



Welcome to the
16th Annual
European CME Forum

The Hague, 8-10 November 2023

Voices in CME-CPD



In-person only

What is European CME Forum?

European CME Forum is dedicated to bringing together all stakeholder groups with an interest in European and global continuing medical education (CME) and continuing professional development (CPD), promoting multi-channel discussion in an independent and neutral environment

European CME Forum activities are supported by registration fees and financial support

Stichting European CME Forum is a not-for-profit foundation in The Netherlands, KvK 81103700. VAT NL861931695B01



Thank you to our supporters

Education partners



Industry supporter



12 months in CME-CPD

15th Annual European CME Forum

2–4 November 2022

NH Constanza Hotel, Barcelona, Catalonia, Spain

This meeting is designed to meet the needs of anyone involved in or interested in European and global CME-CPD. Delegates and faculty come from:

- Medical education and CME providers
- Medical societies and associations
- Medical organisations, royal colleges and chambers of physicians
- National, European and global accreditation bodies and regulators
- Educators in CME-CPD and IPCE
- Industry – Pharma and MedTech
- Patient advocacy groups

*Journal of
European CME*

The Open-Access Journal on CME-CPD Practice

Journal of CME

An international journal on CME-CPD across the health professions

February

- Alliance for Continuing Education in the Health Professions (ACEhp)

April

- gCMEp Spring Meeting



May

- ACCME Annual Meeting
- “EACCME 3.0” announced

June

- “EACCME 3.0” — revised
- “EACCME 3.0” launched

August | September

- AMEE
- Cologne Consensus Conference
 - Meeting of the International Academy for CPD Accreditation
- IME & Grants Summit (Informa, Boston, US)

October

- gCMEp “Letter to the Editor” published in *Journal of CME*
 - Concerns about CME-CPD in the UK
 - Concerns about “EACCME 3.0”
 - PMCPA public consultation

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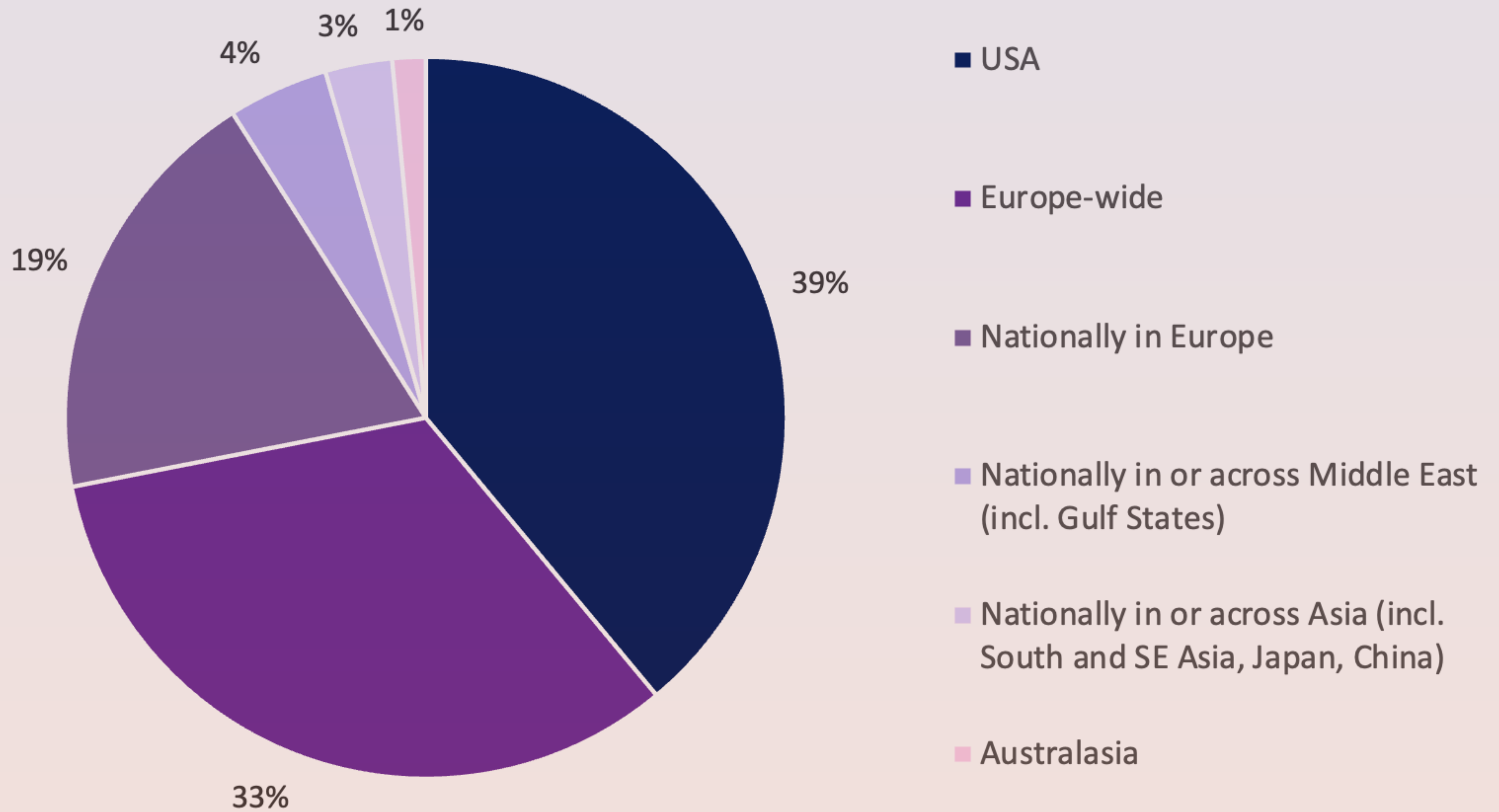
- Medical education and CME providers
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Annual CME Survey — 2023

