Medical Education: What is the Future of CME in Europe

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Since 2008, Marie-Claire is coordinating EFPIA’s ethics and compliance activities. She is acting as the Chief Ethics & Compliance Officer at EFPIA.

In 2015, she was asked to take the role of Ambassador to the Medical Communities, coordinating EFPIA’s relationships with medical & scientific societies, including learned societies, also through professional communities within the pharmaceutical companies that interact with medical communities.

Marie-Claire Pickaert declares having no direct / indirect financial interest in any life science company.

This slide deck includes EFPIA public policy positions, unless otherwise indicated.

When expressing personal opinions, Marie-Claire will clearly indicate so.
EFPIA Mandate

“The aim of the European Federation of Pharmaceutical Industries & Associations is to promote pharmaceutical discovery and development in Europe and to bring to the market medicinal products in order to improve human health worldwide.”

EFPIA, which has no profit-making purpose, pursues a mainly scientific aim, ensuring and promoting the technological and economic development of the pharmaceutical industry in Europe.

EFPIA’s represents the pharmaceutical industry operating in Europe. Its direct membership includes 33 national associations and 40+ leading companies. Two specialised groups within EFPIA represent vaccine manufacturers – Vaccines Europe - VE, with 12 member companies and European Bio-pharmaceutical Enterprises – EBE with 50+ member companies.

“Partners in Research” is constituted of non-pharma companies that collaborate in the IMI public-private membership. This constituent entity, created in June 2014, counts 15+ members.
“Lifelong Learning is an Economic Imperative.”
The Economist Special Report

Life-long Learning = the ongoing, voluntary, and self-motivated pursuit of knowledge
Strategic Discussion

Being Disruptive or Being Disrupted

If you want something in your life you've never had, you'll have to do something, you've never done.

~ JD Houston

everyone wants better. no one wants change.
THE 3D PRINTED HOUSE – watch it on YouTube
Imagining the future of medical learning
Impacts and perspectives for the new health ecosystem

EFPIA MedEd Working Group
Helsinki, Monday 28 August 2017

Thomas Kellner – UCB Pharma
Veronique Moy – Merck KGaA
Marie Claire Pickaert – EFPIA
You can keep your hat on...
... or we can sit around a (large) table and
IMAGINE THE FUTURE OF MEDICAL LEARNING
IN COLLABORATION
(Continued) Medical Education will benefit from innovation in (adult) educational sciences and new (connected) technologies will amplify learning opportunities in an unprecedented manner.