

'Moving to New Models of Support for Medical Education: Consideration from physicians and scientific societies'

*Plenary Session
21st May 2015*





Welcome & Topic Introduction

- Continuous collaboration between HCP`s and Industry = KEY
 - guarantee professional & medical education
 - patient safety
 - patient access to innovation
 - highest ethical and professional standards
- The fast changing regulatory and compliance landscape affects continuous medical education of HCP`s
- Insights and perspectives from Medical Societies and HCP`s:
 - Their concerns and challenges?
 - Their view on how to anticipate the future?

Panel Introduction



- **Moderator:**

Dany Peters, Group Director - Global Surgery Company Group, EMEA
Strategy - Education Solutions, Johnson & Johnson

- **Panel:**

Karen L. Hackett, Chief Executive Officer
American Academy of Orthopaedic Surgeons

Carol Fitzpatrick, Chief Executive Officer
European Society of Cataract and Refractive Surgeons

Isabel Bardinet, Chief Executive Officer
European Society of Cardiology

Chrysoula Nikolaou, Professor, Medical Biopathologist – Neuroimmunologist
National University of Athens, Director, Department of Medical Biopathology and Immunology, Aeginition
Hospital – Athens Medical School

Moving to New Models of Support for Medical Education: Consideration from Physicians and Scientific Societies

The US Experience

Karen L. Hackett, FACHE, CAE, Chief Executive Officer,
American Academy of Orthopaedic Surgeons



Outline of Discussion

- How industry supports Continuing Medical Education (CME) in the US
- The Department of Justice investigation
- The impact of discontinuing direct sponsorship and a possible AAOS response



How Industry Supports US CME

- Industry does not fund US orthopaedic surgeons to attend CME (ACCME-approved education programs)
- AAOS and other orthopaedic societies apply for unrestricted grants to help offset expenses





The Grant Process

- Use of online grant application
- Industry uses grant committee or other vetting body to decide on grants
- Relationships are not a factor



2007 Department of Justice Investigation

- Five major device manufacturers (Biomet, Depuy, Smith & Nephew, Stryker, and Zimmer) were given deferred and non-deferred (Stryker) prosecution agreements
- Companies under major scrutiny by the US government
- Creating much uncertainty



Association Concerns During This Time

- Impact on

- Exhibit revenue
- Advertising revenue
- Financial support of CME
- Fellowship funding
- Other support: diversity programs, public relations programs





Questions

- Would industry support go away?
- What would that mean to our finances?
- Would we be able to service our members?



Major Changes

- Online grant process for CME and other programs
- Personal relationships have little to no impact on funding
- Direct funding of Fellowships prohibited
- Two orthopaedic associations set up separate organizations to fund fellowships

How Did AAOS Respond?

- Kept lines of communication open with senior levels of the companies
- Information was sketchy as the companies didn't really know what was going on and they had a lot to worry about
- AAOS decided to be proactive



Created the Center for Orthopaedic Advancement (Center)

- Separate organization
- Designed to accept funding from industry for CME
- To support all of orthopaedics, not only AAOS
- Would develop a rigorous process for grants
- Did not need to implement



Impact of Eucomed Ruling

- Assessing the international attendees to our Annual Meeting
- Difficult to determine how they are funded (or not) to attend
- We believe in education
- AAOS would be willing to explore using our separate organization (Center) to be a vehicle for industry to use to fund orthopaedic CME



Discussion

- Looking forward to your comments and discussion on this important topic



Panel Discussion

Q&A: Use “ Ask The Speaker “



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The EMEA Perspective

Isabel Bardinet, Chief Executive Officer,
European Society of Cardiology





Medical societies and HCPs

- They generate content ,research and data
- They disseminate this to their members and wider
- They are legitimate, credible and recognised

- But not sufficiently known !

- The medical society business model has been to organise activities such as congresses to
- enable the dissemination of post-graduate education
- creation , development and dissemination of « not for profit » activities such as clinical practice guidelines , research and data collection
- Fund raising for the above activities





Medical society activities 1/2

- Publications : textbooks , handbooks , journals
- Clinical practice guidelines
- Data collection
- Advocacy



Medical society activities 2/2

- **Education :**
- Face to face
- CME
- Distance learning
- Certification
- Revalidation



Potential impact of industry « phase out »

- The above activities could be jeopardised
- The timelines are critical for medical societies to be able to adapt



Potential impact of industry « phase out »

- This could lead to a break in :
- the innovation to implementation pipeline
- the continuum of care from bench to bedside including prevention due to lack of CME via congresses

Potential impact of industry « phase out »

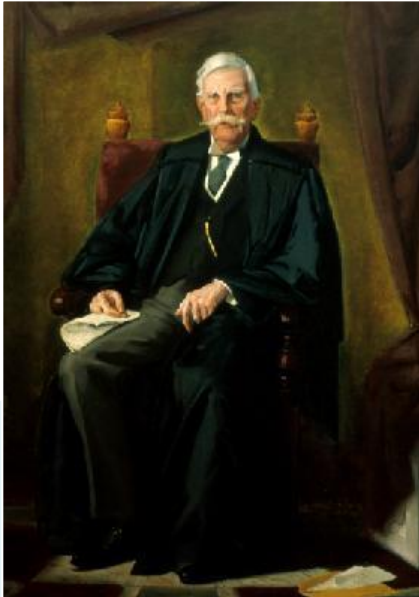
- This would lead to a loss of an advocate with a strong credible voice
- Downward spiral in overall activities due to the current lack of clear and accepted criteria for distance relationship assessment

EORP (euroobservational research programme)example

- Approx 20 pilot and/or long terms registries have been put in place since 2009, in 40+ countries with over 70 000 patients
- Database management and data ownership kept by the ESC
- Sponsorship of the whole programme and not of individual registries over 3 years

Deliverables of EORP :

- Publications 2010-2014: 19 publications from 6 registries, including jointly with OECD
- Major plenary sessions at the ESC and other congresses
- Presentation of the results to the EU Commission and Parliament by ESC and national health authorities by Esc member societies



Oliver Wendell Holmes
1841-1935

“The great thing in this world
is not so much where we
stand as in what direction
we are moving”

- There are ways of going there together
- These entail dialogue and **the desire** to do so
- We need to know each other better and respect each others obligations

Panel Discussion

Q&A: Use “ Ask The Speaker “



Closing Remarks

Thank You

