

19th Annual Conference of the National Task Force on CME Provider/Industry Collaboration Certified CME for Better Patient Care: Navigating the Regulatory Environment

Conference Agenda

Tuesday, October 21

- 10:00 a.m. – 6:00 p.m. **Registration Open**
- 12:30 p.m. – 1:00 p.m. **Lunch and Networking for Pre-Conference Attendees**
- 1:00 p.m. – 5:00 p.m. **CME Collaboration Fundamentals Pre-Conference**

The Pre-Conference is intended for those who desire to improve knowledge and skills in the area of collaboration. While some time will be spent on basic background issues involving collaboration, the primary objective of the Pre-Conference is to translate knowledge into improved partnering and collaboration competencies.

Pre-Conference Chairs: Jack R. Kues, PhD, University of Cincinnati
Eric D. Peterson, EdM, FACME
Michael S. Saxton, MEd, FACME, Pfizer Inc.

1:00 p.m. - 1:05 p.m. **Welcome**
Peter H. Vlasses, PharmD, Accreditation Council for Pharmacy Education, Conference Chair
Melinda Steele, MEd, Texas Tech University Health Sciences Center, Conference Co-chair

1:05 p.m. - 1:45 p.m. **Introduction and Overview: The 7 Habits of Highly Effective Collaborators**
Michael S. Saxton, MEd, FACME

Basic concepts of collaboration involving organization types, typical resources, environmental trends, principles, and other elements intended to set the foundation for win-win collaboration on behalf of patient interests will be introduced.

1:45 p.m. - 2:00 p.m. **Break**

2:00 p.m. - 3:00 p.m. **Case Scenarios**
Jack Kues, PhD

Several scenarios will be presented that illustrate characteristics of successful partnerships and common pitfalls. Participants will be invited to share their experiences.

3:00 p.m. - 3:15 p.m. **Break**

3:15 p.m. - 4:45 p.m. **Collaboration Workshop**
Eric D. Peterson, EdM, FACME

This workshop will use interactive simulations to help participants consolidate what they have learned about collaboration into concrete collaboration skills.

4:45 p.m. - 5:00 p.m. **Wrap-Up: Reflection and Self-Assessment**

6:30 p.m. – 8:00 p.m. **Opening Reception and Exhibits (All Conference Attendees Invited)**

Wednesday, October 22

7:00 a.m. – 8:00 a.m. **Continental Breakfast and Exhibits**

7:00 a.m. – 3:30 p.m. **Registration Open**

8:00 a.m. – 8:15 a.m. **Welcome and Introductory Remarks**

Alejandro Aparicio, MD, FACP, American Medical Association; National Task Force Chair
Peter H. Vlasses, PharmD, Accreditation Council for Pharmacy Education, Conference Chair
Melinda Steele, MEd, Texas Tech University Health Sciences Center, Conference Co-chair

8:15 a.m. – 9:15 a.m.

Keynote Address:

The Important Role of CME in Impacting Patient Care

Faculty: Norman B. Kahn, Jr., MD, Council of Medical Specialty Societies

9:15 a.m. – 10:30 a.m.

The Future of the FDA and HHS Under the Next Administration

Three health policy experts will discuss the major priorities for the next White House, based on the Democratic or Republican nominee winning the election. The panel will outline the major differences between the two candidates on health care issues and discuss their potential effect on the CME enterprise.

Moderator: John F. Kamp, PhD, JD, Coalition for Healthcare Communication

Faculty: Marc J. Scheineson, JD, Alston + Bird LLC

Reactor: Michael McCaughan, *The RPM Report/The Pink Sheet*

10:30 a.m. – 11:00 a.m.

Break

11:00 a.m. – 12:30 p.m.

Communities of Practice Breakouts

This session will allow participants to network around topics of interest with others from their area of practice:

- Academic Medical Centers
- Accredited Medical Education and Communication Companies
- Non-accredited Medical Education and Communication Companies
- Hospitals and Intrastate Accredited Providers
- Medical Specialty Societies
- Pharmaceutical/Biotech/Medical Device Companies

12:30 p.m. – 1:45 p.m.

Lunch

1:45 p.m. – 3:00 p.m.

A Public Affairs Campaign: Setting the Record Straight and Dispelling Misinformation about CME

This interactive session will discuss the misperceptions, increased regulatory scrutiny and critical public opinion regarding CME practices, and introduce new Fact Sheets

developed by the National Task Force in response to the inaccuracies and misinformation generated by the public and press regarding CME.

Moderators: Maureen Doyle-Scharff, MBA, Pfizer Inc.
Linda Raichle, PhD, FACME, Spectrum Medical Education

Faculty: Jann Balmer, PhD, University of Virginia School of Medicine
John Kamp, PhD, JD, Coalition for Healthcare Communication
Damon K. Marquis, MA, MS, The Society of Thoracic Surgeons

3:00 p.m. – 3:30 p.m.

Break

3:30 p.m. – 5:00 p.m.

Working Together Within the Guidelines: Interactive Case Studies

Panelists representing the perspectives of ACCME, AMA CEJA, FDA, OIG, and PhRMA will address specific cases related to compliance while interacting with conference participants through the use of an audience response system.

Moderators: Sue Ann Capizzi, MBA, FACME, American Medical Association
Marty Cernal, JMI

Faculty: Diane Bieri, JD, Pharmaceutical Research and Manufacturers of America
Billie L. Dalrymple, Texas Medical Association (responding to ACCME guidelines)
Janet L. "Lucy" Rose, PA-C, MBA, Lucy Rose & Associates, LLC (responding to FDA guidelines)
TBD (responding to OIG guidelines)
TBD American Medical Association Council on Ethical and Judicial Affairs

5:30 p.m. – 7:00 p.m.

