11th Annual European CME Forum

7–9 November 2018
The King’s Fund
London, UK

www.europeanCMEforum.eu
The 11th Annual European CME Forum

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 activities are supported by registration fees, financial and in-kind support.

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**Continuing Medical Education**

This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of Siyemi Learning and European CME Forum. Siyemi Learning is accredited by the ACCME to provide continuing medical education for physicians.

Siyemi Learning designates this live activity for a maximum of 13 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

**Disclosure**

As there will be no discussion of products or services of ACCME defined commercial interests during this live activity, neither the speakers nor the activity planners have any relevant financial relationships to disclose.

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Welcome to the meeting

This year we are at the King’s Fund, an independent charity working to improve healthcare in England. Recent publications by the Fund identify low morale and poor outcomes in the NHS. The British Medical Association’s Caring, supportive, collaborative project reveals that “many doctors feel they are working in a dangerous and toxic environment, with a culture of blame and fear jeopardizing patient safety and discouraging learning and reflection”. The BMA’s response was that “a new and bold approach is needed: one that… replaces a culture of blame with a culture of learning”.

Cervero and Gaines showed in 2015 that good CME can affect clinical performance and improve patient health. A JAMA paper this year suggested that CME providers may now aim to ascend to the summit of the CME pyramid and thereby affect community health. The CME community therefore has the opportunity to champion the adoption of a “culture of learning” in healthcare systems. In so doing the acronym CME may also come to mean Change Management Engine which we are using as this year’s theme for the meeting.

Whether we describe what we do as Continuing Medical Education or Continuing Professional Development, there is a common objective in developing tools and techniques for managing change to address identified professional practice gaps.

The theme over our days together will break down into:

- **CHANGE**: in clinical behaviour necessary to address gaps in current practice. CME providers including specialist societies and national professional agencies should recognise their responsibility actively to identify practice gaps.

- **MANAGEMENT**: the means by which health professionals are stimulated and persuaded by education to change their practice; requires appropriate educational design and outcome evaluation.

- **ENGINE**: operated by the CME community which moves into a higher gear to affect community health.

The exciting news for the Journal of European CME (JECME), this year, is that it has finally been PubMed-indexed. It is continuing to grow in influence under the energetic leadership of the Editor-in-Chief, Robin Stevenson. Although we have high quality submissions, we have had a dip in the number of papers this year. JECME is the ideal place to share your experiences, data and examples of best practice, whether you are in Europe looking to demonstrate an influential position in CME, or in the US, exploring ways to satisfy the requirements for your Accreditation with Commendation, or elsewhere in the world looking to share your CME experiences with a global readership. Publication speaks volumes, and JECME aims to become the foremost European online platform for the exchange of ideas in CME. An ideal starting place for publication is through presenting posters at conferences. This year we are delighted to have received the highest number ever of Abstract submissions for poster presentations and for the first time we are also giving scheduled oral presentations.

Our plans for convening a formal Advisory Board rapidly evolved into sub-groups driving individual parts of the agenda. I am grateful for the momentum and energy of everyone on the Faculty, especially the session leaders who have engaged with the meeting in an exceptional way.

I would like to thank Chris Elmitt, who has already devoted much effort to his role as facilitator and has advised us on meeting structure, and the technology that we will be using. He has guided us through many planning meetings with the organising team and session leaders to ensure that we deliver a highly engaging experience. I would also like to thank Ron Murray and Chris Bolwell who helped trawl through a formidable amount of data from recent surveys and evaluations to identify the key topics that we should be covering in the meeting. In doing so they also managed to respond to the need for the often-requested “familiarisation session” by running this themselves, as a pre-session to the meeting.

Finally, I am thankful for the support of everyone who has corresponded with us with suggestions about our activities. As each year passes, it feels as though we are making progress, especially in Europe, building a community of practice for the better delivery of CME.

I wish you an illuminating and enthralling two days!

Eugene Pozniak
Programme Director
# Programme

## Wednesday 7 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>09:00</td>
<td>Registration opens</td>
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| 11:00–12:30 | **Time to get acquainted: #11ECF, outcomes, accreditation, industry, each other (pre-conference orientation session)**  

Led by Chris Bolwell (Imedex) and Ron Murray (independent)

| 12:30–13:30 | Lunch available for participants – Exhibition area open |
| 13:30–14:00 | Opening of the 11th Annual European CME Forum  

Eugene Pozniak (European CME Forum)

| 14:00–15:15 | Ascent to the summit of the pyramid: a hands-on guide to implementing the outcomes framework  

