The mountains we climb: challenges for the provider

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Disclosures

• Thomas Kleinoeder
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  - KWHC receives funding from pharmaceutical companies for independent and certified medical education programmes
  - KWHC is a member of the Good CME Practice group (www.gcmep.org)

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  - Employee of International Medical Press (IMP) a provider of IME and accredited CME
  - IMP receives funding from pharmaceutical companies for independent and certified medical education programmes
  - IMP is a member of the Good CME Practice group (www.gcmep.org)
Learning objectives

After this workshop, delegates will be able to:

• Discuss how the 4 pillars of good CME practice can ensure high standards of education
• Identify challenges to providing high standards of CME/IME
• Initiate strategies to overcome common challenges
Agenda

11.00 Introduction
11.10 A bit of history
11.15 Identifying the key factors that influence quality
11.20 Mini-workshop: identifying challenges for the provider relating to your assigned factor; including possible solutions
11.40 Feedback x 4: presentation and discussion including identification of most important challenges
12.20 Wrap-up
12.30 LUNCH
A bit of history ....

• 2009, gCMEp founded to address challenges of the ‘de-harmonised’ education environment in Europe
  - Collaboration of competing companies
  - Sharing of experiences to ensure high standards of education

• 2012, gCMEp published paper on key components of quality education
Day to day challenges

• Different markets, different specialities, different accreditors, different cultures
• Yesterday you heard from Don Moore and the workshops about educational design
• Today we hope to discuss how we can deal with these different challenges
The 4 Pillars of Quality and Effective CME Today in Europe

Celeste Kolanko, PCM Scientific, London
Diana van Brakel, Kenes Education, Amsterdam
What are the 4 Pillars of Quality and Effective CME?

• According to the Good CME Practice group ...
What are the 4 Pillars of Quality and Effective CME?

- According to the Good CME Practice group ...

1. Appropriate Education
2. Effectiveness
3. Balance
4. Transparency
Mini-workshop

• Identifying challenges for the provider relating to your assigned factor
• Discuss possible solutions
Feedback
Commitment to change ...

• Following today’s workshop, what is the one thing that you will change when you next plan an education intervention?
Wrap up
Thank you

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