

**22<sup>nd</sup> Annual Conference of the National Task Force on CME Provider/Industry Collaboration**  
*Collaborating to Improve Professional Education and Health Outcomes*

**Wednesday, September 21, 2011**

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| 10:00 am – 6:00 pm | <b>Registration Open</b>   | Grand Ballroom Foyer |
| 1:00 pm – 5:00 pm  | <b>Intensive Pre-Conference on CME Collaboration: Current and Future Trends in Commercial Support and CME Program Delivery</b><br>Ed Dellert, RN, MBA, CCMEP<br><i>Pre-Conference Chair</i><br><i>American College of Chest Physicians</i><br>Jann Balmer, PhD, RN<br><i>University of Virginia School of Medicine</i><br>Morris Blachman, PhD<br><i>University of South Carolina, School of Medicine</i><br>Patricia Jassak, MS, RN, CCMEP<br><i>Astellas Pharma US, Inc.</i><br>Mike Saxton, MEd, CCMEP, FACME<br><i>Pre-Conference Co-Chair</i><br><i>American Academy of Physician Assistants</i><br>Hilary Schmidt, PhD<br><i>Sanofi US</i> | Grand Ballroom VI    |
| 6:00 pm – 7:30 pm  | <b>Opening Reception and Exhibits</b>  | Harborside Ballroom  |

**Thursday, September 22, 2011**

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| 7:00 am – 5:00 pm | <b>Registration Open</b>   | Grand Ballroom Foyer |
| 7:00 – 8:00 am    | <b>Breakfast and Exhibits</b>  | Harborside Ballroom  |
| 8:00 – 8:10 am    | <b>Welcome and Introductory Remarks</b><br>Alejandro Aparicio, MD, FACP<br><i>Chair, National Task Force on CME Provider/Industry Collaboration</i><br><i>American Medical Association</i><br>Mindi K. McKenna, PhD, MBA<br><i>Conference Chair</i><br><i>American Academy of Family Physicians</i><br>Hilary J. Schmidt, PhD<br><i>Conference Co-Chair, Sanofi US</i> | Grand Ballroom V-VI  |
| 8:10 – 9:10 am    | <b>Keynote Address</b><br>William D. Carey, MD, MACG<br><i>Cleveland Clinic</i>  | Grand Ballroom V-VI  |
| 9:10 – 9:30 am    | <b>Discussion for Application</b>  | Grand Ballroom V-VI  |
| 9:30 – 10:00 am   | <b>10 Myths About CEJA Report 1</b><br>Moderator: Norman Kahn, MD<br><i>Council of Medical Specialty Societies</i><br>Faculty: Bette-Jane Crigger, PhD<br><i>American Medical Association</i>  | Grand Ballroom V-VI  |

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| 10:00 – 10:20 am   | <b>Break in Exhibit Hall</b>  | Harborside Ballroom  |
| 10:20 – 11:15 am   | <b>Working Together Within the Guidelines: Interactive Case Studies</b><br>Moderator: Sue Ann Capizzi, MBA<br><i>American Medical Association</i><br>Panelists: Bette-Jane Crigger, PhD<br><i>American Medical Association</i><br>Marcella Hollinger, MEd, FACME<br><i>Illinois State Medical Society</i><br>Stephen M. Lewis, MA, CCMEP<br><i>Global Education Group</i><br>Joy J. Liu, JD<br><i>Ropes &amp; Gray</i><br>John Ruggiero, PhD, MPA, CCMEP<br><i>Genentech, IMED</i>  | Grand Ballroom V-VI  |
| 11:15 – 11:55 am   | <b>Excellence and Innovation in Education</b><br>Moderator: Hilary J. Schmidt, PhD<br>Faculty: James L. Holly, MD<br><i>Southeast Texas Medical Associates</i><br>Panelists: Julie A. Brown<br><i>Joslin Diabetes Center Professional Education</i><br>Allan Goldberg, MD<br><i>Merck and Co., Inc.</i>   | Grand Ballroom V-VI  |
| 11:55 am – 1:15 pm | <b>Lunch</b>  | Harborside Ballroom  |
| 1:15 – 2:30 pm     | <b>Communities of Practice Breakout Sessions</b><br><br><b>Academic Medical Centers</b><br>Facilitators: Martin Quan, MD<br><i>David Geffen School of Medicine at UCLA</i><br>Jann Balmer, RN, PhD<br><i>University of Virginia School of Medicine</i><br><br><b>Medical Education Companies</b><br>Facilitators: Chris Larrison<br><i>Healthcare Performance Consulting</i><br>Matthew Frese, MBA<br><i>Quintiles Medical Education</i><br><br><b>Hospitals and Intrastate Accredited Providers</b><br>Facilitators: Marcella Hollinger, MEd, FACME<br><i>Illinois State Medical Society</i><br>Frank C. Berry, CCMEP<br><i>Maryland State Medical Society</i><br><br><b>Medical Specialty Societies</b><br>Facilitator: Ann Karty, MD<br><i>American Academy of Family Physicians</i><br><br><b>Pharmaceutical/Biotech/Medical Device Companies</b><br>Facilitators: Samantha Lansdowne, MSJ<br><i>Daiichi-Sankyo</i><br>Jason Singer, PharmD<br><i>Eli Lilly and Company</i> | Laurel A/B/C<br><br>Grand Ballroom I-IV<br><br>Essex A<br><br>Dover A/B/C<br><br>Grand Ballroom VII-VIII |

