

2011

22nd Annual Conference of the National Task Force
on CME Provider/Industry Collaboration

COLLABORATING TO IMPROVE PROFESSIONAL EDUCATION AND HEALTH OUTCOMES

September 21-23, 2011

**Baltimore Marriott Waterfront
Baltimore, MD**



2011 CONFERENCE PROGRAM & REGISTRATION



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22nd Annual Conference of the National Task Force on CME Provider/Industry Collaboration

COLLABORATING TO IMPROVE PROFESSIONAL EDUCATION AND HEALTH OUTCOMES

WEDNESDAY, SEPTEMBER 21, 2011

10:00 am - 7:00 pm **Registration Open**

1:00 pm - 5:30 pm **Intensive Pre-Conference on CME Collaboration:
*Current and Future Trends in Commercial Support and CME Program Delivery***
Pre-Conference Chair: Ed Dellert, RN, MBA, CCMEP
Pre-Conference Co-Chair: Michael S. Saxton, MEd, FACME

As we enter the final quarter of the 2011 calendar year, our community of professional medical educators can continue to anticipate a rising bar of expectations. This bar could challenge us in the development and implementation of a variety of continuing medical education activities, all striving to facilitate improved patient safety, privacy and optimization of patient healthcare outcomes.

What are the trends and this “bar” of expectations? The expectations could best be described as representing, fostering and encouraging ethical behavior, educational values and the instillation of a culture of improvement in healthcare delivery. This half-day intensive session hopes to provide information on what the current trends are in 2011 but more importantly, what we can anticipate the bar of expectation to be in 2012. We look forward to your participation but also to listen to participants’ experiences, practices in medical education and innovative ideas for the future.

Take advantage of this educational collaboration by hearing from a cross-section of experts within the community of professional medical education. Together, we will facilitate an exchange of information in an interactive format that offers participants a multi-dimensional view to consider in commercial support and management of expectations within CME programs. Our hope is that each of the participants will take some of these concepts and ideas back home for implementation. We look forward to meeting with you in an engaging dialogue where we can learn from one another in a collaborative fashion.

6:00 pm - 7:30 pm **Opening Reception and Exhibits**
All Conference Attendees Invited

THURSDAY, SEPTEMBER 22, 2011

7:00 am - 8:00 am **Continental Breakfast and Exhibits**

7:00 am - 7:00 pm **Registration Open**

8:00 am - 8:10 am **Welcome and Introductory Remarks**
Alejandro Aparicio, MD, FACP, Chair, National Task Force on CME Provider/Industry Collaboration
Mindi K. McKenna, PhD, MBA, Conference Chair
Hilary J. Schmidt, PhD, Conference Co-Chair

THURSDAY, SEPTEMBER 22 (CONT.)

8:10 am - 9:10 am

Keynote Lecture

Faculty: William D. Carey, MD, MACG

Professor of Medicine

Director, Center for Continuing Education at the Cleveland Clinic

9:10 am - 9:30 am

Discussion for Application

9:30 am - 10:00 am

Implications of MOC/MOL for CME Collaboration

Requirements are evolving for physicians' demonstration of lifelong learning to fulfill their responsibilities for Maintenance of Certification (MOC) and Maintenance of Licensure (MOL). Learn how these changes impact CME providers and supporters.

Moderator: Mindi McKenna, PhD, MBA, American Academy of Family Physicians

10:00 am - 10:20 am

Break in Exhibit Hall

10:20 am - 11:10 am

Working Together Within the Guidelines – Interactive Case Studies

Panelists representing the perspectives of ACCME, AMA CEJA and FDA, as well as industry and CME providers, will address specific cases related to compliance and interact with conference participants through the use of an audience response system.

Moderators: SueAnn Capizzi, MBA, American Medical Association

Marty Cearnal, JHI

Panelists: Sharon Douglas, MD, AMA Council on Ethical & Judicial Affairs

Arnie Friede, JD, Arnold I. Friede & Assoc.

Marcella Hollinger, MEd, FACME, Illinois State Medical Society

Stephen M. Lewis, MA, CCMEP, Global Education Group

John Ruggiero, PhD, CCMEP, Genentech

11:10 am - 11:30 am

Discussion for Application

10:30 am - 12:15

Excellence and Innovation in Education

This session will focus on the role of CME to integrate innovations in technology into a process of professional development and quality improvement.

Moderator: Hilary Schmidt, PhD

Faculty: J. Larry Holly, MD

Chief Executive Officer and Managing Partner

Southeast Texas Medical Associates

12:15 - 1:15 pm

Lunch

1:15 pm - 2:30 pm

Communities of Practice Breakouts

These sessions will allow participants to network around topics of interest with others from their area of practice.

