



***The 14th Annual Meeting of the Global
Alliance for Medical Education***

www.game-cme.org

**Global Best Practices in Continuing
Medical Education**

**June 7-9, 2009
Université Claude Bernard
Lyon, France**

**A must-attend event for professionals interested
in international CME**

For Registration and Membership Information Contact:

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Program committee:
**B Galbraith (Philadelphia), B Maillet (Brussels), L Miller (Connecticut),
R Murray (Charlottesville), A Negri (Milano), P Piché (Montréal),
L Sherman (New York), A Sriharan (Toronto)**

Local organization:
**C Chasen (Houston), G Keefer (Denver),
H Maisonneuve (Lyon), R Orsetti (New Jersey)**

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Sunday June 7th
Grand Réfectoire, Hotel-Dieu, 67 quai Jules Courmont, 69002 LYON
Metro stop: Bellecour

5:30pm Opening Reception and Registration

6:30pm Welcome remarks:

Hervé Maisonneuve,
President of GAME, 2007-2009
Université Paris-Sud 11, France

Keynote address: Role of Journals in Global CME
**Richard Smith, Director, UnitedHealth Chronic
Disease Initiative London, UK**

7:30pm Dinner, Grand Réfectoire

Monday June 8th

Faculté de Médecine, 8 avenue Rockefeller, 69008 LYON

Metro stop: Grange Blanche

8:45am Conference opening remarks

François Gilly, Dean of the Lyon Medical School

Hervé Maisonneuve, President of GAME, 2007-2009

9:00am Global Best Practices: What Are Your Needs?

Review of Needs Assessment / Evaluation

Interactive Discussion of Needs / Expectations of Audience

Ron Murray, CME office, University of Virginia, Charlottesville, USA

9:30am Cross Borders with CME/CPD

Moderator: Jann Balmer, CME Office, University of Virginia,
Charlottesville, USA, President of Alliance for CME, USA

Practical Pearls for Globalization in CME/CPD --- Strategies for Design and Participation by Physicians and Healthcare Professionals Worldwide.

Jann Balmer, CME Office, University of Virginia, Charlottesville, USA,
President of Alliance for CME, USA

Cross Border Experiences in Developing CME/CPD Activities in Southeast Asia and Australia

Lisa Sullivan, In Vivo Communications, Singapore/Australia

Private and Academic Collaboration for Optimizing Patient Care. Phase One: Creating a Model to work Together

John Marlow, Advanstar Communications, New York, USA

Outcomes Assessment Beyond Borders: How EBAC Assesses Cardiology CME Events Over Europe

Peter Polak, European Board for Accreditation in Cardiology, Sophia-Antipolis, France

10:45am Coffee break

11:30am Certification of CME Professionals

Moderator: Lew Miller, WentzMiller & Associates, USA

A New Program for Certification of CME Professionals: the US Experience

Dennis Wentz, Board Member, National Commission for Certification of CME Professionals, Editor of 'A History of CME in North America', USA

Is Certification of CME Professionals a Goal for the European CME Community?

Bernard Maillet, Secretary General, UEMS, Brussels, Belgium

12:15pm **GAME Annual Business Meeting**

12:30pm **Lunch**

1:45pm **Cross Borders with CME/CPD**

Moderator: Lawrence Sherman, Physicians Academy for Clinical and Management Excellence, New York, USA

CME in Russia: Development of International Collaboration (WHO, GlobeProject,etc...)

Felix Vartanian, Russian Academy of Advanced Medical Studies, Moscow, Russia

How Euract Provides and Oversees CME/CPD Programs in Multiple Countries?

