

1 MANAGEMENT WS: Can balanced CME truly be achieved without independence?

1.1 Expect to cover

- 1 Participants were representing different stakeholders groups (medical societies, educators, commercial industry companies)
- 27 Discuss what balance and independence mean in the context of CME
- 28 Debate whether balance in CME can be achieved without independence
- 29 Participants to apply the principles learned in the session to their daily practice

1.2 Themes

- 2 Independent CME activity means that there is no influence from a commercial interest company. However in reality it is perceived in a different way
- 3 There can be a balanced educational program which is company directed
- 4 When an educational program is company directed does this mean that it is promotional?
- 5 There is a company directed education however non-promotional
- 6 Firewall between educational content and sponsorship
- 7 In the USA 90% of ACCME accredited activities are not pharma supported
- 8 The learner is looking for a credible trusted resource of education
- 9 Interdependence versus independence
- 12 Focus on lowering the bias rather than eliminating it
- 14 The balance has nothing to do with independence
- 16 Perception of learners who are trained by commercial interest should be considered
- 17 For CME we require balanced and independent education where transparency is crucial
- 20 Manage all different dimensions of bias - commercial, institutional, etc.

1.3 Conclusions

- 15 Focus on the quality standards we should all apply to medical education
- 21 The quality of education is what matters
- 22 Balance is based on quality standards
- 25 Manage perception from learners
- 26 Standards are perceived in the same way between different stake holders but not always applied the same way
- 30 Balance and Independence are totally different criteria