



Medical societies: ensuring quality education to foster lifelong learning

Facilitated by

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Disclosures

- Amy is an employee of the European Respiratory Society (ERS), and is the Communication Committee Chair and a Board member of the Global Alliance of Medical Education (GAME).
- Sarah is an employee of the European Hematology Association (EHA) and is a representative on the Education Committee of the Biomedical Alliance in Europe



1. Discuss how to conduct **needs assessments** to design relevant and impactful continuing medical education (CME) programmes.
2. Identify various **funding mechanisms and pricing strategies** that support developing and delivering high-quality CME initiatives.
3. Evaluate the importance of **accreditation** and measuring the **effectiveness of CME** and using the results to enhance and **improve future** educational programmes.



What field do you work in?

1. Pharmaceutical/industry
2. Medical education provider
3. Medical society
4. University/hospital
5. Accreditor
6. Other

1. Needs assessment

- Do medical societies need needs assessments?
- What sources of data for a needs assessment are available to medical societies?
- What unique sources do medical societies have identify gaps in clinical practice?
- What advantages or challenges do you expect medical societies face in designing relevant, impactful education?

2. Funding and pricing strategies

- Should education be free of charge for the end user?
- How do you set prices for activities?
- What ways can you raise funds for educational activities?

2. Funding and pricing strategies



Charge for activities



Apply for government and foundation grants focused on healthcare education (ex EU funding)



Seek sponsorships from health, pharma, and tech companies for funding and in-kind support.



Offer membership tiers with dues specifically supporting education programmes.



Develop partnerships with academic institutions for joint funding and training programmes.

3. Accreditation and continuous improvement

- Should medical societies accredit all education when possible?
- What possibilities are open to medical societies to evaluate and improve their educational offerings?
- How do you use your evaluation data?
- Are you consistently achieving your learning goals? (outcomes)

What is the most important thing that you will take from this session?

- Societies do needs assessments too
- The patient pays it all
- Review of abstracts in the needs assessment process
- HCPs are willing to pay
- Question things we take for granted (free education)
- HCPs are happy to pay for high quality education
- Drs. Do pay for top notch education
- Getting paid for education
- Education shouldn't be free!
- hcp's paying for education
- Pay for high quality education