Led by Don Moore (Vanderbilt University) with Celine Carrera (European Society of Cardiology) and Melania Istrate (European Society of Intensive Care Medicine)

| 15:15–15:30 | **CHANGE workshop introductions**  

Tea/coffee break and CHANGE poster session

| 16:00–17:15 | **CHANGE workshops**  

- Accreditation criteria as a roadmap: designing education that matters  
  Kate Regnier (ACCME)
- Medical societies and CME: objectives, challenges and aspirations  
  Led by Carine Pannetier (European Respiratory Society)
- Professional Development of the Continuing Education professional  
  Steven Kawczak (Cleveland Clinic; Alliance for Continuing Education for the Health Professions)
- CME as the appropriate engine for effective education that changes behaviour  
  Sophie Wilson (IMP; Good CME Practice group), Cally Clarkson (Clinically Current) and Diana van Brackel (Kenes)

| 17:15–18:30 | Evening networking reception |

## Thursday 8 November

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<th>Time</th>
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<tr>
<td>08:30–08:45</td>
<td>Opening Day 2</td>
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| 08:45–09:45 | **CHANGE reflection**  

With the CHANGE workshop leaders

| 09:45–10:15 | **Oral presentations**  

Sarah Drumm (Irish Institute of Pharmacy), Carolin Sehlbach (Maastricht University)

| 10:15–10:30 | **MANAGEMENT workshop introductions**  

Tea/coffee break and MANAGEMENT poster session
<table>
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<th>Time</th>
<th>Session</th>
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<tr>
<td>11:00–12:30</td>
<td><strong>MANAGEMENT workshops</strong>&lt;br&gt;Can balanced CME truly be achieved without independence?&lt;br&gt;Toby Borger (Springer Healthcare IME; Good CME Practice group), Thomas Kleinoeder (KWHS) and Margarita Velcheva (Kenes)&lt;br&gt;Collaboration in lifelong learning: making it work&lt;br&gt;Dale Kummerle (Bristol Myers-Squibb; Global Alliance for Medical Education — GAME), Lisa Sullivan (inVivo Communications) and Celeste Kolanko (Liberum IME)&lt;br&gt;How influential is the patient voice in affecting clinical practice?&lt;br&gt;Jeanette Anderson (Lupus Europe)&lt;br&gt;Perspectives on international collaboration of accreditors&lt;br&gt;Fabiola de Andrade (European Board of Accreditation in Hematology), Anne Depaigne-Loth (French National Agency for CPD), Reinhard Griebenow (European Cardiology Section Foundation), Kate Regnier (ACCME)</td>
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<td>12:30–14:00</td>
<td>Lunch with the learners&lt;br&gt;Led by Lawrence Sherman (AGILE)</td>
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<td>14:00–15:15</td>
<td>Management reflection&lt;br&gt;With the MANAGEMENT workshop leaders</td>
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<td>15:15–15:30</td>
<td><strong>ENGINE workshop introductions</strong>&lt;br&gt;Tea/coffee break and ENGINE Poster session</td>
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<td>16:00–17:00</td>
<td><strong>ENGINE workshops</strong>&lt;br&gt;Intersection of interest: educational needs and commercial support&lt;br&gt;Pam Mason (AstraZeneca), Frank Skopowski (MSD/Merck Research Labs) and Dale Kummerle (BMS)&lt;br&gt;Putting effort into design and outcomes evaluation: what a waste of resource?&lt;br&gt;Thomas Kellner (UCB), Eva Thalmann (Janssen-Cilag) and Dean Jenkins (UCB)&lt;br&gt;Why, how and where to publish in CME&lt;br&gt;Niall Rundle (Taylor &amp; Francis), Lawrence Sherman (AGILE), Robin Stevenson (JECME)</td>
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<tr>
<td>17:00–18:30</td>
<td>Evening networking reception</td>
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**Friday 9 November**

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<th>Time</th>
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<tr>
<td>08:30–08:45</td>
<td>Opening Day 3</td>
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<tr>
<td>08:45–09:45</td>
<td><strong>ENGINE reflection</strong>&lt;br&gt;With the ENGINE workshop leaders</td>
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<tr>
<td>09:45–10:00</td>
<td><strong>Oral presentation</strong>&lt;br&gt;Barbara Baasch Thomas (Mayo Clinic)</td>
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<tr>
<td>10:00–10:30</td>
<td><strong>The CME Unsession</strong>&lt;br&gt;Led by Lawrence Sherman (AGILE)</td>
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<td>Tea/coffee break</td>
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<td>11:00–12:00</td>
<td>Panel discussion: what does the future hold for CME in Europe?&lt;br&gt;Chaired by Robin Stevenson (JECME)</td>
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<td>12:00–12:30</td>
<td><strong>Summary and final analysis</strong></td>
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<tr>
<td>12:30</td>
<td>Meeting close (and departure lunch)</td>
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#11ECF Challenge

This year, we will be running a challenge throughout the Forum using the #11ECF meeting app.

