Join us for the Second Annual Alliance for CME PACME Spring Summit!

The PACME Spring Summit is designed as a balanced, evidence-based, high quality program, that brings together expert faculty to address the specific and relevant needs of industry professionals.

Attendees will seek solutions to challenging issues through participation in breakouts, exchanging ideas, sharing experiences and developing relationships with colleagues who are striving toward a common goal—better patient care.

Who Should Attend

Industry professionals, both Pharmaceutical Alliance for CME (PACME) section members and non-members, will benefit from attending this event. The Summit would also be of interest to professionals who are involved in educational planning, grants/funding, compliance/regulatory affairs, legal affairs, medical education consulting, and the like.

Registration

Register by April 17, 2009 to take advantage of our Early-Bird pricing:

Attendee $1300  
Additional Attendee $1000  
(from Same Organization)

Registration Fees after April 17, 2009:

Attendee $1500  
Additional Attendees $1200  
(from Same Organization)

Register online at www.acme-assn.org!

Accommodations

Make your hotel arrangements by Tuesday, April 14, 2009 to get the discounted rate! For hotel and travel information, visit www.acme-assn.org.

Exhibitor and Support Opportunities

Limited space available! Please contact Jay Brown for details at jbrown@acme-assn.org or 205/453-0878.

For More Information

Visit www.acme-assn.org or call 205/824-1355.
PACME Spring Summit Agenda

Thursday, May 7, 2009

7:00  Registration
7:30  Continental Breakfast
8:15  Welcome and Summit Overview
      Jann Balmer, PhD, President, Alliance for CME
      Pamela L. Mason, BS, CCMEP, FACME, PACME Spring Summit Chair, Director, Medical Education Grants Office, AstraZeneca

8:30  Compliance Continuous Improvement Working Session
      Facilitators:
      Mike Saxton, MEd, Senior Director, Medical Education Group, Pfizer Inc
      Pamela L. Mason, BS, CCMEP, FACME, Director, Medical Education Grants Office, AstraZeneca
      Resources:
      Diane Burkhart, PhD, Director, Department of Education, American Osteopathic Association
      Jeanne M. Floyd, PhD, RN, CAE, Executive Director, American Nurses Credentialing Center
      Mindi McKenna, PhD, Director, Division of CME, American Academy of Family Physicians
      Kate Regnier, MBA, Deputy CEO, Accreditation Council for Continuing Medical Education
      Peter H. Vlasses, PharmD, BCPS, FCCP, Executive Director, Accreditation Council for Pharmacy Education
      Attendees will seek solutions to common compliance issues by engaging in a process to capture the collective creativity of participants to translate ideas into actionable recommendations. Invited representatives from medical accreditors will serve as resources, comment on recommendations and offer insights for consideration. The session is intended to be a constructive, solution-oriented dialog to address our mutual concerns in the following areas: managing some of the emerging business models of providers, ensuring compliant separation of promotional activities and CME activities, and compliantly communicating funding areas in an evidence-based and patient centric fashion.

10:30  Refreshment Break & Visit Exhibits
11:00  Integration of ACCME Criteria in Grant Applications: Moving from Theory into Action
      Frank Berry, BS, Director, DCME, Maryland State Medical Society
      Marcia Jackson, PhD, President, CME By Design
      Jann Balmer, PhD, Director of CME, University of Virginia School of Medicine
      Jennifer Spear Smith, PhD, Executive Director, Medical Education, Wyeth Pharmaceuticals
      This session will help grant reviewers to understand and identify those elements of a proposed grant that meet the requirements of Criteria 16–22, those criteria which ACCME has deemed to be integral to an organization achieving “accreditation with commendation.” Through participation in breakout sessions, attendees will explore strategies that may be used by providers to incorporate these elements into the grant application. Individual groups will be assigned a variety of case studies and will report back to the larger group at the conclusion of the exercise. A panel, including representatives from an academic institution, industry and a quality improvement perspective, will provide commentary on the group discussion.

1:00  Lunch
2:00  Practice-Based Learning and the Patient-Centered Medical Home (PCMH): Framework of the PCMH
      B. Bagley, MD, Medical Director Quality Improvement, American Academy of Family Practice
      There is growing interest in supporting/conducting PI or QI CME among many stakeholders; PI/QI CME by definition demonstrates improvements in knowledge, skills, performance, and patient outcomes following participation in educational activities. There is also great interest in measuring the value (to providers and patients) of education supported by commercial interests. In this first of three sessions, Dr. Bagley will present an overview of medical homes. This session will address the definition of “patient-centeredness,” the seven joint principles defined by AAFP, AOA, ACP, AAP, a brief overview of groups supporting patient-centered medical homes (PCMH), including the PCMH Coalition, CMS, state governments, NCQA, healthplans/insurers, and employers, and conclude with an overview of the AAFP’s national demonstration project outcomes [clinical performance improvement, quality improvement, and financial outcomes].

2:40  PCMH: Performance-Based Learning in Practice
      Nancy Davis, PhD, Executive Director, National Institute for Quality Improvement and Education
      The PCMH offers an opportunity for Performance, Practice and Quality Improvement CME through electronic health records (EHR), guided patient interactions, assessment of practice and educational needs, and measurement of patient outcomes. Dr. Davis will present on the integration of medical education into PCMH. This session will address setting standards for measurement of performance (who determines what therapeutic areas are measured, who sets the measurements, who measures, and how the data are used), educational interventions (who creates and maintains the menu of interventions), re-measurement of performance, and compliant interactions on education between commercial interests and medical associations that implement medical homes.

