

HOW THE NEW EACCME CRITERIA HAVE CHANGED THE PRACTICE OF PROVIDERS OF CME/CPD

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Disclosure

Managing Director of Siyemi Learning, a CME provider in Europe set up in 2007.

- We receive grants to develop CME programmes*
- Also work as consultants to government and regulatory bodies, medical societies and industry*

Programme Director, European CME Forum

- To help promote discussion about CME in Europe*
- Member of the Good CME Practice Group, Editorial Board of JECME, and Board of GAME*

Personally I have not worked on a promotional activity since 1999.

Only pure CME, with experience of over 500 hours of meetings and 50 hours of e-learning, European, nationally across Europe, Middle East, India, Japan, USA, Canada and Latin America.





SOCHI 2014

JAMAICA

The new EACCME criteria

- What has it meant to us as a provider?
- 2013
- 2014
- 2015



Pharma cited in EU corruption report

EC says healthcare industry among those vulnerable to corrupt business practice



The pharmaceutical industry has been name-checked in a new report on corruption in the EU which has put the costs to the economy at a staggering €120bn a year.

The European Commission (EC) [report](#) says that healthcare - and specifically the pharmaceutical industry - ranks alongside other sectors such as construction, energy, transport and defence as being "the most vulnerable to corruption in public procurement."

Many countries in the EU are developing strategies and reforms to tackle healthcare corruption, but tangible results are scarce so far, says the Commission.

Bribery concerning the healthcare sector was a particular concern in

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What have we seen as providers?

- Transparency
- Desire to be “clean” and be seen to be “clean”
- Willingness to co-operate
- Transparency



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Top issues and challenges

- Logos
- Mentions of company
- Process

- Educating faculty and the profession

- Needs assessment and identifying gaps in clinical practice
- Setting learning objectives
- Disclosures and management of potential COI
- Measuring outcomes
- --- the point of CME in the first place?

What are we planning for 2014-2015?

Compliance, transparency, accountability

- Where does the money come from and where does it go?
- Demonstrate to CME accreditation bodies
- Demonstrate to industry supporters
- Sunshine Act
- European and national laws

- Which rules do we follow?

- How do we most effectively get grants and deliver successful programmes?



Thank you for flying with us...
... we know you have a choice.





THANK YOU FOR YOUR ATTENTION

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