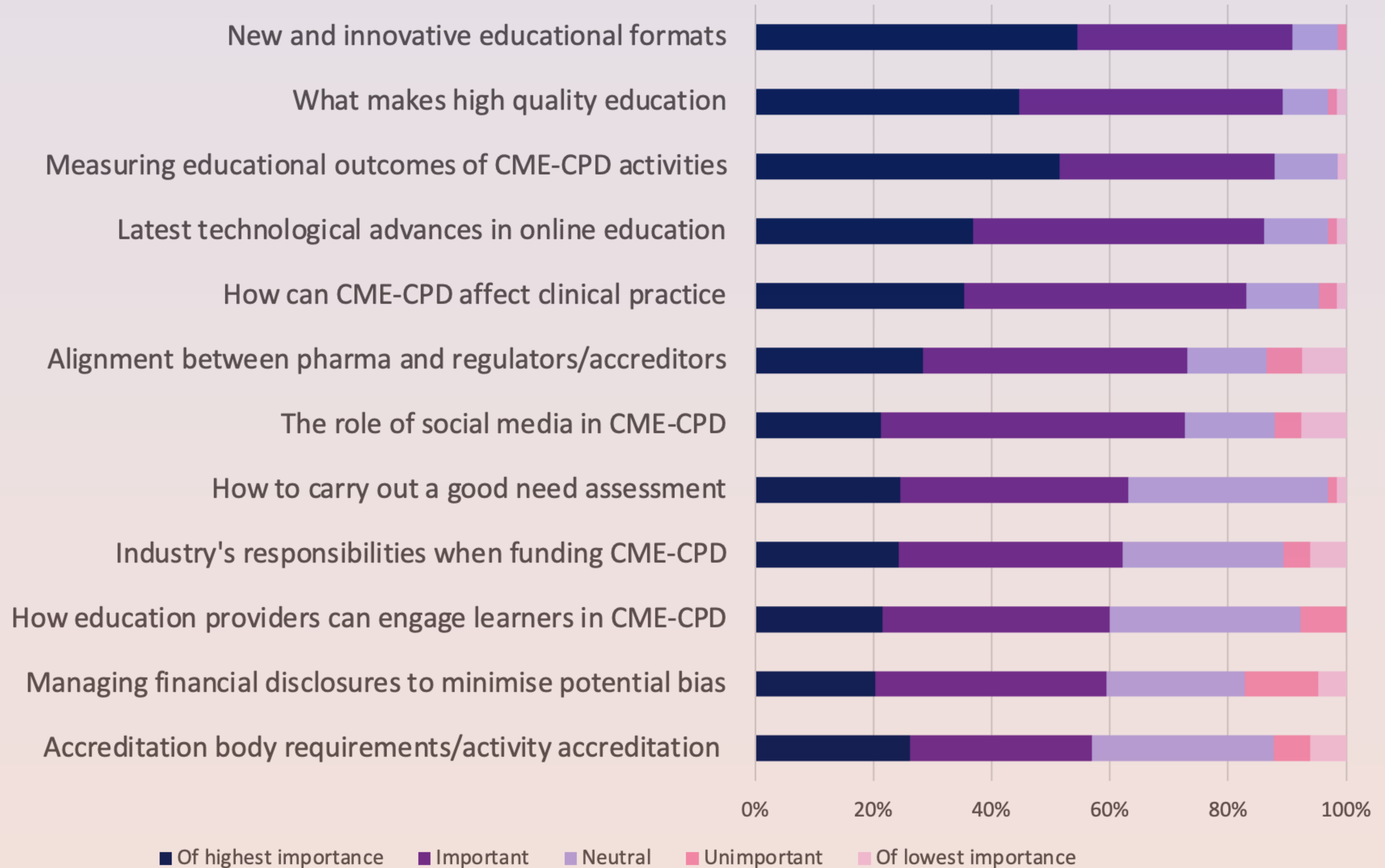
Annual CME Survey — 2023

- May-November 2023
- n=67

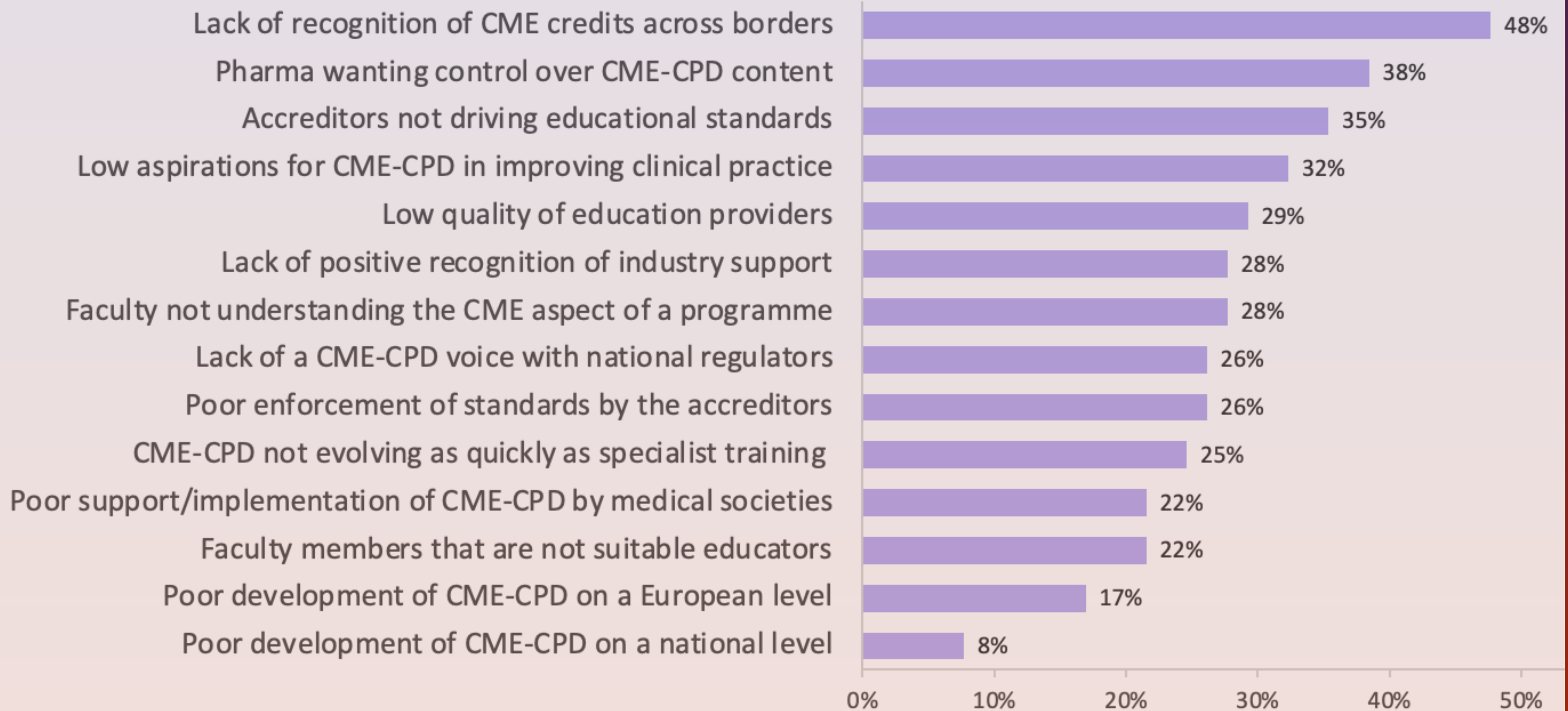
Primary country/region of work



Topics in order of importance



Which scenarios are you worried about for European/global CME-CPD?



- CME regulations being out of touch with a world where anyone, anywhere with an internet connection can learn about medical therapy options.
- Lack of national support for CME-CPD
- European medical societies not separating CME/IME symposia/activities from industry-satellites and promotional sponsorships
- Lack of relevance and relation to workplace learning
- HCPs not claiming CME following an activity

Hope for the future? — 1

- UEMS is too small to actually monitor global compliance
- Increasing irrelevance of CME points at conferences since more health care professionals opt for alternative sources of points
- More creative content delivery formats are accepted post-pandemic
- Increasing reliance on national accreditation bodies means avoiding UEMS entirely
- Decreasing association budgets gives rise to questioning the need for CMEs
- We receive an answer from EACCME that they are willing to initiate a conversation with other PCOs
- Hopeful due to the recent Cologne Consensus Conference and the International Academy for CPD Accreditation. I believe that there is an evolving opportunity for continued growth of independent CPD and accreditation and value of education in the European landscape
- There appears to be more interest in aligning accreditation standards