3:20  Refreshment Break & Visit Exhibits
3:40  PCMH: Learning Through Practice Transformation and Collaboration
      Don Klitgaard, MD, FAAFP
      In this session, Dr. Klitgaard will share his experiences about the transformation of his practice to a patient-centered medical home. Dr. Klitgaard graduated from the University of Iowa School of Medicine in 1996 and completed his family medicine residency in Lincoln, Nebraska in 1999. He has served on the
AAFP board of directors and is currently president of the Iowa Academy of Family Physicians. He is the medical director of the Myrtue Medical Center clinics in Harlan, Iowa and has been the physician champion as their practice participated in the TransforMED National Demonstration Project. He will describe his implementation of self-assessment, observations on educational experiences including barriers to participating in educational activities, and observations on the PCMH. The session will conclude with a Q&A panel with faculty from the Patient-Centered Medical Home sessions.

4:20 **PCMH: Improving Community Health, Results of a PI-CME Intervention**

Bruce Bagley, MD, Medical Director Quality Improvement, American Academy of Family Practice

The experience of the 'To Goal' program in Virginia provides a glimpse of how much more effective CME could be if we begin to look at the goal as one of improving the health of a community. Single offerings during a short time frame are unlikely to create any lasting change. This presentation will describe an integrated, community wide effort to change the way cardiovascular care and prevention were designed and executed. The results will be presented in terms of actual improvement in clinical outcomes as a result of this project.

5:00 Networking Reception (Wine & Cheese)

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**Friday, May 8, 2009**

7:30 Continental Breakfast

8:00 Reconvene, Agenda

8:15 **An Update and Brainstorm on Political & Legislative Issues Impacting CME**

**Facilitators:**

- John Kamp, JD, PhD, Executive Director, Coalition for Healthcare Communication
- Destry Sulkes, MD, MBA, Board Member, Alliance for CME

**Faculty:**

- Diane E. Bieri, JD, Executive Vice President and General Counsel, Pharmaceutical Research and Manufacturers of America
- Lois Colburn, Executive Director, Center for Continuing Education, University of Nebraska Medical Center
- Damon Marquis, MA, MS, Director of Education & Member Services, The Society of Thoracic Surgeons
- Michael McCaughan, Senior Editor, The RPM Report

The session will include didactic presentations, panel Q&A, as well as small group break-outs. The session's goals are to (1) provide attendees with new information from experts on political and legislative trends affecting CME including an overview of the new administration, ongoing legislative efforts, and recent IOM and Macy Foundation reports, (2) provide interaction opportunities for attendees with both the expert panel and their peers, and (3) encourage small groups to develop responses to the changing environment and share "best practices" with colleagues from a variety of organizations (e.g. commercial supporters, academic providers, professional society providers, MECCs).

10:15 Refreshment Break & Visit Exhibits

10:30 **Demonstrating the Value Proposition for Support of CME in Your Institution**

Walter Wolyniec, MSc, President, Confluent Healthcare Solutions
Hilary Schmidt, PhD, Associate VP Medical Communication, sanofi-aventis
Laura Fields, PharmD, Associate VP Metabolism Marketing, sanofi-aventis

Now six years post OIG Guidance to Industry for the transfer of educational grant making responsibilities to medical from marketing departments, the value proposition for the continued financial support of independent education needs to be explored. This session will provide a forum for discussion amongst industry leaders on how they manage the current internal environment with regard to defining the expectations and outcomes for CME support. The presenters will come together to share different perspectives on the value proposition and how strategic planning may help aid in the identification of high quality educational grants to meet healthcare provider and patient needs in alignment with the organization’s business objectives.

12:00 Lunch

1:00 **The Future of Medical Education: Beyond CME**

TBD
Nancy Davis, PhD, Executive Director, National Institute for Quality Improvement and Education
Jann Balmer, PhD, Director of CME, University of Virginia School of Medicine

This session will feature a panel discussion to showcase/highlight how CME as we know it today is in the process of change. The panel will discuss how CME’s future will likely depend on its ability to become relevant to forces in healthcare and medical education that include Maintenance of Certification, Maintenance of Licensure, quality improvement, and practice improvement, among others.

2:30 Wrap Up – Closing Comments
Common Ground for Better Patient Care

Second Annual PACME Spring Summit
Join Us in Philadelphia
May 7–8, 2009

“As the CME Enterprise continues to evolve, commercial supporters are more focused than ever before on efforts to promote quality education that improves healthcare delivery and patient care, the independence of CME, compliance and transparency. How CME stakeholders respond to the challenges of a changing external environment will be critical. Our speakers will discuss opportunities for implementing the ACCME’s updated criteria moving from theory to action, the movement towards PI-CME, the emergence of new educational models such as the patient-centered medical home and strategies for translating the value of CME. Join us at the PACME Spring Summit for an engaging discussion and networking opportunities as we explore the future changes we all face.”

Pamela L. Mason, BS, CCMEP, FACME
PACME Spring Summit Chair
Director, Medical Education Grants Office, AstraZeneca

Alliance for Continuing Medical Education®
1025 Montgomery Highway
Suite 105
Birmingham, AL 35216
Address Service Requested