

## **A Collaborative Approach to Addressing Contraception Decision Making in India**

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As the CME industry looks to emerge as a driver of improved quality of care and patient outcomes, comprehensive educational strategies reflective of the multifaceted and globally diverse healthcare environment are essential to realize these goals. Such strategies must actively engage stakeholders and foster broad participation to transform the reach and redefine the value of CME. Effective collaborations must:

1. recognize the strategic and mission-driven value for each organization;
2. navigate the cultural and political systems of global health delivery to make truly impactful improvements; and
3. leverage international human and financial resources to broaden the scope of delivery.

In an effort to advance CME globally, the Academy for Continued Healthcare Learning (ACHL), a US based CME provider and IJCP, an independent medical communications agency based in India, have partnered to address contraception decision making in India through a clinician and patient focused e-learning initiative. The initiative includes involvement from the Federation of Obstetrics and Gynecologic Societies of India and the India Medical Association. Blending expert faculty from US and India, and using patient data culled via surveys as well as personal patient testimonials from women across varied parts of India, creates culturally relevant and responsive education to both clinicians and patients via multimedia channels. The initiative will feature a myriad of educational activities including 2 video presentations featuring faculty discussions and patient testimonials, text based discussion guides with tracks for clinicians and patients, patient educational resources, and video blogs featuring patients developed for the patients to get the conversations started about contraception.

This poster presentation will showcase the efforts undertaken to develop and secure this international collaboration of CME stakeholders and the strategy to identifying partners and stakeholders, establishing collaborative models, setting clear roles and responsibilities, and determining levels of ownership. We will discuss best practices and lessons learned. The collaborative approach of participating parties has revealed the value international partnerships can bring to education in order to enhance local CME.