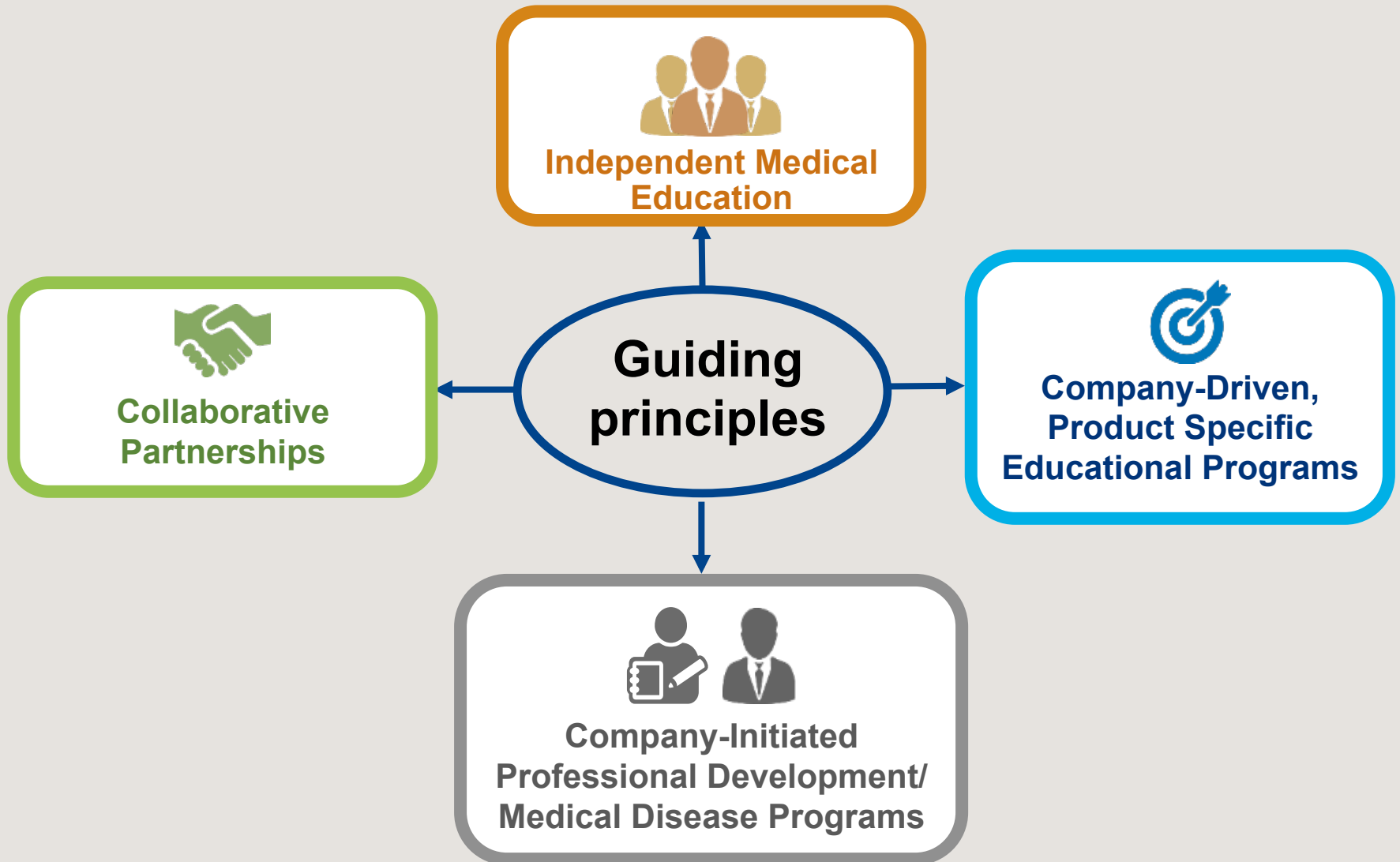
Pharmaceutical industry wants to be recognized as a valued and trusted partner for the provision of high quality education that complements existing activities and contributes to HCPs knowledge development helping them to keep abreast of professional practice for the benefits of patient.



Industry Involvement

- Pros
- Cons

Different Types of Medical Education in Europe



Ensuring Quality

- Handling Bias
- Governance
- Monitoring/Auditing
- Evaluation

- **THANK YOU!!!**