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**GAME**

**The Seventh Annual Meeting**  
*of the Global Alliance for Medical Education*

***How Physicians  
Learn Around The World***

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June 23 - 25, 2002

The McGill Faculty Club

Montréal, Québec

***A Must-Attend Event for  
CME Professionals, Providers and Supporters:  
Come to historic Montréal and the campus of  
McGill University to expand your CME horizons.***

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**Register Now!**

*For More Information:*

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# Program

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## ***Sunday, June 23***

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5:30 PM

### ***Opening Reception***

***Welcome Remarks: Christopher West***

President, GAME  
Chairman & CEO, Pegasus Healthcare International

6:30 PM

***Keynote Address: Globalization – Its Meaning to Medicine and Medical Education***

***Speaker: M. Roy Schwarz, MD***

President, The China Medical Board of New York., New York, NY

***Presiding: Gonzalo López, MD***

Vice-President, GAME  
Director, Educacion Medica Continua Ltda.

This session will provide an overview of the challenges facing medicine, and medical education, in a global society. John D. Rockefeller, Jr. founded the China Medical Board with the express purpose of assisting medical education in China and Asia. Under Dr. Schwarz's leadership, a new group has been formed, the International Institute for Medical Education, that is working to establish global minimum essential requirements for the medical doctor of the 21st Century. He will address the professional responsibilities of physicians, including their preparedness for dealing with the larger health issues confronting a global society in a new world and a new century.

7:30 PM

### ***Dinner***

## ***Monday, June 24***

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8:00 AM

### ***Continental Breakfast***

9:00 AM

### ***How Physicians Learn Around the World (plenary)***

***Speakers: Henry B. Slotnick, PhD***

Visiting Professor, School of Medicine, University of Wisconsin, Madison, WI

***Suzanne Murray***

CEO, AXDEV Group Inc., Montréal, Québec and Co-Founder, Research Centre on Aging, Faculty of Medicine, McGill University

***Mary Lou Fuller, PhD***

Professor Emeritus, Department of Teaching and Learning, University of North Dakota, Grand Forks, ND

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

Editor and Medical Director, Websurg, and former Evaluation Director and Clinical Guidelines Director, Agence Nationale d'Accréditation et d'Évaluation en Santé, Strasbourg, France

10:15 AM

### ***Health Break/Exhibit Viewing***

10:30 AM

***Breakout Sessions:***

***HB Slotnick:*** Similarities in how doctors learn across cultural settings

***ML Fuller:*** Differences in how doctors learn across cultural settings

***S Murray:*** Making use of similarities and differences in how doctors learn in marketing across cultural settings

12:00 PM

***Buffet Luncheon***

1:30 PM

***CME Technological Trends: Overview of Online CME and Handheld Computers in Medical Education***

***Moderator: R. Mark Evans, PhD***

Director, Healthcare Education Products and Standards, American Medical Association

***Speaker: Bernard Sklar, MD***

Graduate Fellow in Medical Information Science, University of San Francisco, San Francisco, CA

***Speaker: Goutham Rao, MD***

Director of Medical Informatics and Predoctoral Education  
University of Pittsburgh School of Medicine

***Objectives:*** To provide an updated review and analysis of online CME programs with a focus on categorizing the types of eCME programs and overall trends in Internet CME. The use of handheld computers will be reviewed from the perspective of physician training and point-of-care based CME.

3:00 PM

***Health Break/Exhibit Viewing***

3:15 PM

***Evidence-Based Medicine: White Knight or Ivory Tower? (plenary)***

***Purpose:*** To investigate the benefits and drawbacks of evidence-based medicine, and how to make guidelines useful and accessible in a CME setting

***Objectives:*** At the end of this session, participants should be able to:

- Define evidence-based medicine
- Understand the benefits and drawbacks to CME practitioners
- Understand the roles of the different stakeholders in development of guidelines
- Understand the practical application of evidence-based medicine in clinical practice

***Format:*** Moderated panel discussion followed by breakout sessions

***Moderator: Gordon Guyatt, MD, MSc***

Professor, Clinical Epidemiology and Biostatistics and Medicine, McMaster University

***Speakers: Nancy Davis, PhD***

Director of CME, American Academy of Family Physicians, Leawood, KS

# Program

## ***Evidence-Based Medicine: Speakers — Cont.***

### ***Céline Monette, BSc***

Co-chair, Continuing Health Education Working Group, Canada's Research-Based Pharmaceutical Companies, and Director, Scientific Communications and Professional Education, Aventis Pharma, Laval, Québec

### ***Richard Ward, MD, CCFP, FCFP***

MAINPRO-C Coordinator, CME & Professional Development, University of Calgary

## ***Tuesday, June 25***

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8:00 AM

### ***Continental Breakfast***

9:00 AM

### ***How Physicians Learn About Drugs (plenary)***

***Speakers:***     *to be announced*

10:00 AM

### ***Health Break/Exhibit Viewing***

10:15 AM

### ***Evaluation of a CME Program using Pre- & Post-Test (plenary)***

***Objectives:***     To learn a range of approaches to evaluation from the points of view of the physician, the medical profession and the pharmaceutical companies that support CME

***Format:***         Brief presentations followed by case-based learning in small groups

***Speakers:***     ***Linda Casebeer, PhD***

Associate Professor, University of Alabama School of Medicine, and President, Outcomes, Inc.

How to evaluate the cost of CME, from the perspective of the learner and the supporter, with discussion of the pros and cons of evaluation based on changes in prescribing

***Edwin M. Borman, MB, ChB***

Chairman, International Committee, British Medical Association, and UK Representative to European Union of Medical Specialists

Approaches to evaluation in Europe, with emphasis on how Continuous Professional Development is (or will be) evaluated

***Lewis A. Miller***

Chairman, Intermedica Inc., and Past-President and Founder, GAME, Darien, CT

An overview of evaluation techniques, from “happiness” indices to outcomes review

12:00 PM

### ***Concluding remarks followed by Annual General Meeting (plenary)***

***Presiding:***     ***Christopher West***

12:30 PM

### ***End of Meeting***