

The background of the slide features a soft-focus arrangement of medical and scientific items. In the foreground, a blue-tinted globe of the Earth is visible, showing the continents of Europe and Africa. To the left, a white mortar and pestle with a single white pill is partially visible. To the right, a silver stethoscope and a fountain pen are positioned. The overall aesthetic is clean and professional, with a light gray and white color palette.

Two CME  
accredited satellite  
symposia at the  
EASD in Rome, 2008



Michelle Turner

# The brief

- A joint venture wants to sponsor two satellite symposia at the EASD in Rome, 2008
- They approach Wolters Kluwer Health and ask us to help them deliver these meetings by
  - Establishing a faculty of presenters with the direction of the Chairs of both symposia
  - Assisting to develop all relevant meeting materials
  - Attending on-site to ensure the smooth running of the event.
- A fairly standard situation so far ...
- Two client teams, two delivery teams, two separate meetings



# Change of circumstances

- If a drug is not licensed it can not be discussed at a meeting in Italy
- As the Chairs were keen to discuss new approaches and novel, up-and-coming treatments, the presentations were likely to include data relating to off-label products in order to compare them to current treatment
- Our options
  - Not proceed with the meetings
  - Suggest the Chairs revise the programmes so they don't discuss new treatment options
  - Apply for CME accreditation
- CME accreditation
  - Programme must be developed by Chairs and faculty
  - Presentations must be fair, balanced and referenced
  - The sponsoring company may not influence the programme, the faculty selection, the meeting materials or the content or tone of the presentations. They may not review anything other than their own data for accuracy



# The CME process – Initial steps

- We developed a programme with the Chairs
- The Chairs proposed the faculty, which we invited
- The programme was finalized with the faculty
- The EASD were applying for EACCME accreditation of the Congress
  - We applied for accreditation of both meetings through the EASD
  - We submitted the programme, abstracts of each presentation and biographies of each speaker and Chair
  
  - The brief changed on 12<sup>th</sup> March 2008
  
  - For the next 5 months we continued to develop the meetings as if they would be awarded CME accreditation
  
  - The meetings are to take place on 7<sup>th</sup> September 2008

# The CME process - An official update

## ■ CME applications

- EASD have applied for CME accreditation with EACCME and the Italian body
- The local Italian body have rejected the national-level CME application for industry sponsored symposia
- The EASD meeting will be accredited by EACCME/Italian CME with only Italian doctors having to fill in an evaluation form to get the points awarded for attending
- Discussions are ongoing regarding the industry sponsored symposia
- The programmes and CVs have been submitted to EACCME

## ■ AIFA approval

- Although AIFA initially confirmed that EASD would not be subjected to the strict rules that AIFA normally imposes in Italy it is still unknown exactly what restrictions will be applied
- EASD are currently negotiating with AIFA

# The CME process - A contingency plan

- Italian 'Wolters Kluwer Health training programme' submitted to the Lombardy regional authority in Italy
- The meetings were reviewed for CME accreditation
- This accreditation is only for Italian doctors but the Lombardy regional credits are transferable across all regions of Italy
- The deadline for the application of the training programme is 7<sup>th</sup> July 2008, when we needed to submit the below items to the Italian Ministry of Health
  - A signed disclosure and biography from each speaker
  - An abstract of each presentation
  - CME test questions from each speaker about their presentation
  - Short presentation of aim and scope of each symposium

# The result

## 7<sup>th</sup> August 2008

- Now we have the pleasure to inform you that your symposium titled " ... ", 7th of September 2008 in Rome, was accepted by the European Accreditation Council for Continuing Medical Education, Institution of the UEMS for European CME Credits
- This symposium has been granted 3 European CME credits
- European CME includes the accreditation of the American Medical Association

## 11<sup>th</sup> August 2008

- This symposium has been awarded 1 CME credit by the Italian Ministry of Welfare



# The outcome

- All materials amended to include both accreditations
- Two evaluation forms printed for each meeting
- Italian registration forms printed
  
- The meetings were held on 7<sup>th</sup> September 2008
- Italian doctors registered for the Italian Ministry of Welfare credits
- Relevant evaluation forms were completed and handed in after the meeting
- All forms were collated and sent to the relevant accrediting body
- All certificates of accreditation were sent directly to the doctors after the meeting
- The Chairs and faculty were very happy with the meeting and attendance