

21st Annual Conference of the National Task Force on CME Provider/Industry Collaboration

Moving Forward in an Age of Uncertainty: Creating Innovative, Practical Solutions

Wednesday, October 13

- 10:00 am - 6:00 pm **Registration Open**
- 1:00 pm - 5:30 pm **Intensive Pre-Conference on CME Collaboration**
- 6:30 pm - 8:00 pm **Opening Reception and Exhibits**
All Conference Attendees Invited

Thursday, October 14

- 7:00 am - 8:00 am **Continental Breakfast and Exhibits**
- 7:00 am - 3:30 pm **Registration Open**
- 8:00 am - 8:25 am **Welcome and Introductory Remarks**
Alejandro Aparicio, MD, FACP
American Medical Association
Chair of the National Task Force on CME Provider/Industry Collaboration
John Kamp, PhD, JD
Coalition for Healthcare Communication
Conference Chair
- 8:25 am - 9:40 am **Keynote Address:**
Principled Partnerships: Practical or Pipe Dream?
Darrell G. Kirch, MD
Association of American Medical Colleges
- 9:40 am - 10:15 am **Accreditation for Learning and Change:**
Supporting Effective, Efficient Health Care Delivery
Murray Kopelow, MD, MS(Comm), FRCPC
Accreditation Council for Continuing Medical Education
- 10:15 am - 10:45 am **Break in Exhibit Hall**
- 10:45 am - 12:00 pm **Working Together Within the Guidelines: Interactive Case Studies**
Moderators: Sue Ann Capizzi, MBA
American Medical Association
Marty Cearnal
JHI

Panelists: Sharon Douglas, MD
American Medical Association Council on Ethical & Judicial Affairs
Wendy Goldstein, JD
EpsteinBeckerGreen
(speaking to PhRMA Code)
Marcella Hollinger, MEd, FACME
Illinois State Medical Society
(speaking to ACCME criteria and Standards for Commercial Support)
Greer Lautrup, JD,
Sidley Austin LLP
(speaking to OIG guidelines)
Janet L. "Lucy" Rose, PA-C, MBA
Lucy Rose & Associates, LLC
(speaking to FDA guidelines)

12:00 pm - 1:00 pm

Lunch

1:00 pm - 2:00 pm

IOM Report on *Redesigning Continuing Education in the Health Professions: What Does This Mean For You?*

Moderator: Melinda Steele, MEd, CCMEP, FACME
Confluence Educational Consulting, Inc.

Faculty: Paul Mazmanian, PhD
Virginia Commonwealth University School of Medicine

Reactors: Dave Davis, MD
Association of American Medical Colleges
Lucinda Maine, PhD, RPh
American Association of Colleges of Pharmacy

2:15 pm - 3:30 pm

Communities of Practice Breakouts

- Academic Medical Centers
Jack R. Kues, PhD, CCMEP
University of Cincinnati
Chris Larrison
Healthcare Performance Consulting
- Accredited Medical Education and Communication Companies
Stephen Lewis, MA, CCMEP
Global Education Group
Matthew Frese, MBA
Quintiles
- Non-Accredited Medical Education and Communication Companies
Linda Klein, BSN, MS
Klein & Company, Inc.
Dean K. Beals
DKBmed
- Hospitals and Intrastate Accredited Providers
Eric Peterson, EdM
Annenberg Center for Health Sciences

Linda DuPont, BA
Aurora Health Care

- Medical Specialty Societies
Kathy Marian, MEd
American Academy of Family Physicians
Joseph Green, PhD
American College of Cardiology Foundation
- Pharmaceutical/Biotech/Medical Device Companies
Valesta Tejan-Kamara, BA, MBA
AstraZeneca Pharmaceuticals LP
Betsy S. Woodall, PharmD, MBA, BCPS, CCMEP
Pfizer Inc.

3:30 pm - 4:00 pm

Break in Exhibit Hall

4:00 pm - 5:15 pm

**Medicine's Self-Regulation of Professionalism:
Compliance with ACCME Standards for Commercial Support**

Moderator: Norman B. Kahn, Jr., MD

Council of Medical Specialty Societies

Panelists: Maureen Doyle-Scharff, MBA, FACME, CCMEP

Pfizer Inc

Marcella Hollinger, MEd, FACME

Illinois State Medical Society

Mindi McKenna, PhD, MBA

American Academy of Family Physicians

Stephanie E. Mercado, CAE

American Academy of Physical Medicine and Rehabilitation

Kate Regnier, MA, MBA

Accreditation Council for Continuing Medical Education

5:30 pm - 7:00 pm

Reception and Exhibits

Friday, October 15

7:00 am - 10:30 am

Registration Open

7:00 am - 8:00 am

Continental Breakfast and Exhibits

7:00 am - 8:00 am

**Industry Senior Medical Leaders Panel:
How Does CME Fit Into the Grand Scheme of Medical Affairs?**

Moderator: Susan Alpert, PhD, MD

Medtronic, Inc.