- Academic Medical Centers

Facilitator: Martin Quan, MD, Office of CME, David Geffen School of Medicine UCLA

Co-facilitator: Jann Balmer, RN, PhD, University of Virginia School of Medicine

- Medical Education and Communication Companies

Facilitator: Chris Larrison, Healthcare Performance Consulting

Co-facilitator: Matthew Frese, MBA, Quintiles



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THURSDAY, SEPTEMBER 22 (CONT.)

- Hospitals and Intrastate Accredited Providers
Facilitator: Marcella Hollinger, MEd, FACME, Illinois State Medical Society
- Medical Specialty Societies
Facilitator: Kathy Marian, MEd, American Academy of Family Physicians
- Pharmaceutical/Biotech/Medical Device Companies
Facilitator: Samantha Lansdowne, MSJ, Daiichi-Sankyo
Co-facilitator: Jason Singer, PharmD, Eli Lilly and Company

2:30 pm - 3:00 pm **Break in Exhibit Hall**

3:00 pm - 3:50 pm ***Hot Topics***

This session will provide an update on the role of CME providers and industry in providing Risk Evaluation and Mitigation Strategies (REMS) education.

Moderator: Melinda Steele, MEd CCMEP, FACME; Confluence Educational Consulting, Inc.

Faculty: Ann Karty, MD, FAAFP, American Academy of Family Physicians

3:50 pm - 4:00 pm **Reflection for Application**

5:00 pm - 6:30 pm **Reception and Exhibits**

FRIDAY, SEPTEMBER 23, 2011

7:00 am - 8:00 am **Breakfast**

8:00 am - 8:50 am ***Shickman Lecture: Collaborating for Advances in Professional Education and Patient-Centered Care***

Patient-centered care is accessible and affordable, coordinated by those accountable for quality outcomes and cost-effective delivery. Patient-centered care requires innovative collaboration – among health care professionals, and among those who provide or support their lifelong learning and continuous improvement in practice.

Faculty: Douglas E. Henley, MD, FAAFP
Executive Vice President and Chief Executive Officer
American Academy of Family Physicians

8:50 am - 9:20 am **Discussion for Application**

9:20 am - 10:00 am ***Perspectives of Senior Medical Leaders on CME, Current Challenges and Future Directions***

An informal discussion with major medical leaders on the future of CME within their institutions, and their perspectives on the promise and challenges to CME from policy makers, organized medicine and health care providers.

Moderator: John Kamp, PhD, JD, Coalition for Healthcare Communication

Panelists: Darrell G. Kirch, MD, Association of American Medical Colleges (Invited)
Freda Lewis-Hall, MD, Pfizer Inc (Invited)
Douglas Henley, MD, American Academy of Family Physicians
David B. Hoyt, MD, American College of Surgeons

FRIDAY, SEPTEMBER 23 (CONT.)

10:00 am - 10:30 am

Break in Exhibit Hall

10:30 am - 12 noon

Concurrent Breakout Sessions #1

These breakout sessions are timely and relevant to anyone involved in collaborations to improve professional education and health outcomes. Learn tips for collaborating to address health disparities or the learning needs of health care teams. Tackle challenges of transparency among CME providers and supporters. Prepare for the impact of Patient-Centered Medical Homes (PCMH) and Accountable Care Organizations (ACOs) or involving patients in education and quality improvement.

A. Collaborating to Address Health Disparities

Moderators: Lois Colburn, UNMC, Center for Continuing Education
Colin Syphax, National Medical Association

B. Medical Specialty Societies and Industry: Addressing the Challenges through Collaboration and Transparency

Panelists: Anne Marie Dubois, Novo Nordisk
Todd Jackson, PharmD, GlaxoSmithKline
Pamela Mason, CCMEP, FACME, AstraZeneca
Deborah Samuel, MBA, American Academy of Pediatrics
Walter Wolyniec, MS, Forward Health Group
Elizabeth Yarboro, American College of Cardiology

C. Impact of Accountable Care Organizations and Patient Centered Medical Homes on CME

Faculty: Bruce Bellande, PhD, FACME, CCMEP, Deborah Wood and Associates
Communications Group
Michael S. Saxton, MEd, FACME, American Academy of Physician Assistants

D. Patient Involvement in CME and Quality Improvement

Faculty: Diane Burkhart, PhD, American Osteopathic Association

E. Interprofessional and Team-Based Learning: Collaborations That Have Worked

Moderator: David Davis, MD, Association of American Medical Colleges

12 noon - 1:00 pm

Lunch

1:00 pm - 2:30 pm

Concurrent Breakouts Sessions #2 (Repeat from morning)

2:30 pm - 3:10 pm

Current Practices and Trends in Commercial Support of CME: Perspectives from Industry

Representatives from industry will examine the results of recent PACME benchmarking surveys focused on the current state of and trends related to funding of CME.

