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*The 12<sup>th</sup> Annual Meeting of the Global Alliance for Medical Education*

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## Harmonization of CME Systems Around the World

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*June 10-12, 2007  
Westin New York at Times Square  
270 West 43<sup>rd</sup> Street, New York NY 10036*

*A must-attend event for professionals interested in  
international CME*

*In collaboration with the  
European Union of Medical Specialists*



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We would like to thank the following commercial supporters for their generosity in supporting this conference:

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*Exhibitors* Direct Medical Data  
Healthcare Information Technologies  
Educational Measures

***Sunday June 10*** Algonquin Hotel, 59 West 44<sup>th</sup> Street, New York, NY 10036

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5:30 PM *Opening Reception and Registration*  
[www.algonquinhotel.com](http://www.algonquinhotel.com)

6:30 PM *Welcome Remarks:* Hervé Maisonneuve, MD  
President, GAME  
CME Director, Pfizer France

*Keynote Address:*  
Harmonization of Medical Education: Lessons Applicable to CME  
Ronald Harden, MD  
IVIMEDS Dundee, Scotland, UK

7:30 PM *Dinner*

***Monday, June 11*** Westin New York, 270 West 43rd Street, New York, NY 10036

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7:30 AM *Continental Breakfast/ Exhibits/ Gershwin Foyer*  
8:00 AM *Registration/ Gershwin Ballroom*

8:30 AM *Program Overview* Harmonization of CME Systems  
Hervé Maisonneuve, MD  
President, GAME  
CME Director, Pfizer, France

8:45 AM *Accreditation Systems: Harmonization?*  
Helios Pardell, MD  
Director, Spanish Accreditation Council for CME, Madrid, Spain

Overview: Who sets and controls the systems (government, specialty societies, national/regional professional organizations)? Who/what do get accredited (providers, programs)? How are credits measured (unit of time, performance improvement)? Conversion methods? Recertification?

9.00 AM Curriculum and Outcomes: Harmonization?  
Robert F Orsetti  
Educational Measures, New Jersey, USA

Overview: Needs assessment; program planning (directed versus self-directed learning); curriculum and program formats (lectures, Q&A, workshops), program delivery (live, enduring, print, TV, CD/DVD, web), outcomes measures

9.15 AM Funding CME and Standards for Commercial Support: Harmonization?  
Maureen Doyle-Scharff  
Abbott, USA

Overview: Restricted versus unrestricted grants; who gets the funding (specialty societies, MECCs, professional organizations)? Standards for Commercial Support: What are the minimum requirements?

9.30 AM CME in Europe: Who are the decision-makers? Who are the providers? What are the educational objectives? What are the incentives? Does recertification exist?

Moderator: Bernard Maillet, MD  
Secretary General, European Union of Medical Specialties  
Brussels, Belgium

United Kingdom Robin Stevenson, MD, European Board of Accreditation in Pulmonology  
Germany Joh Wilh Weidringer, MD, PhD, Bavarian Chamber of Physicians, Munich  
Spain Helios Pardell, MD, Director, Spanish Accreditation Council for CME  
Italy Alfonso Negri, MD, FISM - Federation of Italian Scientific Medical Societies  
Chairman of SSIF, Milan Italy  
France Christophe Segouin, MD, Associate professor, Lariboisière hospital, Paris

10:30 AM Coffee Break/Exhibits/Posters/ Gershwin Foyer

11:15 AM Harmonization: Why do we need it? round table  
Moderator: Alejandro Aparicio, MD  
Director, Division of Continuing Physician Professional Development  
American Medical Association

A view from North America: R. Mark Evans, PhD  
Director, Healthcare Education Products & Standards  
American Medical Association

A view from Europe: Bernard Maillet, MD  
Secretary General, European Union of Medical Specialties  
Brussels, Belgium

A view from Latin America: Honorio Silva, MD  
Pfizer, New York

12:15 AM International strategies of ACME (Alliance for Continuing Medical Education) and GAME (Global Alliance for Medical Education)

Barbara Pritchard, President, Intermedica, USA  
Maureen Doyle-Scharf, Abbott, USA

12:30 PM Buffet Luncheon

GAME 2007 Precepts of Hippocrates Award

2:00 PM Breakout parallel sessions (repeated 3 times)

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### Accreditation Systems: Harmonization?

