

## **MECCA/PACME Joint Webinar - Improving Collaboration among CME Stakeholders**

In light of the recent heated debate regarding the issue of independence in continuing medical education (CME), providers must learn to foster educational partnerships, while maintaining transparency and producing meaningful results. Partnering should be viewed as a channel for developing cutting-edge CME activities that will ultimately improve healthcare delivery. Presenters will address the issues and challenges with collaboration that currently concern all stakeholders in the CME profession.

### **Purpose:**

The benefits of any quality CME activity depends upon its contributors. This session is designed to create a forum to openly discuss the issues surrounding partnerships and collaborations among and between stakeholders in CME activities. Participants are encouraged to join the discussion to identify, highlight and evaluate key issues regarding their own experiences in collaborative CME.

### **Objectives:**

After the completion of this session, participants should be better able to...

- Identify characteristics of a responsible and effective partner
- Describe how short- and long-term collaboration enhances the effectiveness of CME activities
- List ways partnering has changed between CME providers and grantors in the continually changing CME environment

### **Target Audience:**

This 60-minute session should be of interest to **CME professionals of all provider types and at all levels of experience, especially** CME professionals that work in the pharmaceutical, biotech and device industry **and** CME professionals that work in an accredited or non-accredited medical education or communications company that provides CME to physicians and other health care providers.

### **Presenters:**

#### **Maureen Doyle-Scharff, MBA**

Director of Medical Education Pfizer Inc.

Maureen recently joined Pfizer where she is Director, Medical Education Group, a part of the US External Medical Affairs team. Having worked in the pharmaceutical industry for nearly 17 years, Maureen has held a number of leadership positions including healthcare education, advocacy development, policy and reimbursement, brand management and managed care strategies, all with a particular emphasis on partnerships, continuing medical education and continuing professional development.

Maureen frequently lectures on Provider/Industry Collaboration and Alliance and Advocacy topics, serves on the Board of Directors for the Alliance for Continuing Medical Education, and the Global Alliance for Medical Education, is a member of the AMA National Provider/Industry CME Collaboration Taskforce, past chair of PACME, the Pharmaceutical Alliance for Continuing Medical Education and is a founding member and president of the Ohio Affiliate of the Healthcare Businesswomen's Association. Additionally, Maureen serves on a number of specialty society and patient advocacy advisory boards.

Maureen received her undergraduate degree from the University of Michigan, and her MBA from St. Joseph University. She currently resides in Columbus, Ohio with her husband and their two sons.

#### **Michael Lemon, MBA**

President

Postgraduate Institute for Medicine

Michael Lemon is President of the Postgraduate Institute for Medicine (PIM) in Englewood, Colorado, and has over thirteen years of experience in healthcare education. He joined PIM in 1997 and is responsible to oversee adherence and documentation regarding compliance to the regulations and ethical codes promulgated by the agencies and organizations that govern the continuing medical education (CME)

enterprise. Michael also serves as the Compliance Officer for Jobson Medical Information and provides oversight for CME Consultants in Wakefield, Rhode Island. Before attaining his current position, Michael's professional commitments have focused on establishing, operating and strengthening multiple entrepreneurial organizations. Mr. Lemon earned his MBA degree from the University of Denver, Daniels College of Business in Denver, Colorado.

Michael is a very active member of the CME community and has been an invited speaker for numerous engagements in the areas of compliance, regulatory issues, and best practices. He is President of the North American Association of Medical Education and Communication Companies (NAAMECC), a distinguished member of the Alliance for Continuing Medical Education (ACME) and has served as the Chair of the Medical Education and Communications Company Alliance (MECCA). Michael also serves as a Consulting Editor for CE Measure.