

# **NEXt** *in Medical Education*

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## **Conflict of Interest Resolution Requires Proactive Strategy**

**H**as your organization figured out how the new Standards for Commercial Support of CME will impact the timing, planning, and content of educational activities? Further, do you have the internal resources to operationalize the latest compliance processes?

Many providers and supporters are implementing a policy that only credible published data will be used in educational activities, believing this will help mitigate commercial bias for faculty who have personal financial relationships with industry. Of course, it is fairly well documented that much of medicine is in fact not yet evidence based, and the often protracted process of submitting, revising, and publishing clinical data compounds the problem. Here are some possible publication-related implications of providers' likely reliance on published data:

- Accredited providers will not accept "data on file" as a reference
- Medical writers and educational designers (as well as planning committee members and faculty themselves) will need more time to perform literature searches, acquire references, and fact check educational materials
- Drug information skills (eg, literature retrieval and analysis) will become essential skills for educational providers (many education and communication companies already employ writers and directors with these skills; pharmacists with advanced training in drug information are particularly adept at this)

The new process will require a concerted effort from commercial supporters and their internal partners to publish data more quickly than in the past. Target journals will be carefully evaluated for the "lag time" to publication, bumping some first-tier publications out of favor for journals that publish more quickly.

With planning and preparation, reliance on published data should result in dissemination of

the "best available evidence" and not impede the flow of important information. Time will tell.

## **Springtime is CME Symposia Time**

Spring is here, turning our thoughts to—learning. Here are a couple of noteworthy events:

- **May 9-11, Philadelphia, PA: MedEd Medical Education Congress**, Loews Philadelphia hotel. This information-packed meeting will feature 3 key tracks: Regulatory and Professional Compliance, CME Value and Effectiveness, and CME Collaboration, each offering a full day of learning. Nexus President Karen Overstreet, EdD, RPh, FACME, will serve as chairperson for the track on CME Collaboration. Contact Nexus at [next@nexuscominc.com](mailto:next@nexuscominc.com) to receive a 15% discount towards registration (available on a first-come, first-served basis). For meeting information: [www.medcongress.com](http://www.medcongress.com); 888-670-8200.
- **June 9-10, Princeton, NJ: The Center for Business Intelligence 5<sup>th</sup> Annual Continuing Medical Education Symposium**, Hyatt Regency Princeton. "Comply with Guidelines and Standards to Maximize Physician Reach" is the theme of this year's meeting, which will feature a keynote presentation from Bruce Bellande, PhD, FACME, Executive Director, Alliance for Continuing Education. Karen Overstreet will participate as a panelist in 2 workshops: "Optimize the RFP Process for Successful CME Partnerships" and "Preparing for the Future of CME." Contact Nexus at [next@nexuscominc.com](mailto:next@nexuscominc.com) for a \$300 coupon towards registration. For meeting information: [www.cbinet.com](http://www.cbinet.com); 800-817-8601.

## Manufacturers No Longer Recognized as ACPE-Accredited Providers of Continuing Pharmacy Education

**I**n the past, the Accreditation Council for Pharmacy Education (ACPE) has accredited certain pharmaceutical and biomedical device manufacturers as continuing education providers. However, the OIG Guidelines now stipulate that a manufacturer should have no control over the content, speakers or authors of CE programs. Because this conflicts with the ACPE's former criteria for CE, ACPE will now accredit only those providers who are in compliance with ACPE criteria and the OIG guidelines. The ACPE Board of Directors approved the following at the January 2005 meeting:

- The ACPE will no longer accept applications from pharmaceutical and biomedical device manufacturers seeking accreditation as providers of continuing education.
- Effective July 1, 2005, ACPE will not recognize pharmaceutical and biomedical device manufacturers as accredited providers. Organizations with a commercial interest and any proprietary entity producing health care goods or services, with the exception of nonprofit or government organizations, and non-health care related companies, will not be eligible for ACPE accreditation status.

If you have any questions regarding the above, please contact the ACPE office: (312) 664-357; [www.acpe-accredit.org](http://www.acpe-accredit.org)

## NEXt in Europe

### Trends in Global Healthcare

**T**he demand for evidence-based medicine is not unique to the United States. Germany, Italy, France and Spain have made CME mandatory, and many other countries are exploring various forms of formalized medical education.

Multiple factors can be attributed to this trend. In their March 2005 newsletter, the global consulting firm Wentz Miller and Associates, LLC, cited the global epidemic of chronic diseases (heart disease, hypertension and stroke, diabetes and cancer), an aging population, shortages of MDs, and the assumption of some traditional physician roles by nurses, physician assistants, pharmacists and clinical psychologists, as some of the driving forces.

Numerous complexities of globalized CME will be explored at the Global Alliance for Medical Education (GAME) meeting June 19-21, 2005 in New York, NY. Visit the GAME website, [www.game-cme.org](http://www.game-cme.org) for more information.

### Nexus Offers Free CME Lunch-and-Learn

**S**chedule a free CME lunch-and-learn. Nexus will bring its expertise to your workplace. All you need to provide is lunch, attendees, and a list of burning questions. Contact Karen Overstreet for more information on how you can benefit from this program: [next@nexuscominc.com](mailto:next@nexuscominc.com); (215) 361-6075.

### Questions or comments?

Please send case studies, comments, or questions for future issues of NEXt to Karen Overstreet at [next@nexuscominc.com](mailto:next@nexuscominc.com).

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