Moderator: Helios Pardell, MD  
SACCME, Madrid, Spain

#### *Governmental versus professional systems*

Abi Sriharan, MSc  
Deputy Director, PA Silverman Centre for International Health, Mount Sinai hospital, Toronto, Canada

#### *Provider versus program accreditation*

Bernard Maillet, MD  
UEMS, Brussels

#### *Measuring credits on time or performance, and conversion*

Charles Willis, MBA  
VP Education and Training,  
American Gastroenterological Association Institute,  
Bethesda, USA

### Curriculum and Outcomes: Harmonization?

Moderator Robert Orsetti  
Educational Measures, New Jersey, USA

#### *Needs assessment and program planning*

Nancy Davis, PhD  
Executive Director  
National Institute for Quality Improvement and Education, Homestead, PA, USA

#### *Curriculum and program formats*

Bernard Marlow, MD  
Director, Continuing Professional Development  
College of Family Physicians of Canada

#### *Outcomes measures*

Linda Casebeer, PhD  
President, Outcomes Inc, USA

## **Funding CME and Standards for Commercial Support: Harmonization?**

**Moderator: Maureen Doyle-Scharff**  
Abbott, USA

### **Roles of global, national, and local pharma funders**

**Kevin Boykins**  
Professional Education Support  
Wyeth Pharmaceuticals, USA

### **Rules: conflicts of interest, pharma funding guidelines, payments**

**Lawrence Sherman**  
Chief Executive Office  
Physicians Academy for Clinical and Management  
Excellence, USA

### **Distinction between promotion and education**

**Lew Miller**  
WentzMiller & Associates, USA

3:00 PM Breakout parallel sessions

4:00 PM Coffee Break/Exhibits/Posters/ Gershwin foyer

4:30 PM Breakout parallel sessions

5:30 PM Adjourn

6:00 PM Reception

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*Tuesday, June 12* Westin New York, 270 West 43rd Street, New York, NY 10036

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- 7:30 AM *Continental Breakfast/ Exhibits/ Gershwin Foyer*
- 8:00 AM *Registration/ Gershwin Ballroom*
- 8:30 AM *International eCME: Return on Experiences*  
Moderator: Bill Silberg, VP, Publishing and Communication,  
The New York Academy of Sciences, NY
- 8:35 AM *Online CME For the World: The Medscape and eMedicine Experiences*  
George Lundberg, MD Editor-in-Chief, Medscape
- 9:05 AM *COPD: What does the future hold?*  
The methodology of creating an e-CME program targeted to  
Pulmonologists / Respiriologists in the US, UK, SP, IT, FR and DE.  
Paul Piché, Healthcare Information Technologies Inc, Montreal, Canada
- 9:35 AM Discussion
- 10:15 AM Coffee break/Exhibits/Posters/ Gershwin foyer
- 10:45 AM *Effectiveness of CME: an Evidence report/Technology assessment prepared  
for the Agency for Healthcare Research and Quality*  
Spyridon Marinopoulos, MD, John Hopkins University, Baltimore, MD
- 11:30 AM *Is CME Harmonization a realistic goal? Roundtable discussion*  
Moderator: Lawrence Sherman, CEO, Physicians Academy for Clinical and  
Management Excellence, USA  
  
*Europe:* Joh Wilh Weidringer, MD, PhD, and Bernard Maillet, MD  
*North America:* R Mark Evans, PhD and Bernard Marlow, MD  
*Latin America:* Honorio Silva, MD  
*Asia:* Abi Sriharan, MSc
- 1:00 PM *Concluding remarks:* Hervé Maisonneuve, MD  
  
Annual business meeting (members)
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