



Global Alliance for Medical Education (GAME) 16th Annual Meeting CONFERENCE PROGRAM & REGISTRATION

**Collaboration
in CME**



The Global Alliance for Medical Education is a leading medical forum promoting collaboration in Continuing Medical Education at the global level.



Munich, Germany

Dolce Munich Unterschleissheim Hotel

June 5 - 7, 2011

WWW.GAME2011.ORG



GAME Conference Program

Pre-Conference: Sunday, June 5, 2011

GAME Board of Directors Meeting

10:00 - 16:00 | Room: Zugspitze

Lunch Break

12:00 - 14:00 | Room: Platzl I

Pre-Symposium: Sunday, June 5, 2011

I-PACME *(By invitation only)*

14:00 - 17:00 | Room: Pilsensee

Grand Debate Panelists *(By invitation only)*

14:00 - 17:00 | Room: Schliersee

Main Conference: Sunday, June 5, 2011

Presidential Reception

18:00 - 20:00 | Room: Ammersee I+II

18:00 | Drink Reception

18:30 | Opening Address

Paul Piché, President GAME, Montreal, Canada

Michael Höhenberger, Director, Ministry of the Environment and Public Health Bavaria



GAME Conference Program

Main Conference: Sunday, June 5, 2011

(Continued) Presidential Reception

18:00 - 20:00 | Room: Ammersee I+II

19:00 | Global Alliance for Medical Education: Quo Vadis?

Robert Galbraith, MD, *President Elect GAME, Philadelphia, Pennsylvania, USA*

Johann Weidinger, PhD, *Executive Officer, Bavarian Chamber of Physicians, Munich, Professor at the University of Applied Sciences on Health and Sports, Berlin, Germany*

19:30 | Awards Ceremony

Hippocrates Award

Presented by Lewis Miller, MS, CCMEP, GAME Awards Committee, USA

Perspectives on Global CME

Hans Karle, MD, *Hippocrates Award Recipient*

Dinner

20:00 - 21:00 | Room: Wintergarten

Main Conference: Monday, June 6, 2011

Conference Opening: Evolution in CME

8:00 - 8:30 | Room: Auditorium

Chairman's Opening Remarks

Thomas Kellner, MD, *Conference Chair, Germany*

Evolution of CME, GAME Global Activities 2010 - 2011

Paul Piché, *President of GAME, Montreal, Canada*

Jann Balmer, PhD, RN, *University of Virginia, USA*



GAME Conference Program

Main Conference: Monday, June 6, 2011

The Grand Debate: Accreditation Systems

8:30 - 10:00 | Room: Auditorium

Introduction & Keynote

Robin Stevenson, *Professor, Past President EBAP, Glasgow, United Kingdom*

Position 1: Provider Accreditation Model

Murray Kopelow, *MD, Chief Executive Officer ACCME, USA*

Craig Campbell, *MD, Director of Professional Affairs, Royal College of Physicians and Surgeons, Canada*

Position 2: Program Accreditation Model

Ian Starke, *MD, Director of CPD, Royal Colleges of Physicians, London, UK*

Bernard Maillet, *MD, Secretary General Union Européenne des Médecins Spécialistes (UEMS), Brussels, Belgium*

Position 3: Hybrid Model

Alejandro Aparicio, *MD, FACP, Director, Division of Continuing Physician Professional Development, American Medical Association, Chicago, Illinois, USA*

Johann Weidinger, *PhD, Executive Officer, Bavarian Chamber of Physicians, Munich, Professor at the University of Applied Sciences on Health and Sports, Berlin, Germany*



GAME Conference Program

Main Conference: Monday, June 6, 2011

Poster Presentation, Industry Exhibit and Coffee Break

10:00 - 10:45 | Room: Auditorium and Platzl I

Poster (P) Presentation 1 | Room: Auditorium

P1-1: Innovation in Education: Using Ethnographic Research in Meeting Patient Needs and Improving Care

Amaryllis C Soto

P1-2: Can Electronic Clinical Practice Audits be used to Produce Performance Improvement through Effective Continuing Medical Education Programming?

Doug Klein

P1-3: The Role of Case Simulations for Learning and Assessment

Martin Robert, France St-Germain

P1-4: Evaluating Medical Grand Rounds – 10 Years Later (Work-in-Progress)

Mary Bell, Edmund Lorens, Christian Base

P1-5: Building Relevance into the Curriculum: Does It Work? - An Audit Report

Gita Ashok Raj

P1-6: Newly Minted CHE Leaders: Participant Perspectives from the Continuing Education Leadership Program (CELP) Pilot

Christian Base; Bernard LeFoll; Phil Emberley; Jeff Toews; Paule Maltais; France St-Germain; Cristian Banaru; Russell Goldman; Paul Sanghera; Jennifer Kraemer; Greg Costain;



GAME Conference Program

Main Conference: Monday, June 6, 2011

(Continued) Poster Presentation, Industry Exhibit and Coffee Break
10:00 - 10:45 | Room: Auditorium and Platzl I

