

Good CME Practice Group sets high standards

At the first meeting of the Good CME Practice Group, held in London on 20th May, a coalition of European CME providers met, along with representatives from medical societies, accreditation bodies and pharmaceutical industry, to begin the process of developing standards for the development and execution of CME in Europe.

The meeting was organised as an activity of the European CME Forum with the intention of bringing together leading European CME providers, and with input from other CME stakeholders, to work to create a set of working standards across the CME enterprise in Europe that will enable the developing CME franchise to grow in a highly transparent, ethical and professional way. In addition, the important and clear differences between certified independent education and other forms of communication that members of the medical profession encounter will be highlighted and protected by the adoption of the standards.

The Good CME Practice Group discussed the need for transparency on a series of issues such as funding, choice of faculty, content development, organisational structure of the programme developer, measurement of effectiveness and conflict of interest. The creation and monitoring of a set of standards for the development and implementation of CME programmes across Europe is an important step in creating an environment of excellence and transparency in the field. “We believe that a set of well publicised standards will give confidence to supporters and programme developers and will provide unequivocal guidance to those individuals and organisations that are considering developing CME programmes”, said Eugene Pozniak, Programme Director of the European CME Forum. He continued “This is an important step in creating a dialogue between the developers of programmes, the accrediting bodies and the healthcare professionals who take part in the educational programmes and, of course, in ensuring we develop programmes that ultimately improve performance and patient care”.

The vision of the group is to create a set of quality standards that can be reviewed and monitored such that CME accreditation bodies can have confidence that programmes submitted for accreditation are executed to a consistently high standard, and to assure financial supporters that the programmes they are supporting are being developed to appropriate probity and quality standards.

The Good CME Practice Group will meet again in Berlin later this year to present their work at the 3rd annual meeting of the European CME Forum (www.europeancmeforum.eu). The group welcomes additional interested parties and further information can be obtained at www.gCMEp.eu and from Eugene Pozniak (epozniak@syemi.org).

The participants of the Good CME Practice Group are: Eric-Jean Desbois (MedEd Global Solutions), Sheelagh Farrow and Ian Faulkner (International Medical Press), Onno Kaagman (Medcon International) Thomas Kleinoeder (KWHC), Philipp Leuschner (EIMSED), Alisa Pearlstone (PCM Scientific), Carry Pesch (PRIME Oncology), Peter Posel (QUAIME), Eugene Pozniak (Siyemi Learning), Chris Stevenson (PER), Jack Torr (iS Health Group) and David Williams (3c Strategy) with the partnership of the Rome CME-CPD Group.