Bernard Gay, Collège National des Généralistes Enseignants, Bordeaux, France

International Medical Graduates, Transition and How it Influences CME: A Canadian perspective

Doug Klein, University of Alberta, Edmonton, Canada

Cultural Competency Issues in Educational Programs

Pesach Shvartzman, Ben-Gurion University of the Negev, Israel

3:15pm **Coffee break**

4:00pm **Use of Technology in Global CME/CPD**

Moderator: Ian Starke, Federation of Royal Colleges of Physicians, London, UK

Managing the Effectiveness of Distance Learning, Experience of CME from China

Wang Kun, Haoyisheng.com Ltd (Good-Doctor), Beijing, China

Creating an Internationally Accredited CME Program: Impact of the Differences Between Accreditation Systems

Martin Robert, Hit-Global, Montréal, Canada

Overview of e-Learning Accredited Programs in Western and Eastern Europe: Advice for Newcomers

Thomas Kellner, MSD, Munich, Germany

5:00pm **Adjourn**

7:00 – 7:45 pm **Visit to the Ceremonial Halls of the Town Hall**

7:45 – 8 :30 pm **Reception**

« Hôtel de ville, Place de l'hôtel de ville, 69002 Lyon »

Tuesday June 9th

Faculté de Médecine, 8 avenue Rockefeller, 69008 LYON

Metro stop: Grange Blanche

8:45am **Summary of Day 1**
Lawrence Sherman, Physicians Academy for Clinical and Management Excellence, New York, USA

9:00am **Crossing Borders Within Borders: How to Implement CME/CPD Programs When Local Regulations Differ Between Regions?**
Moderator: Robert Galbraith, National Board of Medical Examiners, Philadelphia, USA

How Nordic Countries Collaborate With Other Countries for Exporting Nordic CME/CPD Activities

Hannu Halila, Finnish Medical Association, Helsinki, Finland

Experience of Landers in Germany

Johann Weidringer, Bavarian Chamber of Physicians, Munich, Germany

Experience of Lombardia

Marco Cavallo, Direzione Generale Sanità, Regione Lombardia, Milano, Italy

Experience of Programs in Middle East Countries

Sondra Moylan, American Academy of CME, New Jersey, USA

Lisa Stephens, IIR Middle East, Dubai

10:15am **Coffee break**

11:00am **Crossing Borders Within Borders: How to Implement CME / CPD Programs When Local Regulations Differ Between Regions?**
Moderator: Paul Piché, HIT Global, Montréal, Canada

Interprofessional Collaboration: Can Innovative CME Technology Plus State-of-the-Art Content Be the Right Answer? (UK, Germany, Italy, Czeck Republic)

Peter Posel, QUAIME, Fluelen, Switzerland

Experience of India

Saurabh Jain, Indegene Lifesystem, Bangalore, India

11:45am Role of Pharma in Global CME/CPD
Moderator: Maureen Doyle-Scharff, Pfizer, New York, USA

'Get the Facts' Campaign in US: Is There a Place for Such a Campaign in the Rest of the World?

Maureen Doyle-Scharff, Pfizer CME director, New York, USA

What Are the Relations Between Pharma Industry and the CME World in Europe: Is It Different From US?

Ina Weisshardt, Muenchen, Germany

Pharma-supported CME in Europe: what does the future hold?

Eugene Pozniak, Siyemi Learning, London, UK

Are Guidelines for Commercial Support of CME Effective in Europe?

Bernard Maillet, Secretary General, UEMS, Brussels, Belgium

12:45pm Lunch

**2:00pm The Future of CME:
Global CME/CPD In the Worldwide Economic Crisis**
Fiona Godlee, BMJ Editor, London, UK

**2:30pm Preparing For Global CME 2010 – Lessons Learned
and A Call to Action: Panel discussion**
Moderator: Lawrence Sherman
Physicians Academy for Clinical and Management Excellence,
New York, USA

Terry Dex, Sanofi Aventis CME director, New York, USA

Dennis Wentz, USA

Bernard Maillet, UEMS, Brussels, Belgium

Johann Weidringer, Munich, Germany

Saurabh Jain, Bangalore, India

Lisa Sullivan, Australia

3:30pm Concluding remarks
Paul Piché,
HIT Global, Montréal, Canada
President of GAME, 2009-2011

4:00pm Adjourn

GAME Mission

To serve as the International organization of leaders advancing innovation and collaboration in CME/CPD to improve patient care.

Please note: Faculty, topics and program schedule are subject to change.