

# inside *medical education*

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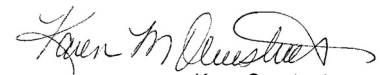
MARCH 2006

## FACILITATING INDEPENDENT MEDICAL EDUCATION

Dear Colleagues,

Welcome to the inaugural issue of *Inside Medical Education*. This publication is a continuation of *Next in Medical Education* and reflects the establishment of a new education company (see article below).

Indicia will continue to bring you highlights of issues relevant to the evolving world of CME. I hope you find this issue of *Inside* interesting, and I look forward to your comments and suggestions for future issues.



Karen Overstreet  
President

Indicia Medical Education, LLC

## NEXUS ESTABLISHES INDICIA MEDICAL EDUCATION, LLC

**“The formation of Indicia will support the growing need of our pharmaceutical and biotechnology partners to clearly differentiate certified educational activities from promotional activities.”**

**Michael Caso  
Nexus CEO**

As a proactive measure to maintain separation of education and promotion, Nexus Communications, Inc., (Nexus) a medical communications agency, has formed Indicia Medical Education, LLC, (Indicia) to develop and manage certified educational activities.

Indicia, an independent company, will be overseen by medical education veteran and expert Karen Overstreet, EdD, RPh, FACME. An educator and frequent presenter on CME, Dr. Overstreet brings to Indicia a combination of expertise in education design and process, as well as access to the latest regulatory decisions,

decision makers, and leaders in medical education. According to Dr. Overstreet, “Indicia will fulfill unmet needs in medical education with innovative programs that adhere to the present regulatory guidelines but remain adaptable to changes in the regulatory environment.”

Indicia (meaning “mark of evidence”) will maintain a system of “checks and balances” by working synergistically with accredited partners in academic and non-academic settings to produce unique activities that are based on best available data and applicable to practice. Dr. Overstreet believes this formula will produce educational programs that are

innovative, compliant, and scientifically relevant.

While Indicia will be responsible for all certified continuing education activities, Nexus will continue to focus on strategies and services such as thought leader development and publications planning, as well as non-certified educational activities, promotional education, advisory boards, and live activities. Nexus CEO Michael Caso says, “The formation of Indicia will support the growing need of our pharmaceutical and biotechnology partners to clearly differentiate certified educational activities from promotional activities.”

**For more information on Indicia, contact Karen Overstreet at (215) 855-9090; for more information on Nexus, contact Michael Caso at (215) 361-6075.**



## THOMAS PEARSON MEMORIAL AWARD

The Alliance for CME presented its Thomas Pearson Memorial Award to Indicia President Karen Overstreet at its annual conference in San Francisco in January. Dr. Overstreet, who served as Chair of the

organization's Annual Conference Planning Committee, received the award in recognition of her exemplary service to the field of continuing medical education. The Alliance for CME provides leadership and advocacy

for industry professionals with educational opportunities, professional development, and a forum for discussion of issues that impact the profession. For more on the Alliance for CME, visit <http://www.acme-assn.org>.



Karen Overstreet, EdD, RPh, FACME  
Photo courtesy of the Alliance for CME

## AMA REVISES PHYSICIAN RECOGNITION AWARD CREDIT SYSTEM

Since 1968, the American Medical Association has recognized and awarded credit for physician participation in CME activities. In early 2006, major changes to the AMA's Physician Recognition Award credit system were announced that will affect physicians, providers, and those responsible for producing CME activities. Significant changes include the following:

- The AMA has asserted trademark protection of the term "AMA PRA Category 1 Credit™" in designation statements that are required on all materials for CME activities.
- The standard AMA PRA credit system designation statement has been revised to reflect the trademark protection.
- International physicians are now eligible for AMA PRA Category 1 Credit™ without US licensure and without the formerly required provider application process.
- Four new formats have been approved for AMA PRA Category 1 Credit™, including performance improvement and Internet point-of-care learning, among others.

For more information on these changes, go to <http://www.ama-assn.org/go/pr>.

## EVENTS OF INTEREST

April 5–9, 2006  
Society for Academic Continuing Medical Education (SACME)  
2006 Spring Meeting  
Key West, Florida  
Topic: Integrating CME for Improved Patient Care  
[http://www.sacme.org/SACME\\_Meetings/Spring\\_2006](http://www.sacme.org/SACME_Meetings/Spring_2006)

April 6–7, 2006  
AMA Medical Communications Conference  
26<sup>th</sup> Annual Conference  
Phoenix, Arizona  
<http://www.ama-assn.org/ama/pub/category/13270.html>

May 1–3, 2006  
Medical Education Congress  
2006 Conference  
Philadelphia, Pennsylvania  
Topic: Enabling Physicians to Improve Patient Health: Collaborative Efforts to Increase CME Quality and Establish Compliant Education Practices That Work  
<http://www.iirusa.com/meded/>

June 18–20, 2006  
Global Alliance for Medical Education (GAME)  
11<sup>th</sup> Annual Meeting  
Rome, Italy  
Topic: Does CME Improve the Quality of Care?  
<http://www.game-cme.org/meetings>

## MEDICAL MEETING BLOG SCORES HIGH MARKS

Want to keep up with the latest on meetings and other important industry developments? CME professionals of all walks will find useful information at MeetingsNet. Clicking on the "Capsules" link will take the site visitor to a medical meetings blog that provides summaries and even commentary from recent industry meetings, with links to

organization Web sites that provide comprehensive details on the topics discussed. The "mad blogger" responsible for content on this site is Sue Pelletier, Executive Editor of *Medical Meetings* magazine, so readers can have confidence in the information found there.

Visit the site at: <http://blog.meetingsnet.com>

### Questions or Comments?

Please send information, comments, or questions for future issues of *Inside Medical Education* to Karen Overstreet at [karen.overstreet@indiciaed.com](mailto:karen.overstreet@indiciaed.com)

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