- The work done by the International Academy for CPD Accreditation. Substantial Equivalency Framework facilitating recognition between CE accreditors based on shared principles and values
- Accrediting bodies updating their standards in an attempt to align with the times

Hope for the future? — 2

- More connection and discussion between US and global CME/CPD professionals to help lift up all standards and awareness, as much of the education has become global in nature.
- I continue to see occasional innovative CME-CPD activities on the global level. I was recently involved in an association's longitudinal learning group over a 6 month period, where I continued to be engaged and learn from experts in the technology of the future and how it might impact healthcare. More events such as this are needed to evolve the profession.
- Not really...there seem to be so many obstacles for effective global CME including the inability for the funders to understand what "global" really means
- The acceleration in new technologies in healthcare drives clinicians and health care professionals to upskill and widen their horizons and competences
- A lot of developments in the education / edtech industry, which I believe can help to streamline the production and distribution of high quality content.
- More involvement of the patient voice in the development process and needs assessment
- More recognition of diversity and cultural aspects in the development process of CME-CPD
- Patient voice in CME
- Recognition of workplace learning as CPD
- I have the feeling that we are progressing, anyway
- It will be my first CME so just excited to learn from others
- In general the effort to create partnerships, collaborations and networking

Final thoughts

- I think that CME Forum should also look at original initiatives like French based DPC; what can CME providers learn?
- Also, there are interesting SaaS initiatives to follow, which are just "at the edge" of CME
- I think pharma has an essential role to play in financing CME. But, the "guidance framework" should go further and further improve (accreditors, regulator etc), which will foster professionalization of CME
- Very interested in how synergies European CPD with US IME and demonstrate value to health ministries and most importantly patients
- When will Europe have full global accreditation standards and certification such as ACCME in the US
- Looking forward to learning how the landscape of CME is changing in the current context and challenges
- This is a major topic. To maximize learning output and outcome in the realm of CPD, it is critical to create an effective and vibrant networking involving the myriad of stakeholders involved.
- Please consider again virtual participation, at least for selected sessions in the future

How to add your voice during 16ECF





#16ECF

 @eCMEf

 European CME Forum

How confident do you feel in
your knowledge of CME-CPD?



What is your most pressing
CME-CPD question that you want
answered at this meeting?