Faculty: Kristin Cline, PhD, CCMEP, Ortho-McNeil Janssen Scientific Affairs, LLC
Kevin Harris, Millennium: The Takeda Oncology Company

3:10 pm - 3:20 pm

Reflection for Application

3:20 pm - 3:30 pm

Closing Remarks**Schedule subject to change.**

GENERAL INFORMATION

ONLINE REGISTRATION

www.ama-assn.org/go/cmetaskforce

MAIL

Mail registration page with payment to:

American Medical Association
Attn: National Task Force Conference
515 North State Street
Chicago, IL 60654

FAX (CREDIT CARD PAYMENTS ONLY)

Fax registration page to: 312-464-5830

Attn: National Task Force Conference

ONSITE (BASED ON SPACE AVAILABLE)

Wednesday, September 21, 2011 (10:00 am - 7:00 pm)

Thursday, September 22, 2011 (7:00 am - 3:30 pm)

Friday, September 23, 2011 (7:30 am - 10:30 am)

REGISTRATION FEES

REGISTRATION FEES ON OR BEFORE AUGUST 15, 2011

\$225 Pre-Conference Only
(Wednesday, September 21, 2011)

\$720 Conference
(Thursday, September 22, 2011 and Friday, September 23, 2011)

\$880 Pre-Conference & Conference
(Wednesday, September 21, 2011 through Friday, September 23, 2011)

REGISTRATION FEES AFTER AUGUST 15, 2011

\$240 Pre-Conference Only
(Wednesday, September 21, 2011)

\$820 Conference
(Thursday, September 22, 2011 and Friday, September 23, 2011)

\$980 Pre-Conference & Conference
(Wednesday, September 21, 2011 through Friday, September 23, 2011)

Note: Advance registration will close on Wednesday, September 15, 2011.

Registrations will only be accepted onsite after September 15.

HOTEL ACCOMMODATIONS

The 22nd Annual Conference of the National Task Force on CME Provider Industry Collaboration will be held at:

Baltimore Marriott Waterfront
700 Aliceanna Street
Baltimore, MD 21202

Reservations can be secured online at

<https://resweb.passkey.com/go/AmericanMedical>, or by calling 410-385-3000 or toll free 800-266-9432. Hotel reservations must be made by August 29, 2011 to secure the group rate of \$247 plus taxes. For call-in reservations, mention that you are attending the National Task Force Conference to receive our discounted group rate. Rooms are subject to availability and early reservations are advised.

GROUP DISCOUNTS

Register three paid participants from the same organization and receive a \$150 discount on each additional registration. The registration form should be completed for all four (or more) registrants, and faxed/mailed at the same time to receive the discount. Registrations for group discounts cannot be completed online.

DRESS CODE

Dress for all sessions is business casual.

SPECIAL NEEDS

In accordance with the Americans with Disabilities Act, the National Task Force on CME Provider/Industry Collaboration seeks to make this conference accessible to all. If you have a disability which might require special accommodations, please contact us at 312-464-5196.

CANCELLATION POLICY

Registrants needing to cancel before August 31, 2011 are entitled to a full refund less a \$50 processing charge. Cancellations must be made in writing and can be addressed to cmetaskforce@ama-assn.org. No refunds will be made for cancellations received after August 31, 2011.

AIRLINE DISCOUNT

Discounted airfare is available from both American Airlines (AA) and United Airlines (UA), with discount valid from September 18-26, 2011. To book American Airlines go to www.aa.com, enter origin, destination and travel dates, and enter the authorization code 192ISS in the Promotion Code box.

To book **United Airlines** reservations, call United Airline's Meeting Plus at 800-521-4041 and mention Meetings Plus ID 500CQ.

Attendee Information

Name/Degree(s)

Title

Organization

Preferred Address

City State Zip Code

Office Phone Number

Email Address

Emergency Contact Phone

- ☐ Please do not print my contact information in the participant roster distributed onsite.
- ☐ Please do not add me to the National Task Force email list.

PAYMENT

Registration fees before August 15, 2011

- ☐ \$225 Pre-Conference Only
- ☐ \$720 Conference
- ☐ \$880 Pre-Conference and Conference

Registration fees after August 15, 2011

- ☐ \$240 Pre-Conference Only
- ☐ \$820 Conference
- ☐ \$980 Pre-Conference and Conference

METHOD OF PAYMENT

- ☐ American Express ☐ Visa ☐ MasterCard

Name as it appears on credit card

Credit Card # Expiration Date

CCV (CID) value (from back of card)

Signature

Billing Address

Billing City State Zip Code

Mail this page with payment to:

American Medical Association
Attn: National Task Force Conference
515 North State Street
Chicago, Illinois 60654

Fax (credit card payments only) to: 312.464.5830
Attn: National Task Force Conference

Session Selection

Check only the boxes of those sessions which you will attend.