You can earn points by:

- Giving your evaluation of each session
- Visiting posters
- Engaging with poster authors
- Attend oral presentations
- Doing the CME quiz
- Visiting exhibition stands
- Tweeting about #11ECF
- Uploading your photos during the meeting

There will be a live leader board at the Crystal Interactive exhibition stand where you can check the latest scores. Prizes will be awarded on Thursday lunchtime and at the end of the Forum.

For more information and to get started, visit the Game Centre in the #11ECF meeting app.

Instructions for app

To access the #11ECF meeting app:

- Search for the Crystal Event App in the iOS or Google Play stores. If you have a Windows or Blackberry device please type https://crystaleventapp.quickmobileplatform.eu/ into your web browser
- Once downloaded, click on the icon to open the app
- Click yes to accept push notifications as we will be using these to update you during the meeting
- Once in the app, go to ‘search’ and enter the meeting ID: 11ECF (case sensitive)
- Hit the ‘+’ Icon
- Once downloaded press the event logo to enter the app
- Log in using username: the email you registered with and the password: London2018

The minimum mobile requirements for the app are:

- iPhone 5s and iOS 10.1 or later
- Android “Kitkat” 4.4.0 (2014) or later
- Windows phones and Blackberry, use the WebApp provided

Wifi access at the King’s Fund

Go to “11ECF” password is “Manchester2019”.

Posters

Barbara L Baasch Thomas (Mayo Clinic)
Online learning: do physicians see this in their future?

Dean Beals (DKBmed)
Designing a successful Quality Improvement/CPD program – challenges, successes and pitfalls

Cally Clarkson (Clinically Current)
Development of a CME outcomes-impact predictive tool

Jennifer Curran (Mayo Clinic)
Adaptive learning: novel approaches in psychiatry board course review

Sarah Drumm (Irish Institute of Pharmacy)
How do we recognise Continuing Education within a Continuing Professional Development system that is reflective and outcomes-focussed? A case study from Irish Pharmacy

Ann C Lichti (Physicians Education Resource)
Amplifying the patient’s voice in CME: techniques to promote faculty and patient engagement

Alvaro Margolis (EviMed)
An international multifaceted educational program about acute kidney injury across Latin America

Carolin Sehlbach (University of Maastricht)
Who am I to evaluate my doctor?

Jelena Spyropoulos (Medscape)
Virtual patient simulation in Continuing Education: improving the use of guideline-directed care in VTE treatment

Katie Stringer Lucero (WebMd Global)
EU Doctor’s learning preferences and implications for Continuing Professional Development

Audrie Tornow (Paradigm Medical Communications)
Do you know JAK? A case study in CME gamification

Audrie Tornow (Paradigm Medical Communications)
Telling their stories: incorporating the patient viewpoints in CME
12th Annual European CME Forum
6–8 November 2019
University of Manchester, UK

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For more information about past and future meetings please visit

www.europeanCMEforum.eu
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11th Annual
European CME Forum

Innovation
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Strong scientific support from global faculty across a range of therapy areas.

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Independent medical education and publications with expert contributors.

LATIN [lib-er-uh m]
1. Independent
2. Unrestricted

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Siyemi Learning is an ACCME-accredited provider of global CME based in Manchester, UK. We work both independently and in collaboration with medical societies and other providers to develop educational activities in accordance with rigorous ACCME standards and gCMEp principles. We also offer support, training and consultancy in CME regulatory compliance and CME accreditation management.

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A practical journal for the global CME-CPD community:

Journal of European CME

The Open-Access Journal on CME-CPD Practice

Editor-in-Chief: Robin Stevenson

JECME is a diamond open access, peer review journal for the global CME-CPD community. It is an initiative of European CME Forum, and welcomes you to submit your manuscript for immediate consideration.

www.JECME.eu

The Good CME Practice group (gCMEp) is a membership organisation for European continuing medical education (CME) providers. The Group is an initiative of European CME Forum, which has a wider stakeholder base.

The aim of the gCMEp is to guide how European CME providers contribute to improving health outcomes through effective education, following four core principles.

**Appropriate education**
Education designed with clear learning objectives to effect a sustained changing in daily clinical practice.

**Balance**
Balanced content and faculty, independent of supporter and reflecting clinical picture within the framework of the learning objectives.

**Transparency**
Full disclosure from faculty and providers involved in scientific content, as well as financial support.

**Effectiveness**
Education that increases knowledge and skills, and measures intent to maintain or change behaviour in daily clinical practice.

For more information go to

www.gCMEp.org
Please visit www.europeanCMEforum.eu for information about proceedings from this meeting, further information about past and future meetings, and updates on other European CME activity.

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.

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