Industry Exhibit (E) and Coffee Break | Room: Platzl I

E1: European Institute for Medical and Scientific Education

E2: HIT Global

E3: The Society for Worldwide Medical Exchange

E4: Polaris Management Group

E5: European CME Forum

Learning Theory and Adult Learning Principles

10:45 - 12:00 | Room: Auditorium

10:45 | Scientific Session

Physician Learning: The Continuing Medical Education Literature

Doug Klein, MD, Associate Professor, Department of Family Physicians, Assistant Director, Division of Continuous Professional Learning, University of Alberta, Canada

11:15 | Workshop

Principles of Adult Learning and Continuing Professional Development

Robert Fox, PhD, Professor Emeritus, University of Oklahoma, USA



GAME Conference Program

Main Conference: Monday, June 6, 2011

Lunch Break

12:00 - 13:00 | Room: Platzl I

Collaboration in CME

13:00 - 14:30 | Room: Auditorium

13:00 | Keynote Speaker

Collaborate or not to Collaborate? That is the Question.

George Mejicano, MD, MS, Associate Dean for Continuing Professional Development, Director of the Office of Continuing Professional Development (OCPD) University of Wisconsin, President Alliance for Medical Education, USA

Best Practice Session: Education and Organizational Improvement - A Collaborative Pilot Project in Critical Care

Suzanne Murray, CEO & Founder AXDEV, Canada
Michele Gagnon, Sanofi-Aventis, Canada

Best Practice Session: Improving Public Health through the CS2Day Cease Smoking Collaboration

Mary W Ales, BA, Executive Director, Interstate Post-Graduate Medical Association, United States
Jann Balmer, PhD, RN, Director of CME, University of Virginia, USA



GAME Conference Program

Main Conference, Day: Monday, June 6, 2011

(Continued) Collaboration in CME

13:00 - 14:30 | Room: Auditorium

14:30 | Panel Discussion

Moderator: George Mejicano, MD

Key Success Factors in Collaboration

Panelists: Suzanne Murray, Michele Gagnon, Jann Balmer, Shelly B Rodrigues, Mary W Ales, Tom Mckeithen

Industry Exhibit and Coffee Break

15:00 - 15:30 | Room: Platzl I

E1: European Institute for Medical and Scientific Education

E2: HIT Global

E3: The Society for Worldwide Medical Exchange

E4: Polaris Management Group

E5: European CME Forum

Compliance and CME

15:30 - 16:00 | Room: Auditorium

Best Practice Session: Compliance in International Program Development

Maureen Lloyd, Pfizer, New York, United States



GAME Conference Program

Main Conference: Monday, June 6, 2011

How to Demonstrate the Value of CME

16:00 - 17:00 | Room: Auditorium

The Value Proposition for CME: The Importance of an Outcomes-Based Approach

Don Moore, PhD, Director, Division of CME, Vanderbilt University School of Medicine, USA

The Value Proposition for Industry-Supported CME: Barriers and Solutions in an Increasingly Restrictive and Regulated Environment

Hilary Schmidt, PhD, Vice President Independent Grants & Learning, Sanofi-Aventis, United States

Closing Statement - Day I

17:00 | Room: Auditorium

Thomas Kellner, MD, Conference Chair, Germany

Evening Program

18:00 - 22:00 |

18:00 | Munich Sightseeing Tour

Buses will pick-up attendees at the hotel to begin the city tour.

20:00 | Dinner at Lenbach Restaurant

The Munich Sightseeing Tour will conclude at the Lenbach restaurant. Busses will transfer attendees back to the hotel at the conclusion of the dinner.



GAME Conference Program

Main Conference: Tuesday, June 7, 2011

Chairman's Review of Day One

8:00 - 8:15 | Room: Auditorium

Thomas Kellner, MD, Conference Chair, GAME, Germany

Global Best Practice

8:15 - 10:15 | Room: Auditorium

8:15 | Evolutions in Europe: Identifying the Shapers of Future Directions

Eugene Pozniak, Chair, European CME Forum, Programme Director, European CME Forum; Managing Director, Siyemi Learning, United Kingdom

8:45 | Evolutions in Europe: gCMEp - Defining Best Practice Principles for Providers

Thomas Kleinoeder, PhD, Managing Director, KWHC, Germany

9:15 | Deploying Continuing Medical Education Across Latin America

Alvaro Margolis, MD MS, Medical Director, EVIMED, Uruguay

9:45 | The Reform of the Continuing Medical Education in Albania: Achievements and Challenges

Entela Shehu, MD, MPH, Director of National Center of Continuing Education, Tirana, Albania



GAME Conference Program

Main Conference: Tuesday, June 7, 2011

Poster Presentation, Industry Exhibit and Coffee Break

10:15 – 11:00 | Room: Auditorium and Platzl I

Poster (P) Presentation 2 | Auditorium

**P2-1: The Playground for Orthopaedics and Trauma Surgeons:
A New Workshop to Teach Basic Biomechanical and Surgical
Skills to Upcoming Surgeons**

