

inside *medical education*

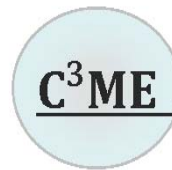
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JUNE 2008

COLLABORATION IN ACTION: C³ME

Indicia President Karen Overstreet is pleased to announce that Indicia will once again join with other CME professionals to optimize resources and partnerships, facilitate exchange of data and ideas, and enable more efficient implementation of educational activities.

Indicia has established the Collaborative Consortium for CME (C³ME) as a virtual network of physician and medical societies, universities, and medical education companies with the goal of improving medical education services through collaboration. So far, 14 organizations have joined C³ME, and Dr. Overstreet expects the group to grow. The relationships formed in C³ME will allow the group's members to share resources on clinical and education topics and data related to outcomes and evaluation surveys, as well as facilitate the identification and recruitment of physicians interested in participating in surveys or acting as faculty for educational activities. Also, by partnering on grant requests and on the planning and implementation of educational activities, members hope to improve the quality of their physician education programs and thereby increase the value of the activities they develop.



Collaborative Consortium for CME

A virtual network of medical educators

To learn more about C³ME, contact Dr. Overstreet at karen.overstreet@indiciaed.com

"I am excited to be able to share ideas and resources with providers from across the country. Collectively, our virtual network will be able to facilitate innovation, collaboration, and creativity in implementing medical education that is effective in improving physician performance and patient outcomes."

— Karen Overstreet, EdD, RPh, FACME

NC-CME RAISES THE BAR FOR CME PROFESSIONALS

With the current critical environment in the medical education industry, it is essential to ensure the quality and integrity of the educational activities provided to more than 700,000 physicians in the United States (data from NC-CME.org at <http://www.nccme.org/index.asp?dbid=13>).

Employers, providers, and learners need assurance that the person planning, implementing, and evaluating a CME activity has the relevant knowledge and experience to produce effective and compliant activities. The National Commission for Certification of CME Professionals (NC-CME) recognizes this and has developed a comprehensive testing and certification program for CME professionals (CCMEP). To inform the certification

process, NC-CME conducted a job analysis and survey (to which 272 CME professionals responded). Based on the results of these analyses, NC-CME developed a certification exam designed to assess an applicant's knowledge of CME guidance, regulations, and experience. A point system that values elements of the applicant's professional background (eg, education, membership in professional organizations, years of experience, and participation in industry activities) will be used to ascertain the applicant's qualification for taking the exam. The exam will be offered during June, September, and December 2008 at some 200 testing centers nationwide. For more information on the CCMEP examination, visit <http://www.nccme.org/>.

CCMEP Exam Outline	
Adult learning principals	15%
Educational interventions	30%
Relationship with stakeholders	10%
Leadership/administration and management	25%
CME environment	20%



AMA CEJA REPORT: INDUSTRY-SUPPORTED CME

If you were listening on June 15, you might have heard an industry-wide sigh of relief from medical education companies and the pharmaceutical industry when the AMA's Reference Committee on Amendments to the Constitution and Bylaws decided to table an amendment to effectively eliminate industry support of physician education. The AMA Council on Ethical and Judicial Affairs (CEJA) Report, titled *Industry Support of Professional Education in Medicine*, cited industry funding as a threat to the integrity of physician education and recommended eliminating such funding except for training with new technologies or devices.

Individuals and representatives from more than 40 organizations that included CME advocacy groups such as NAAMECC (North American Association of Medical Education and Communication Companies) and ACME (Alliance for CME) presented statements to the committee urging them to reject the amendment, and they listened.

According to the 2008 Annual Meeting Highlights for the AMA House of Delegates, "...there was a consensus during the reference committee that a broader discussion should take place before adopting ethics policy on industry support of medical education."

Indicia President Karen Overstreet stated, "We are relieved at the decision, but the issue will likely be considered again at next year's meeting."

For more on the AMA's decision, visit <http://www.ama-assn.org/ama/pub/category/18187.html>

"While some certified CME can and should be developed without industry funding, the reality is that industry support is both valid and necessary to improve physician competence, performance, and patient outcomes. ...[W]e believe that collaborations with industry are a fundamental part of modern medicine...." —NAAMECC and the Coalition for Healthcare Communication testimony for the AMA

EVENTS OF INTEREST

July 14–15, 2008

The Jobs We Juggle—
CME Planners Keeping CME in
Motion
Mayo Clinic
Chicago, IL
<http://www.mayo.edu/cme>

July 30–August 1, 2008

Accredited CME as a Bridge to
Quality: Understanding and Imple-
menting ACCME Requirements as
Practice-based Learning and
Improvement
Chicago, IL
<http://accme.org>

September 9–10, 2008

CBI's 3rd Annual Forum on
Bio/Pharmaceutical Grants
Courtyard Marriott Downtown
Philadelphia, PA
<http://cbinet.com>

October 21-23, 2008

19th Annual Conference on CME
Provider/Industry Collaboration
Certified CME for Better Patient Care:
Navigating the Regulatory
Environment
Baltimore Marriott Waterfront
Baltimore, MD
<http://www.ama-assn.org>

Questions or Comments?

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Please visit our Web site at

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INDICIA MEDICAL EDUCATION SERVICES

Concerned about your compliance? Are your stakeholders secure? Indicia can help.

Indicia Medical Education, LLC, offers consultation and training on CME best practices to ensure compliance, mitigate risk to stakeholders, and improve the effectiveness of CME programs. For a consultation, please contact Karen Overstreet at karen.overstreet@indiciaed.com or call 215-855-9090.

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