

**Finally,  
Globalization of CME!**

**GAME**

**June 19-21, 2005**

**The Westin New York at Times Square  
New York, NY**

**THE TENTH ANNUAL MEETING OF THE  
GLOBAL ALLIANCE FOR MEDICAL EDUCATION**



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**DEAR COLLEAGUE,**

**On behalf of the Global Alliance for Medical Education (GAME), we invite you to the Tenth Annual GAME meeting, June 19-21, 2005 at the Westin Hotel at Times Square, New York. The GAME annual meeting is open to all education professionals who are interested in international continuing medical education (CME). This unique meeting provides insight for CME professionals on issues that affect the development and delivery of international CME, while offering all attendees multiple opportunities to interact with CME experts from other countries. The take away from a GAME Annual Meeting is a better understanding of how CME is evolving globally, country by country.**

**The 2005 meeting brings together an international faculty of experts who will provide you with the latest information on CME requirements, accreditation, evolving codes of conduct for industry-supported CME, and the use of technology in global e-health. This year, the theme for our annual meeting is “Finally, Globalization of CME”, which recognizes the progress that has been made in the international CME enterprise over the past 10 years. Our key-note speaker, Mike Magee, MD, Senior Fellow in Humanities to the World Medical Association and Vice President of Pfizer Medical Humanities Initiative, will share his ideas and experiences on the direction of international CME in the context of addressing significant health threats and in improving the quality of care.**

**Join us in attending the most widely recognized forum for CME leaders from around the world.**

**We look forward to seeing you in New York City.**

**Sincerely yours,**

**R. Mark Evans, PhD**  
*President, GAME*

**James Arnott**  
Chair, GAME  
Annual Program  
*Vice President, GAME*

**SUNDAY, JUNE 19  
RENAISSANCE NEW YORK HOTEL TIMES SQUARE**

**5:30 PM Opening Reception and Registration  
Foley's Fish House, Renaissance Hotel, Times Square**

**6:30 PM Welcoming Remarks**

**Keynote Address**

**R. Mark Evans, PhD**  
*President, GAME*  
Director, Division of Healthcare Education Products  
American Medical Association

**Globalization: Curse or Cure?**

**Mike Magee, MD**  
Senior Fellow in Humanities to the World Medical Association  
Vice President of Pfizer Medical Humanities Initiative

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

**MONDAY, JUNE 20  
WESTIN NEW YORK TIMES SQUARE**

**8:00 AM Continental Breakfast** **Ambassador II, 2nd Floor**  
**Posters/Exhibits** **Broadway Foyer, 3rd Floor**

**9:00 AM Program Overview** **Broadway Ballroom, 3rd Floor**

**James Arnott, BS**  
*Program Chair and Vice President, GAME*  
President, Saber Communications of NY

**9:10 AM The Spinning Globe of CME:  
North to South and West to East** **Broadway Ballroom, 3rd Floor**

**Moderator** **Lewis A. Miller, MS**  
*GAME Board of Directors*  
Principal, WentzMiller & Associates, LLC

**Germany** **Martin Butzlaff, MD, MPH**  
Vice Dean, Faculty of Medicine  
Universität Witthen/Herdecke

**India** **Sanjiv Malik, MD**  
National President (Elect)  
Indian Medical Association

**South Africa** **Bruce Sparks, MD**  
Professor and Head  
Department of Family Medicine  
University of the Witwatersrand