COMMUNITIES OF PRACTICE

- ☐ Academic Medical Centers
- ☐ Accredited Medical Education and Communication Companies
- ☐ Non-Accredited Medical Education and Communication Companies
- ☐ Hospital and Intrastate Providers
- ☐ Medical Specialty Societies
- ☐ Pharmaceutical/Biotech/Medical Device Companies

CONCURRENT BREAKOUT SESSIONS

Please register for one session during each time slot.

Friday, September 23, 2011

Breakout session #1: 10:30 am – 12:00 pm

- ☐ A. Collaborating to Address Health Disparities
- ☐ B. Medical Specialty Societies and Industry: Addressing the Challenges through Collaboration and Transparency
- ☐ C. Impact of Accountable Care Organizations and Patient Centered Medical Homes on CME
- ☐ D. Patient Involvement in CME and Quality Improvement
- ☐ E. Interprofessional and Team-Based Learning: Collaborations That Have Worked

Breakout session #2: 1:00 pm – 2:30 pm

- ☐ A. Collaborating to Address Health Disparities
- ☐ B. Medical Specialty Societies and Industry: Addressing the Challenges through Collaboration and Transparency
- ☐ C. Impact of Accountable Care Organizations and Patient Centered Medical Homes on CME
- ☐ D. Patient Involvement in CME and Quality Improvement
- ☐ E. Interprofessional and Team-Based Learning: Collaborations That Have Worked

What type of organization do you represent?

- ☐ Biotech Company ☐ Medical Specialty Society
- ☐ Government ☐ Pharmaceutical Company
- ☐ Accredited Medical Education & Communication Company ☐ Insurance Company
- ☐ Non-Accredited Medical Education & Communication Company ☐ Healthcare Association
- ☐ Hospital or Healthcare System ☐ State Medical Society
- ☐ Medical School ☐ Medical Device Company
- ☐ Other: _____

How did you hear about the conference?

- ☐ Conference Brochure ☐ Word of mouth
- ☐ AMA Website ☐ Another Conference (please list) _____
- ☐ AMA MedEd Update _____
- ☐ Ad in Medical Meetings Magazine ☐ Email _____
- ☐ Alliance Almanac ☐ Other: _____

Attendance History

- ☐ This is my first time attending. ☐ I have attended in the past.

CME professionals who attend this pre-conference will be able to:

- List three current 2011 trends in commercial support for CME;
- List three current trends in management of commercial support by CME Providers; and identify an action your organization could implement in 2012 to improve either the management of commercial support or providing commercial support in the community of professional medical education.

OVERALL PROGRAM OBJECTIVES

Upon completion of this conference participants will:

- Gain insight into the current regulatory, political and healthcare environments and how they are affecting industry investments in and provider approaches to CME;
- Improve the ability to ensure compliant practices in controversial areas and in the “grey zones”;
- Discuss the potential changing roles for providers in developing and industry in supporting PI, QI, REMS, MOL, and MOC initiatives;
- Generate ideas for how to adapt education initiatives to the changing healthcare environment that is affecting healthcare professionals’ needs, expectations and requirements for lifelong learning; and
- Apply effective and practical approaches to ensure effective education that translates into improved patient care and outcome.

A SPECIAL THANKS TO THE PLANNING COMMITTEE:

Mindi K. McKenna, PhD, MBA
Conference Chair
American Academy of Family Physicians

Hilary J. Schmidt, PhD
Conference Co-Chair
sanofi-aventis U.S.

Alejandro Aparicio, MD, FACP
American Medical Association

Diane Burkhart, PhD
American Osteopathic Association

SueAnn Capizzi, MBA
American Medical Association

Lois Colburn
UNMC – Center for Continuing Education

Ed Dellert, RN, MBA, CCMEP
American College of Chest Physicians

Walter D. Fox, CCMEP
Ortho-McNeil Janssen Scientific Affairs, LLC

Marcella Hollinger, MEd, FACME
Illinois State Medical Society

John Kamp, PhD, JD
Coalition for Healthcare Communications

Stephen M. Lewis, MA, CCMEP
Global Education Group

Pamela Mason, CCMEP, FACME
AstraZeneca

Martin Quan, MD
Office of CME, David Geffen School
of Medicine UCLA

Mike S. Saxton, MEd, CCMEP, FACME
American Academy of Physician Assistants

Melinda Steele, MEd, CCMEP, FACME
Confluence Educational Consulting, Inc.

Colin Syphax
National Medical Association

www.ama-assn.org/go/cmetaskforce