

Dean Beals
President & CEO - DKBmed
dbeals@dkbmed.com
646-336-6495 (office)
917-843-4189 (mobile)



Dean Beals Bio

Dean has been working in CME for over 25 years. He began his career partnering with Tufts University School of Medicine, where he developed numerous CME activities in sedation, GERD, Alzheimer's disease, and HIV. Dean's award-winning *Principles of Pediatric Sedation* program, developed with Tufts University School of Medicine, was required viewing at over 20 hospital centers across the United States.

In 2002 Dean founded DKBmed, a continuing medical education company operated by an experienced team of medical education professionals. Through the company's longstanding relationships with accredited academic institutions (Johns Hopkins, Baylor, NYU, Tufts), Dean and his colleagues partner with the country's finest expert faculty in a variety of specialties. DKBmed's goal is to provide health care professionals with effective medical education that closes identified practice gaps and helps them deliver optimal patient care.

Currently, Dean is managing the GAME MECC SIG and developing a survey to assess the needs of GAME MECC members. Ideas discussed with the SIG include the development of a comprehensive database of country guidelines, requirements, resources, and local partners for creating effective regional and international CME.

Dean and DKBmed specialize in employing the most advanced learning modalities to deliver engaging CME with a focus on adult learning. Dean was an early adopter of using case scenarios with recorded and live actors, 3D animation, webcasts, podcasts, e-mail, and smartphone applications for clinicians and patients. These forward-thinking approaches enable users to learn using the latest state-of-the-art techniques and access educational programs in a manner that is most convenient and appropriate for them. Working with accredited providers, Dean has created a number of unique program formats to close key gaps in practice and knowledge. These include eleven programs under the very successful Johns Hopkins eLiteratureReview™ brand, The AOTC Cystic Fibrosis series, and several QI programs in pain and depression. Dean helped launch Epocrates MobileCME, creating over 50 courses for this breakthrough platform.

Dean has produced a number of programs in Europe and Asia including activities at the European Cystic Fibrosis Society annual congresses, worked with Asian radiologists on a comprehensive educational resource, and exhibited at numerous European congresses promoting DKBmed's various educational activities.

Most recently Dean developed the *Get SMART (Safe Means of Administering the Right Therapy)* series of educational programs after being awarded a grant by the FDA and REMS Program Committee to combat the growing epidemic of opioid addiction. Over 3000 learners have participated in these lifesaving programs supported by a series of ongoing grants. Dean has testified twice before of the FDA to address the need for continued provider education.

Many of Dean's programs are designed as part of longitudinal curricula which use continuous, segmented approaches measured by robust outcome metrics demonstrating change in knowledge and practice. Programs are accessible through the company's website (www.dkbmed.com) and reach more than 50,000 clinicians in a variety of specialties, including neonatology, cystic fibrosis, diabetes, infectious disease, dermatology, ophthalmology, rheumatoid arthritis, pulmonary disease, nephrology, hematology, multiple sclerosis, gout, ulcerative colitis, depression, viral hepatitis, eating disorders, and pain management.

Dean has published in *Pharmaceutical Executive* and has presented at several Alliance for Continuing Education in the Health Professions and other industry meetings. He is a member of ACEHP, The National Association of Medical Education Companies, the CME Coalition and GAME.