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[CMEforum.org](https://www.cmeforum.org)

Voices in CME-CPD

Wednesday 8 November

From 09:00 Registration opens

Pre-meeting sessions

09:30–10:20 **Good CME Practice group**
Led by Monica Ghidinelli (AO Foundation) and Sophie Wilson (International Medical Press)

10:30–11:20 **Perspective from the pharmaceutical industry**
Led by Sue Ellen Touma (Regeneron)

11:30–12:20 **Biomedical Alliance in Europe**
Led by David Vodusek (EAN)

Lunch in the restaurant

16th Annual European CME Forum

13:30–14:00 **Opening of the 16th Annual European CME Forum**
Led by Eugene Pozniak (European CME Forum)

Listening to others

14:00–15:00 **Journal of CME 2023 Special Collection: Expanding the voices in CME-CPD**
Led by Lisa Sullivan (In Vivo Academy) and Carolin Sehlbach (Maastricht University) with Reinhard Griebenow (EBAC), Sarah Nisly (Clinical Education Alliance) and Stan Pogroszewski (DKBmed)

15:00–15:15 **Patient-centric CME: A paradigm shift in medical education**
Oral poster presentation by Meghan Coulehan (Answers in CME)

15:15–15:30 **Workshop elevator pitches**
Tea/coffee break (poster and exhibit area)

16:00–17:30 **Workshops**
Participants choose to attend from one of the following parallel workshops

Levelling up on the educational activity evaluation process
Led by Steven Kawczak (Cleveland Clinic) and Kurt Snyder (Stanford University)

Performance improvement and quality improvement CME: an overview for European and global providers
Led by Suzanne Murray (AXDEV Group)

Grant proposals: the good, the bad, and the really, really, really ugly
Led by Lawrence Sherman (AXDEV Group) with Sue Ellen Touma (Regeneron)

Essential ingredients to cooking up a proposal: from concept to dissemination
Led by Celeste Kolanko (Liberum IME) and Sophie Wilson (International Medical Press)

17:30–19:00 Evening networking reception (poster and exhibit area)

Thursday 9 November

09:00–10:00 **Workshop reflections**
Led by Amy Bernard (Medscape) with the workshop leaders

Listening to ourselves

10:00–10:15 **Introduction to listening to ourselves**
Led by Chris Elmitt, our independent moderator

10:15–10:30 **Bloom's Taxonomy in instructional design: applications beyond learning objectives**
Oral poster presentation by Allison Gardner (Med-IQ)

Tea/coffee break (poster and exhibit area)

11:00–12:30 **1. Designing and implementing programmes**
Panel discussion with Reinhard Griebenow (EBAC), Robin Stevenson (Journal of CME) and Margarita Velcheva (Kenes Group)

Breakouts

Make the most of every minute: mastering short format and microlearning education
Led by Meghan Coulehan (Answers in CME) and Katie Eustace (Answers in CME)

Tips and tricks when selecting and managing faculty
Led by Monica Ghidinelli (AO Foundation) and Jane Thorley Wiedler (AO Foundation)

Tik Tweet Tok: LinkingIn to #effective #education on social media
Led by Sophie Wilson (International Medical Press)

[Title 4—title to be finalised]
Led by Dean Beals (DKBmed) and Stan Pogroszewski (DKBmed)

12:45–13:30 **Lunchtime session: Getting to know our audience**
Led by Lisa Sullivan (In Vivo Academy) in discussion with local healthcare professionals

14:00–15:30 **2. Measuring and reporting outcomes**
Panel discussion with Dean Jenkins (Agnate), Celeste Kolanko (Liberum IME) and Kate Regnier (ACCME)

Breakouts

Planning for results
Led by Steven Kawczak (Cleveland Clinic)

Traditional versus non-traditional ways of measuring outcomes
Led by Dean Beals (DKBmed) and Stan Pogroszewski (DKBmed)

Are short format outcomes impactful? Development and reporting methodologies
Led by Meghan Coulehan (Answers in CME) and Katie Eustace (Answers in CME)

[Title 4—title to be finalised]
Led by Froukje Sosef (COR2ED) and Margarita Velcheva (Kenes Group)

Tea/coffee break (poster and exhibit area)

16:00–17:30 **3. Valuing and defining independence**
Panel discussion with Jean-Philippe Natali (Agence DPC), Sue Ellen Touma (Regeneron) and Sophie Wilson (International Medical Press)

Breakouts exploring stakeholder perspectives

Accreditors
Led by Reinhard Griebenow (EBAC), Jean-Philippe Natali (Agence DPC) and Kate Regnier (ACCME)