Guiseppe Alamo, Urs Schlegel, Romano Matthys, Emanuel Gautier

**P2-2: A New Bone Drilling Simulation Tool: Comparison
between Experienced and Inexperienced Surgeons**

*Guiseppe Aljamo, Urs Schlegel, Boyko Gueorguiev, Romano
Matthys, Emanuel Gautier*

**P2-3: Improving Adherence in Type 2 Diabetes by
Communication Training: Evaluation of a CME Initiative**

Mila Kostic, Suzanne Murray, Maja Drenovac

**P2-4: Collaboration in Medical Education: A Passport to Better
Understanding of Diabetes**

Amaryllis C Soto, Cynthia Lebovics

Industry Exhibit and Coffee Break | Platzl I

E1: European Institute for Medical and Scientific Education

E2: HIT Global

E3: The Society for Worldwide Medical Exchange

E4: Polaris Management Group

E5: European CME Forum



GAME Conference Program

Main Conference: Tuesday, June 7, 2011

Ensuring Relevance to the Learner

11:00 - 12:00 | Room: Auditorium

Session Chair: Robin Stevenson

11:00 | Performance Improvement (PI) CME Best Practice

Ron Murray, EdD, University of Virginia School of Medicine, USA

Stephanie Bedasse, HIT-Global, Montreal, Canada

**11:30 am | Creating an Additional Quality Factor in CME by
Integrating Analysis of Healthcare Environments**

Madeleine Schaffer, CEO, European Institute of Medical and
Scientific Education, Vienna, Austria

Ina Weisshardt, PhD, Principal WhiteCube Consultants, Munich,
Germany

Lunch Break

12:00 - 13:00 | Room: Platzl I



GAME Conference Program

Main Conference: Tuesday, June 7, 2011

The Role of Patients in CME

13:00 - 14:30 | Room: Auditorium

Session Chair: Lawrence Sherman

The Role and Value of Patient Advocacy Groups

Alex Wyke, CEO Patient View, United Kingdom

Best Practice Session: Role of Assessment and Patient-Centered Planning in the Development of an Orthogeriatrics Program for a Worldwide Audience

Mike Cunningham, PhD, Educational Development, AO Foundation – AO Education, Zurich, Switzerland

Clint Miner, PhD, Education Manager, AO Trauma International, Zurich, Switzerland

Robert Fox, PhD, Professor Emeritus, University of Oklahoma, USA

Best Practice Session: The Role of Patients in CME

Amparo Gonzalez, RN, CDE, Program Director, School of Medicine, Emory University, President, Global Institute for Health Solutions, USA

Industry Exhibit and Coffee Break

14:30 - 15:00 | Room: Platzl I

E1: European Institute for Medical and Scientific Education

E2: HIT Global

E3: The Society for Worldwide Medical Exchange

E4: Polaris Management Group

E5: European CME Forum



GAME Conference Program

Main Conference: Tuesday, June 7, 2011

Innovation in CME

15:00 - 16:00 | Room: Auditorium

Keynote: Innovation in CME

Martin Robert, Vice President, HIT-Global, Canada

Best Practice Session: New Frontiers for Medical Education

Denise Silber, President & Founder, Basil Strategies, President, PharMBA, Paris, France

Best Practice Session: Playing Simulation and Serious Games in Medical Education

Helmut Voullieme, Professor in Interactive Media, Ostfalia University, Germany

The Future of Medical Education

16:00 - 17:30 | Room: Auditorium

16:00 | The Future of the Continuing Professional Development Enterprise

Robert Fox, Phd, Professor Emeritus, University of Oklahoma, USA

Best Practice Case: The Global Medical Improvement Academy

Dean Jenkins, MD, BMJ Group, United Kingdom;

Peter Posel, PhD, Clinical Service International, Berlin, Germany;

Madeleine Schaffer, CEO, European Institute for Medical Scientific Education, Vienna, Austria;

Suzanne Murray, CEO & Founder, AXDEV Group, Montreal, Canada



GAME Conference Program

Main Conference: Tuesday, June 7, 2011

(Continued) The Future of Medical Education

16:00 - 17:30 | Room: Auditorium

Best Practice Case: Lifelong Learning in Trauma Surgeons

Piet de Boer, MD, Owner, Medical Education Consultants, Director Education, AO Foundation, Zurich, Switzerland

17:00 | Panel Discussion

Closing Panel: The Future of CME

Moderator: Robert Fox

Panelists:

Piet de Boer

Denise Silber

George Mejicano

Maureen Doyle-Scharff

GAME 2012 Presentation

17:30 - 18:00 | Room: Auditorium

17:30 | Election of New Board Members & President

17:45 | Announcement GAME 2012 & Introduction of Program Chair

Robert Galbraith, MD, Philadelphia, Pennsylvania, USA, President Elect, GAME

GAME Board meeting & Dinner

18:30 - 19:30 | Room: Zugspitze

-Meeting Closure-



GAME Conference Program

Post Conference: Wednesday June 8, 2011

By Invitation Only

GAME Board of Directors Strategy Workshop

8:00 - 18:00 | Room: Zugspitze