Reception and Exhibits

Thursday, October 23

7:00 a.m. – 8:00 a.m.

Continental Breakfast and Exhibits

7:30 a.m. – 10:30 a.m.

Registration Open

8:00 a.m. – 9:00 a.m.

Shickman Lecture

Managing the Boundaries: Advancing Patient Care and the Public Trust

Faculty: Barbara E. Barnes, MD, MS, University of Pittsburgh School of Medicine

9:00 a.m. – 10:15 a.m.

Institute of Medicine Committee on Conflict of Interest in Medical Research, Education and Practice

This session will provide insight into the process, timeline, format and intent of the IOM COI Committee. Panel members will share the perspectives of AAMC, ACME, NAAMECC, SACME, the pharmaceutical industry and others, and discuss the process used to form their response to the request for input from the IOM COI Committee.

Faculty: Todd Dorman, MD, The Johns Hopkins University School of Medicine (member, IOM committee on COI in medical research, education and practice)

Reactors: Barbara E. Barnes, MD, MS, University of Pittsburgh School of Medicine

Cathryn M. Clary, MD, MBA, Pfizer, Inc. (representing Industry perspective)
Dave Davis, MD, Association of American Medical Colleges
Joyce M. Fried, UCLA School of Medicine (representing SACME perspective)
Damon K. Marquis, MA, MS, The Society of Thoracic Surgeons (representing Alliance for CME perspective)
Karen Overstreet, EdD, RPh, FACME, Indicia Medical Education (representing NAAMECC perspective)

10:15 a.m. – 10:45 a.m.

Break

10:45 a.m. – 12:00 p.m.

Concurrent Breakout Sessions #1

1. Micro- vs. Macro- Level Collaboration

Using a case-based approach, this session will explore various perspectives and engage participants in a dialogue about the appropriateness of collaboration between CME providers and commercial supporters in various settings and situations.

Faculty: George C. Mejicano, MD, MS, University of Wisconsin School of Medicine and Public Health
Michael S. Saxton, MEd, FACME, Pfizer, Inc.

2. Incorporating Instructional Design Principles into CME: A Blend of Both Worlds

This interactive educational program will describe a model of instructional design, and relate the stages of this model to the updated ACCME Standards for Commercial Support and to the development of CME activities. It will include hands-on practice through simulation exercises in assessing educational needs and program goals, writing performance-based objectives and delivering outcomes-based content.

Faculty: Marcia J. Jackson, PhD, FACME, CME by Design
Linda Raichle, PhD, FACME, Spectrum Medical Education

3. New Opportunities for Collaboration in CME

This session will focus on new strategies and imperatives for partnership and collaboration among CME providers. Models will be presented that adapt traditional, technology-based and Performance Improvement CME activities to projects offered by diverse partnerships.

Faculty: Robert L. Addleton, EdD, Physicians' Institute for Excellence in Medicine
Cynthia Kear, California Academy of Family Physicians

4. Understanding Letters of Agreement

This session will discuss letters of agreement, and frame the issues for compliance with the ACCME Standards for Commercial Support. Various clauses that have been of concern to both providers and industry will be discussed in an open forum.

Faculty: Kristin Rand, JD, Wyeth Pharmaceuticals
Mark Schaffer, EdM, FACME, Professional Postgraduate Services
Melinda Steele, MEd, Texas Tech University Health Sciences Center

5. Grant Application Procedures

Faculty: Heidi Chandonnet, Shire
Bryan C. King, PharmD, GlaxoSmithKline
Pamela L. Mason, AstraZeneca
Brian P. Russell, RPh, MBA, Roche

This session will discuss issues affecting the changing dynamics of commercial support of CME activities, with a particular focus on new processes and procedures for requesting educational grants and the criteria used for reviewing them.

6. National Faculty Education Initiative

Faculty: Sue Ann Capizzi, MBA, FACME, American Medical Association
(representing the Alliance for CME)
Lois Colburn, University of Nebraska Medical Center (representing
SACME)
Melissa Newcomb, MBA, University of Rochester School of Medicine &
Dentistry
Walter Wolyniec

This session will present an overview of new Alliance/SACME initiative designed to provide guidance for faculty who participate in promotional and/or certified CME activities. Presenters will discuss The National Faculty Education Initiative's mission to instruct faculty on regulatory, legal and ethical issues in CME, while helping them identify strategies that facilitate quality educational experiences for their learners.

12:00 p.m. – 1:15 p.m.

Lunch

1:15 p.m. – 2:30 p.m.

Concurrent Breakout Sessions #2
Repeated from the morning

2:30 p.m. – 3:00 p.m.

Break

3:00 p.m. – 4:15 p.m.

Regulatory and Legislative Hot Topics

This session will present, analyze and discuss implications for CME of new regulatory and legislative updates at the federal and state levels. Newly published reports, as well as other late-breaking, noteworthy and relevant revelations will be discussed, with faculty to be confirmed pending selection of topics.

Moderator: Bruce J. Bellande, PhD, FACME, CME Enterprise

4:15 p.m. – 4:30 p.m.

Evaluation and Closing Remarks

Conference Concluded

A SPECIAL THANKS TO THE PLANNING COMMITTEE:

Eric D. Peterson, EdM, FACME

ATTEND THE PRE-CONFERENCE IF YOU ARE:

At the conclusion of this pre-conference, participants should be able to do the following:

- Assess the resources of their organizations and those of others and identify opportunities for collaboration
- Assess potential collaboration partners based on resources and shared values
- Identify important boundary issues and identify regulatory and professional standards , regulations, and guidance that address these issues
- Formulate a personal and organizational action plan around collaboration