INWARD Session: Pharmaceutical Industry

Life Long Learning in Europe:
Opportunities and Challenges in Achieving Quality

November 8th, 16:00 -17:30
Royal College of Physicians, Dublin, Ireland
The following deck is an abbreviated version from those shared in the workshop. If you would like a copy of the slides from the publication “Industry Quality Principles for Medical Education in Europe” please email Eva Thalmann at ethalma2@its.jnj.com.
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GOALS

• Build the capabilities of pioneers in clinical practice and explore ways to foster greater collaboration amongst healthcare professionals at the international level.

• Constructively impact patient care by further developing the leadership skills of medical professionals; and by building bridges which empower knowledge-sharing in settings where silos stop and collaborations begin.
WORKSHOP OBJECTIVES

Consider the different perspectives of the definition of quality

Review reference points for various stakeholders in ensuring quality and share most recent effort from the pharmaceutical industry

Discuss opportunities for future alignment and cooperation in consistently achieving high quality learning programs
Agenda

16.00 Opening and objectives

16.05 – 16.40 Definition of “Quality” in Education
   • Mini-workshop
     – What is “Quality”? Define
     – How does your stakeholder group ensure you achieve “Quality”? 
   • Round robin sharing
   • Open Forum Discussion

16.40 – 17.00 Case study from the pharmaceutical industry
   • Presentation
   • Open Forum Discussion

17.00 – 17.25 Where should the bar on “Quality” be set?
   • Open Forum Discussion

17.25 – 17.30 Summary and Close of meeting
GROUP DISCUSSION

• What is “Quality”?
• How is it defined?
• What are the key elements?
• Priorities to achieving quality?
Industry Quality Principles for Medical Education in Europe

Tamara Allen, Nina Donde, Eva Hofstädter-Thalmann, Sandra Keijser, Veronique Moy, Jean-Jacques Murama, Thomas Kellner
Healthcare professionals must commit to lifelong education to ensure optimal standard of care for patients.

**NEED FOR HCP EDUCATION**

- Major scientific & technical innovations
- Aging populations
- Increasing spread of chronic disease
- Major cost constraints

*Half of all medical knowledge falls out of date within five years*

UEMS (Internet) 2013
A common goal for optimal standards of care unites fragmented CPD and medical education providers in Europe

CONVERGENCE OF INTERESTS

| Prevent disease and maintain wellbeing | Foster awareness, contextualization, and adoption of new scientific data and concepts |
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| Improve effectiveness of treatment | Avoid errors |
| Standardize and improve efficiency | Provide access to optimal and affordable care |
| Mitigate risks | Provide access to disease and health information |
| Ensure safe and appropriate use of products | Address existing medical needs and resolve gaps |
| Enable the delivery of optimal standards of care for patients | Effectively manage disease and resources in healthcare |
| Maintain a competent medical workforce | Increase/ maintain Quality of Life, health & wellbeing |
| Achieve excellence in practicing medicine |Modified from Saxton et al.
HOW TO ASSURE QUALITY OF MEDICAL EDUCATION?
GROUP DISCUSSION

• What are the elements needed for quality to be achieved?
• How should we collectively be measuring it?
LET’S FIND COMMON QUALITY PRINCIPLES TO ENSURE OPTIMAL HCP EDUCATION