Panelists: Paul Chew, MD

sanofi-aventis

Janelle (Jill) Massey, PharmD, MBA

Ortho-McNeil Janssen Scientific Affairs, LLC
Diane Petrovich, PhD
Novo Nordisk Inc.
Nancy Santilli, NP, MSN, FAAN
Endo Pharmaceuticals Inc.

8:00 am - 9:15 am

Shickman Panel:

Advocacy Efforts Supporting Industry Collaboration in CME

Moderators: John Kamp, PhD, JD
Coalition for Healthcare Communication
Brian McGowan, PhD
Pfizer Inc

Panelists: Brad Bednarz
Coalition for Healthcare Communication
Christopher Bolwell
North American Association of Medical Education and Communication Companies
Lois Colburn
Society for Academic Continuing Medical Education
Norman B. Kahn, Jr., MD
Council of Medical Specialty Societies
Damon K. Marquis, MA, MS, FACME
Alliance for Continuing Medical Education
Michael Weber, MD
Association of Clinical Researchers and Educators (ACRE)

9:15 am - 10:15 am

Best Practices CME and Skills Learning: Lessons from the Martial Arts

Hilary Schmidt, PhD
sanofi-aventis

10:15 am - 10:45 am

Break in Exhibit Hall

10:45 am - 12:00 pm

CONCURRENT BREAKOUT SESSIONS I

A. Who Owns the Intellectual Property?

Mindi McKenna, PhD, MBA
American Academy of Family Physicians
George Mejicano, MD, MS
University of Wisconsin School of Medicine and Public Health
Destry Sulkes, MD, MBA
Medivo, Inc.
Madelyn Wessel, JD
University of Virginia

**B. Transparency and the Physician Payment Sunshine Act:
How to Comply with Evolving Federal and State Laws**

John Kamp, PhD, JD
Coalition for Healthcare Communication

Cole Werble
The RPM Report
Gary Lubben
Medtronic, Inc.
Thomas Sullivan
Rockpointe Corporation

C. Where CME Meets Patient Care: Legal and Ethical Issues

Jann Balmer, PhD
University of Virginia School of Medicine
Jack R. Kues, PhD, CC MEP
University of Cincinnati

D. Alternative Funding Models: Identifying the Hype, Hope and Myth, and Getting to the Opportunites and Realities

Robert Addelton, EdD
Physicians' Institute for Excellence in Medicine
Maureen Doyle-Scharff, MBA, FAC ME, CCMEP
Pfizer Inc
Jacqueline Mayhew
Pfizer Inc
Cynthia Singh
American College of Emergency Physicians
Stephen Willis, MD
East Carolina University

E. Providing Meaningful Outcomes in a Collaborative Approach: A Panel Discussion with the Stakeholders

Beth Brillinger, CCMEP
DIME
Pamela McFadden
University of North Texas Health Sciences Center
Brian McGowan, PhD
Pfizer Inc
Kristin Rand, JD
Genentech, Inc.
Jennifer Spear Smith, PhD, FAC ME, CCMEP
The Assessment Group

12:00 pm - 1:00 pm

Lunch

1:00 pm - 2:15 pm

CONCURRENT BREAKOUT SESSIONS II (REPEATED FROM MORNING)

2:25 pm - 3:30 pm

Everything You Always Wanted to Ask Grant Officers, But Didn't Have the Guts or Chance to Ask

Moderator: Pamela Mason
AstraZeneca Pharmaceuticals LP

Panelists: Walter Fox
Ortho McNeil Janssen Scientific Affairs
Bryan King, PharmD

GlaxoSmithKline
Jacqueline Mayhew
Pfizer Inc
Miles McLennan, MBA
Allergan, Inc.
Michael Paradiso, MBA
Novartis Pharmaceuticals Corporation
Kristin Rand, JD
Genentech
Alicia Reese
Endo Pharmaceuticals
Karen Roy, MSc
Cephalon, Inc.
Hilary Schmidt, PhD
sanofi-aventis
Jason Singer, MD
Lilly USA, LLC

Conference Concluded