



# International CME: **How Does It Work?**

June 22-24, 2003

The Westin New York at Times Square

New York, NY

**A Must-Attend Event for CME Professionals,  
Providers and Supporters**

**Come to the Big Apple!  
Gain New Perspectives on International CME**



# Program

## Sunday, June 22—Renaissance Hotel New York Times Square

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### 5:30 PM Opening Reception and Registration

**Welcoming Remarks:** **Christopher West**  
President, Global Alliance for Medical Education  
Chairman & CEO, Pegasus Healthcare International

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### 6:30 PM Keynote Address: Global Standards for Continuing Professional Development Who should be responsible for providing CME?

**Speaker:** **Hans Karle, MD**  
President, World Federation of Medical Education

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**7:30 PM Dinner** **Foley's Restaurant**  
Renaissance Hotel, Times Square

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## Monday, June 23—Westin New York Times Square

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### 8:00 AM Registration Continental Breakfast/Posters/Exhibits

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**9:00 AM Program Overview** **R. Mark Evans, PhD**  
Vice President, Global Alliance for Medical Education  
Director, Healthcare Education Products & Standards  
American Medical Association

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**9:10 AM How Does CME Work in Europe?**  
**Moderator:** **Dennis K. Wentz, MD**  
Director, Division of Continuing Physician Professional  
Development  
American Medical Association

#### Continental Perspective

**Speaker:** **Hannu Halifa, MD, PhD**  
President, European Union of Medical Specialists  
Finnish Medical Association

#### Multinational Pharmaceutical Perspective

**Speaker:** **TBA**

#### United Kingdom

**Speaker (invited):** **Edwin M. Borman, MB, ChB**  
Chairman, International Committee  
British Medical Association

#### Spain

**Speaker:** **Helios Pardell, MD**  
Executive Secretary  
Catalan Council on Continuing Medical Education

#### Norway

**Speaker:** **Hans Asbjorn Holm, MD**  
Director, Quality Improvement and Education  
Norwegian Medical Association

#### Italy

**Speaker (invited):** **Pina Frazzica, MD**  
Director General  
Center for Training and Research in Public Health  
Sicilian Region

**France**

**Speaker:**

**Yves Matillon, MD**

Head, Committee on the Evaluation of Healthcare  
and Professional Competencies  
Former Director, Agence Nationale d'Accréditation et  
d'Evaluation en Santé

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**10:30 AM Coffee Break/Exhibits/Posters**

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**11:00 AM International Partnership in CME/CPD**

**Breakout Sessions**

**Successful Export to Mexico**

**Speaker (invited):**

**John Mooney**

President, M|C Communications, LLC

**Speaker (invited):**

**Angel Vazquez**

President, LiveMed S.A de C.V

**CME/CPD International Reciprocity**

**Speaker:**

**Hannu Halila, MD, PhD**

President, European Union of Medical Specialists  
Finnish Medical Association

**Medical School Collaboration with International CME**

**Speaker:**

**Ron Murray, EdD**

Associate Director, Office of Continuing  
Medical Education  
School of Medicine  
University of Virginia Health System

**Speaker:**

**Hervé Maisonneuve, MD, MS, CPA, DEA**

Board of Directors, Global Alliance for Medical Education  
Editor and Medical Director, Webs'surg SA  
Former Evaluation Director & Clinical Guidelines Director  
Agence Nationale d'Accréditation et d'Evaluation en Santé

**Speaker:**

**Jean Lalonde**

Board of Directors, Global Alliance for Medical Education  
Chairman, IC Axon

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**12:30 PM Buffet Luncheon/Exhibits/Posters**

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**2:00 PM Exporting and Importing Education Programs:  
Matching Resources and Educational Needs Internationally**

**Moderator:**

**James Arnott**

Board of Directors, Global Alliance for Medical Education  
President, Saber Communications of New York, Inc.

**CME/CPD Providers**

**Speaker (invited):**

**Sean McKinney**

Director, Self-Assessment Education  
American College of Physicians/American Society  
of Internal Medicine

**Speaker (invited):**

**Steve Welch**

Vice President & Executive Editor, Chest  
American College of Chest Physicians

**Importing CME Programs**

**Speaker:**

**Pedro Vera-Garduño**

Board of Directors, Global Alliance for Medical Education  
Vice President, Intermedica, Inc.  
Senior Marketing Director, Intersistemas

**Speaker:**

**Americo Lione**

President & Chief Executive Officer  
Informedica SRL

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**3:30 PM**     **Coffee Break/Exhibits/Posters**

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**4:00 PM**     **What's Your "Take-away" for Today?  
Interactive Session**

**Facilitators:**

**Lewis A. Miller**

Corporate Editorial Director  
Dowden Health Media  
Chairman, Intermedica, Inc.  
Past President and Founder  
Global Alliance for Medical Education

**Dennis K. Wentz, MD**

Director, Division of Continuing Professional Development  
American Medical Association

**Hans Karle, MD**

President, World Federation of Medical Education

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**5:00 PM**     **Adjourn**

**Tuesday, June 24—Westin New York Times Square**

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**8:00 AM**     **Continental Breakfast/Posters/Exhibits**

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**9:00 AM**     **How Does CME/CPD Work in South America and Asia?**

**Moderator:**

**Frederic S. Wilson**

Secretary, Global Alliance for Medical Education  
Manager, Continuing Medical Education  
Procter and Gamble Pharmaceuticals

**Mexico**

**Speaker (invited):**

**José Luis Arredondo, PhD**

Director, Clinical Research  
National Institute of Pediatrics

**Brazil**

**Speaker:**

**Frederico Costa, MD**

Director de Telemedicina da Sociedade Brasileira de  
Cancerologia

**Malaysia**

**Speaker:**

**Datuk Dr. P. Krishnan**

President, Commonwealth Medical Association

**China**

**Speaker (invited):**

**M. Roy Schwarz, MD**

President, China Medical Board of New York

**Japan**

**Speaker:**

**Tad Teranishi**

President & Chief Executive Officer  
HESCO International, Ltd.

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**10:30 AM**     **Coffee Break/Posters/Exhibits**

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**11:00 AM**     **Now That You Understand International CME/CDP—Prove it!**

Case studies explored in small group sessions. Apply what you learn in competition with your colleagues!

**Facilitators:**

**GAME Board of Directors**

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**12:00 PM**     **Concluding Remarks**

**Christopher West**

President, Global Alliance for Medical Education

followed by:

**GAME Annual Business Meeting  
All members invited to attend**

For more information,  
or to register, contact:

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