**10:10 AM Coffee Break/Posters/Exhibits** **Broadway Foyer, 3rd Floor**

<b>10:30 AM</b>	<b>CME from 160° West to 160° East</b>	Broadway Ballroom, 3rd Floor
	<p><b>Project Globe</b></p> <p><b>Pablo Pulido, MD</b> Co-Chair, Project Globe Executive Director Pan American Federation of Medical Schools Caracas, Venezuela</p> <p><b>Panel Discussion:</b> Dennis Wentz, MD, Co-Chair; R. Mark Evans, PhD and Bruce Sparks, MD, Steering Committee Members, Project Globe</p>	
<b>11:25 AM</b>	<b>The Contrasting World of Medical Education Companies: US vs. Europe</b>	Broadway Ballroom, 3rd Floor
	<p><b>Martin Cernal</b> Chief Strategy Officer Thomson Healthcare Secaucus, New Jersey</p> <p><b>Dr. Edgar Ingold</b> General Manager Thomson Physicians World GmbH Germany</p>	
<b>12:15 PM</b>	<b>Buffet Luncheon GAME 2005 Precepts of Hippocrates Award for Lewis A. Miller, MS</b>	Ambassador II, 2nd Floor
<b>1:30 PM</b>	<b>Bluetooth or Blue Sky?</b>	Broadway Ballroom, 3rd Floor
	<p><b>Moderator</b></p> <p><b>Honorio Silva, MD</b> <i>GAME Board of Directors</i> Vice President Science and Medical Professional Development Pfizer, Inc.</p>	
<b>1:35 PM</b>	<b>Promise and Reality of Technology in Medical Education</b>	Broadway Ballroom, 3rd Floor
	<p><b>Richard Bowyer</b> Global eHealthcare Director Wolters Kluwer Health Chester, UK</p>	
<b>2:00 PM</b>	<b>Standards and Best Practices For Distance Learning in Medicine</b>	Broadway Ballroom, 3rd Floor
	<p><b>Ross Martin, MD, MHA</b> Senior Manager, Technology Pfizer, Inc.</p>	
<b>2:30 PM</b>	<b>e-CME—Market, Trends, Regulatory Issues, and Impact</b>	Broadway Ballroom, 3rd Floor
	<p><b>Paul Piché, MBA</b> President Healthcare Information Technologies</p>	
<b>3:00 PM</b>	<b>Coffee Break/Posters/Exhibits</b>	Broadway Foyer

**3:30 PM Status of e-CME in Europe and Future Expectations** Broadway Ballroom, 3rd Floor

**John Winistoerfer**  
CEO, European Medical Network

**4:00 PM Panel Discussion**

**5:00 PM Adjourn**

**5:30 PM Reception** TBA

**TUESDAY, JUNE 21, 2005**  
**WESTIN NEW YORK TIMES SQUARE**

**8:00 AM Continental Breakfast** Ambassador II, 2nd Floor  
**Posters/Exhibits** Broadway Foyer, 3rd Floor

**9:00 AM Managing Commercial Support: Ethics and Codes of Conduct** Broadway Ballroom, 3rd Floor

**Moderator** **James Arnott, BS**  
*Program Chair and Vice President, GAME*  
President, Saber Communications of NY

**9:10 AM The North American Perspective** Broadway Ballroom, 3rd Floor

**Maureen Doyle-Scharff**  
*GAME Board of Directors*  
Director, Professional Services  
Ross Products Division  
Abbott Laboratories

**9:35 AM South American and Emerging Nations' Perspective** Broadway Ballroom, 3rd Floor

**Honorio Silva, MD**  
*GAME Board of Directors*  
Vice President  
Science and Medical Professional Development  
Pfizer, Inc.

**10:00 AM Coffee Break** Broadway Ballroom, 3rd Floor

**10:30 AM Sweden and Scandinavian Perspective** Broadway Ballroom, 3rd Floor

**Richard Bergstrom**  
VD. LIF  
Swedish Association of the Pharmaceutical Industry  
Stockholm

**11:00 AM Italian and European Perspective** Broadway Ballroom, 3rd Floor

**Alfonso Negri, MD**  
*GAME Board of Directors*  
Technical-Scientific Secretary  
Italian Federation of Scientific Medical Societies

**11:30 AM Panel Discussion**

**12:00 PM Concluding Remarks**

**R. Mark Evans, PhD**

*President, GAME*

*GAME Annual Business Meeting follows. All members are invited to attend.*