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| 2:30 – 3:00 pm | <b>Break in Exhibit Hall</b>   | Harborside Ballroom |
| 3:00 – 3:50 pm | <p><b>Hot Topics: Risk Evaluation and Mitigation Strategy</b></p> <p>Moderator: Melinda Steele, MEd, CCMEP, FACME<br/><i>Confluence Educational Consulting, Inc.</i></p> <p>Panelists: Alejandro Aparicio, MD<br/><i>American Medical Association</i></p> <p>Ann Karty, MD<br/><i>American Academy of Family Physicians</i></p> <p>Linda Kitlinski<br/><i>Endo Pharmaceuticals</i></p> <p>Marsha Stanton, PhD, RN<br/><i>Pfizer, Inc.</i></p> <p>Theresa Toigo, RPh, MBA<br/><i>Food and Drug Administration</i></p> | Grand Ballroom V-VI |
| 3:50 – 4:00 pm | <b>Reflection and Application</b>  | Grand Ballroom V-VI |
| 4:00 – 4:30 pm | <p><b>Implications of MOC/MOL for CME Collaboration</b></p> <p>Moderator: Mindi K. McKenna, PhD, MBA<br/><i>American Academy of Family Physicians</i></p>  | Grand Ballroom V-VI |
| 5:00 – 6:30 pm | <b>Reception and Exhibits</b>  | Harborside Ballroom |

## Friday, September 23, 2011

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|------------------|---|---------------------|
| 7:00 – 8:00 am   | <b>Breakfast and Exhibits</b>   | Harborside Ballroom |
| 8:00 – 8:50 am   | <p><b>Shickman Lecture: Collaborating for Advances in Professional Education and Patient-Centered Care</b></p> <p>Douglas E. Henley, MD, FAAFP<br/><i>American Academy of Family Physicians</i></p>   | Grand Ballroom V-VI |
| 8:50 – 9:10 am   | <b>Discussion for Application</b>   | Grand Ballroom V-VI |
| 9:10 – 10:00 am  | <p><b>Perspectives of Senior Medical Leaders on CME: Current Challenges and Future Directions</b></p> <p>Moderator: John Kamp, PhD, JD<br/><i>Coalition for Healthcare Communication</i></p> <p>Panelists: Douglas Henley, MD<br/><i>American Academy of Family Physicians</i></p> <p>David B. Hoyt, MD<br/><i>American College of Surgeons</i></p> | Grand Ballroom V-VI |
| 10:00 – 10:30 am | <b>Break in Exhibit Hall</b>  | Harborside Ballroom |

10:30 – 12:00 pm

**Concurrent Breakout Sessions #1**

- A. **Collaborating to Address Health Disparities** Grand Ballroom IX/X  
Panelists: Lois Colburn  
UNMC Center for Continuing Education  
Colin Syphax  
National Medical Association  
Maureen Doyle-Scharff, MBA, FACME,  
CCMEP  
Pfizer Inc.
- B. **Medical Specialty Societies and Industry: Addressing the Challenges through Collaboration and Transparency** Laurel A/B/C  
Moderators: Pamela Mason, CCMEP, FACME  
AstraZeneca  
Deborah Samuel, MBA  
American Academy of Pediatrics  
Walter Wolyniec, MS  
Solutions, Inc  
Panelists: Anne Marie Dubois, MSPharm  
Novo Nordisk Inc.  
Anne Grupe, MS Ed.  
American Society of Clinical Oncology  
Todd Jackson, PharmD  
GlaxoSmithKline  
Elizabeth Yarboro  
American College of Cardiology
- C. **Impact of Accountable Care Organizations and Patient-Centered Medical Homes on CME** Grand Ballroom III-IV  
Faculty: Bruce Bellande, PhD, FACME, CCMEP  
Deborah Wood and Associates  
Communications Group  
Mike Saxton, MEd, CCMEP, FACME  
American Academy of Physician Assistants
- D. **Patient Involvement in CME and Quality Improvement** Grand Ballroom VII-VIII  
Faculty Diane Bukhart, PhD  
American Osteopathic Association
- E. **Interprofessional and Team- Based Learning: Collaborations That Have Worked** Essex A/B/C  
Moderator: Melinda Steele, MEd, CCMEP, FACME  
Confluence Educational Consulting, Inc.  
Panelists: Dave Davis, MD  
Association of American Medical  
Colleges  
Chitra Subramaniam, PhD  
Duke University School of Medicine

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| 12:00 – 1:00 pm | <b>Lunch</b>   | Harborside Ballroom |
| 1:00 – 2:30 pm  | <b>Concurrent Breakout Sessions #2</b>   | Repeated            |
| 2:30 – 3:10 pm  | <b>Current Perspectives and Trends in Commercial Support of CME:<br/> Perspectives from Industry</b><br>Moderator: Walter D. Fox, CCMEP<br><i>Janssen Scientific Affairs, LLC</i><br>Faculty: Kristan B. Cline, PhD, CCMEP<br><i>Janssen Scientific Affairs, LLC</i><br>Kevin Harris<br><i>Millennium: The Takeda Oncology Company</i> | Grand Ballroom V-VI |
| 3:10 – 3:20 pm  | <b>Reflection and Application</b>  | Grand Ballroom V-VI |
| 3:20 – 3:30 pm  | <b>Closing Remarks</b>   | Grand Ballroom V-VI |