

Milestones to Accountability: Exploring Best Practices in CME Partnerships

Pharmaceutical corporations and device manufacturers want assurance that the dollars they award to CME providers and their partners are spent in an ethical and appropriate manner. Letters of agreement rarely specify milestones that would hold CME providers accountable for how the funds are spent. The instructors are interested in identifying best practices that potentially link milestones to release of funds in ways that comply with all of the appropriate rules and regulations that govern the industry and that will assure the public that education remains free of commercial bias.

Purpose:

The purpose of this 60-minute session is to examine partner accountability related to joint sponsorship projects funded by commercial interests. To help the participants to understand, the speakers will share their perspectives and concerns and engage a discussion in an effort to identify best practices related to milestones and accountability.

The following questions addressed during this webinar are:

- Are there measures that can be put into place that will foster accountability without raising concerns of commercial bias?
- What are the implications for CME providers and their partners if funds are withheld because accountability milestones are unmet?
- Given the practical concerns related to the release of large sums without assurances that they will be used optimally, what recommendations should be forwarded to ACCME related to potential updates to the Standards for Commercial Support?
- What are appropriate incentives for milestone achievement and/or disincentives for underperforming?

Objectives:

At the completion of this session, participants will be able to:

- identify best practices related to achieving milestones in CME projects funded by commercial interests and
- implement measures that will be useful in promoting accountability between partners working on continuing medical education activities funded by commercial interests.

Target Audience: This 60-minute session will be of interest to all staff members from CME providers, medical education companies, and pharmaceutical corporations who are interested in exploring how CME providers and their partners can demonstrate practical accountability related to the commercial support funds that have been entrusted to them.

Presenters:

Dixie Blankenship

Dixie Blankenship joined CME Enterprise in 2002. In her current position, she is responsible for overseeing the CME Program and ensuring compliance with all regulatory guidelines and the ACCME accreditation process. Her responsibilities include identifying and implementing program enhancements as well as reviewing all components of the activity development process for all educational activities, including needs assessments; developing objectives and evaluations; and providing outcomes measurement.

Serving as the CME Compliance Officer, Ms. Blankenship is responsible for providing all regulatory and compliance training, conducting quarterly CME team meetings, serving as a liaison for all grant offices

and accredited provider partners, and serving as a resource for business development. She is also responsible for the ACCME accreditation process and maintains all appropriate documentation and records.

With over 25 years of experience in CME, Ms. Blankenship currently serves as an ACCME site surveyor and faculty, is a member of the Alliance for CME, and is active with NAAMECC. Her accomplishments also include becoming Indiana's first Certified Meeting Professional (CMP) in 1987, obtaining ACCME accreditation for Methodist Hospital of Indiana, Inc., and serving as Director of Marketing and Medical Education for Winona Hospital in Indianapolis for 10 years.

George Mejicano, MD

George C. Mejicano received his medical degree from the University of Illinois in 1990. After finishing his post-graduate clinical training at the University of Wisconsin Hospital and Clinics, he became board certified in both internal medicine and infectious diseases. He is currently an Associate Professor of Medicine in the Section of Infectious Diseases in the Department of Medicine at the University of Wisconsin School of Medicine and Public Health. His clinical interests include travel medicine, antibiotic resistance, and emerging infectious diseases. In 2000, he was the recipient of the Distinguished Internist Award from the Wisconsin Chapter of the American College of Physicians. From 2003-2004, he served on the Board of Scientific Counselors of the National Center for Infectious Diseases of the United States Centers for Disease Control and Prevention (CDC). In 2007, he won the Public Health Leadership Award from the Madison – Dane County Public Health Department for his efforts to control multi-drug resistant tuberculosis in Wisconsin.

In 1996, Dr. Mejicano received a Master of Science degree in adult and continuing education from the University of Wisconsin-Madison. His educational interests include needs assessment and educational outcomes and he has done research on physician assessment and how education can lead to improvements in medical practice. In 2002, he was awarded the W.C. Felch / Wyeth-Ayerst Award for Research in Continuing Medical Education (CME) by the Alliance for CME.

Dr. Mejicano currently serves as the Associate Dean for Continuing Professional Development and is the Director of the Office of Continuing Professional Development in Medicine and Public Health at the University of Wisconsin School of Medicine and Public Health. He has given numerous national and international presentations related to continuing education. At present, he serves on the Board of Directors for the Alliance for Continuing Medical Education as well as the Board of Directors for the Accreditation Council for Continuing Medical Education (ACCME).

Dr. Mejicano is the recipient of numerous teaching awards including the 1998 and 2003 Medical Alumni Association Distinguished Teaching Awards, the 1999 Department of Medicine House Staff Award for Excellence in Teaching, the 2003 Medical School Dean's Teaching Award, the 2003 Alliant Energy - Underkofler Award for Excellence in Teaching from the University of Wisconsin System, and the 2007 Outstanding Pre-Clinical Teaching Award.

Chris Larrison, BA

Chris Larrison is a senior consultant for Healthcare Performance Consulting. He has over 20 years of experience in the healthcare industry in a broad range of roles, including sales, project management, medical education, quality improvement, adult learning, and behavior change. As a cofounder of Healthcare Performance Consulting, Mr. Larrison is currently working on projects to develop and implement strategies that will drive behavior change in clinicians, patients, and others within healthcare systems in order to attain specific and measurable quality and cost outcomes for clients. His clients include associations, employers, managed care organizations and medical education providers.

Kristin Rand, JD

Kristin Rand, JD is the Director of Education Strategy in the Professional Education Support Department for Wyeth Pharmaceuticals. Her responsibilities include managing the educational strategies across Wyeth's therapeutic areas, establishing and maintaining provider collaboration, and increasing the

efficiency, productivity and compliance of the independent education grants review and approval process. Before assuming her role as Director, Kristin lead the strategic direction for independent education related to gastric motility, infectious disease, and cardiology. Prior to joining Wyeth, Kristin was the CME Director of an accredited medical education company. Kristin's background includes experience working at a law firm, where she focused on medical malpractice defense and intellectual property matters, as well as an internship at Brigham and Women's Hospital where she conducted testing and research in genetics.

Mike Saxton, MEd

Mike Saxton received his BS in Microbiology at Virginia Tech and his Masters in Education from the University of Georgia. He is a strong advocate for change within the pharmaceutical industry in terms of how it supports continuing professional development of healthcare providers. He combines 27 years of pharmaceutical industry, CME provider and consulting experience in the area of CME best practices relative to commercial support issues. He recently returned to industry and now serves as the team lead for the newly formed Medical Education Group at Pfizer working with a group of people in order to continue serving as a catalyst for change. Upon returning to industry, he has been a champion for such issues as transparency, how industry can support the direction the ACCME has set for providers, block grants and providing greater grant access for under-resourced education providers like community hospitals. His volunteer activities have included the Alliance for Continuing Medical Education (ACME) Board of Directors, CME Advancement Task Force, AMA National Task Force on CME Provider & Industry Collaboration, chair of the 2007 ACME Annual Conference, editorial board of JCEHP (Journal of Continuing Education in the Health Professions), co-chair of the Pharmaceutical Alliance for CME (PACME) and other volunteer activities focused on adopting best practices in CE that responsibly align patient needs with industry CME support resources.