Education providers
Led by Monica Ghidinelli (AO Foundation) and Sophie Wilson (International Medical Press)

Industry
Led by Lawrence Sherman (AXDEV Group) and Sue Ellen Touma (Regeneron)

17:30–19:00 Evening networking reception (poster and exhibit area)

Friday 10 November

Listening to each other

09:00–09:40 **How CME-CPD is implemented around the world**
Chris Elmitt in conversation with Deemah Aldraie (Saudi Commission for Health Specialties, Saudi Arabia), Rostyslav Marushko (Groups of Companies MedExpert, Ukraine), Vaibhav Srivastava (Insignia Learning, India) and Lisa Sullivan (In Vivo Academy, Australia)

09:40–09:55 **Navigating the learning landscape of global clinicians: A comparative study between EU5 and US**
Oral poster presentation by Yvonne Oliver (PeerVoice)

09:55–10:30 **Ask the accreditors**
Lawrence Sherman moderates a Q&A with Reinhard Griebenow (EBAC), Jean-Philippe Natali (Agence DPC) and Kate Regnier (ACCME)

Tea/coffee break (poster and exhibition area)

11:00–11:15 **Update from the Journal of CME**
Led by Robin Stevenson (Journal of CME)

11:15–12:00 **What the future holds**
Panel discussion and final Q&A

12:00–12:30 **The CME unsession**
Led by Lawrence Sherman (AXDEV Group)

12:30 **Meeting close**



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Information for participants

This area of the website is for registered participants of 16ECF. Here you will find information about the meeting programme, [Q&A interactivity](#) and [supporters](#).

Meeting programme

An overview of the meeting is shown on this page; for full details of the meeting programme [click here](#) or click the button below to download the meeting book.

Meeting book

Overview

Wednesday 8 November 2023

10:30–12:20 | Pre-meeting sessions led by key stakeholders in European CME-CPD (open to all 16ECF participants)

- Education providers
- Medical societies

(Lunch)

13:30 | Opening of the 16th Annual European CME Forum

Part 1: Listening to others

14:00–15:30 | Journal of CME 2023 Special Collection: Expanding the voices in CME-CPD

- A review of select papers accepted for this year's Special Collection

Patient-centric CME: a paradigm shift in medical education

- Oral poster presentation

(Break)

16ECF Supporters

Education partners





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Resources

Educational resources and background

- [Journal of CME \(JCME\)](#)
- [Journal of Continuing Education in the Health Professions \(JCEHP\)](#)
- [Medical Teacher \(AMEE\)](#)
- [Almanac \(ACEHP\)](#)
- [Learning and Behaviour in Medicine: A Voyage Around CME AND CPD by Robin Stevenson](#)
- [ACCME Academy](#)
- [\(ACCME\) CE Educator's Toolkit](#)
- [\(ACCME\) Diversity, Equity and Inclusion Toolkit](#)
- [\(ACCME\) CME Passport](#)
- [EFPIA Guideline on a Quality Framework Principles in Lifelong Learning in Healthcare \("Article 16"\)](#)
- [\(IACPDA\) International Standards for Substantive Equivalency Between CPD/CME Accreditation Systems](#)
- [\(MAPS\) External Education Standards & Guidance for Medical Affairs](#)

Organisations

- [European CME Forum](#)
- [Good CME Practice group](#)
- [Accreditation Council for Continuing Medical Education \(ACCME\)](#)
- [\(ACCME\) Accreditation rules](#)
- [AC Forum](#)
- [Alliance for Continuing Education in the Health Professions](#)
- [American Medical Association \(AMA\)](#)
- [AMA Ed Hub](#)
- [Association of Medical Education in Europe \(AMEE\)](#)
- [Biomedical Alliance in Europe \(BioMed\)](#)
- [European Accreditation Council for CME \(EACCME\)](#)
- [European Board of Accreditation for Health Professionals \(EBAC\)](#)
- [European Federation of Pharmaceutical Industries and Associations](#)
- [Global Alliance for Medical Education \(GAME\)](#)
- [International Academy for CPD Accreditation](#)
- [Lupus Europe](#)

Articles of interest

- [The Ongoing Challenges Faced by Providers of CME-CPD in Europe](#)



Experience

Engage

Enjoy



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