

17th Annual

INDEPENDENT MEDICAL EDUCATION AND GRANTS Summit

Advancing Educational Models to Drive Learner Engagement, Patient Outcomes and CME/CE Value

SEPTEMBER 16-17, 2019 • DOUBLETREE CENTER CITY • PHILADELPHIA, PA

BENEFITS OF ATTENDANCE

- Learn to design education models that maximize learner engagement and yield meaningful behavior change
- Review progress towards outcomes and assessments methodologies standardization
- Assess what impact current CME/CE offerings are having on HCPs and patient outcomes
- Examine how patient voice integration in CME/CE can increase the relevance and effectiveness of CME/CE
- Address the challenges of embedding emerging technologies into CME/CE
- Explore the evolution and impact of personalized, adaptive learning on HCPs and patients
- Discuss how to evolve global CME program models to address specific regional education needs
- Examine innovative approaches to crystallize the impact story and CME value for internal stakeholders

CONFIRMED SPEAKERS TO DATE

Pamela Mason, Director, Medical Education Grants Office, **AstraZeneca**

Patricia Jassak, Director, IME and Medical External Affairs, **Astellas**

Pam Beaton, Associate Director Grants, **Alnylam Pharmaceuticals**

Riaz Baxamusa, Associate Director, IME Grants, **Astellas**

Sue McGuinness, Ph.D., CHCP, Associate Director, Medical Education Grants Office, **AstraZeneca**

Suzette Miller, Senior Director, Scientific Education, **Celgene Corporation**

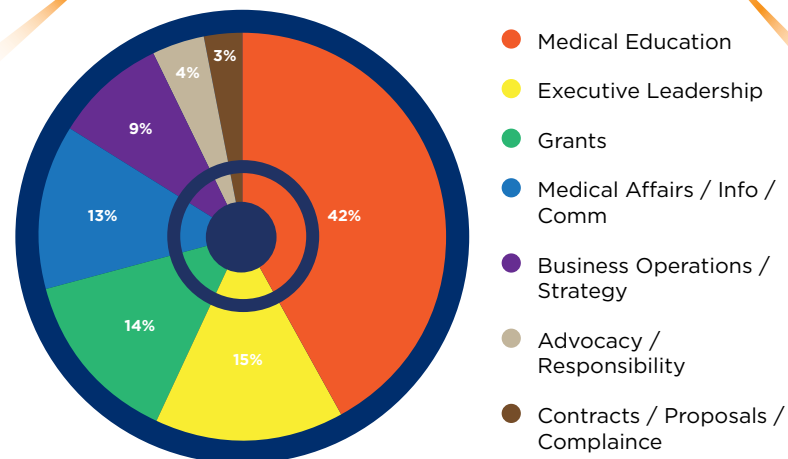
Previous Attendee Acclaim for CBI's Grants Conference:

“ I gleaned useful information that I can apply immediately to my every day work.”
— Director of Education, **PER**

“ Clarify of details, informal discussion.”
— Professor, **MUSC**

“ Very informative and comprehensive. Great variety and inclusive perspectives from both providers and sponsors.” — Medical Affairs Coordinator, **Merrimack**

IME and Grants 2018 Attendee Profile By Function



Conference Sponsors:



DAY ONE | MONDAY, SEPTEMBER 16, 2019

7:15 *Conference Registration and Continental Breakfast*

8:15 *Co-Chair's Welcome and Opening Remarks*

8:30 **PANEL SESSION | Design Education to Engage Multiple Learners and Uncover What They Truly Value in CME/CE**

9:15 **Understand the Intersection of Health Policy and CME/CE - Legislative Update**

9:45 *Networking and Refreshment Break*

10:15 **Repackage Your CME Programs for MIPS Compliance**

11:15 **PANEL SESSION | Determining the Blueprint for the Future of CME/CE**

12:00 *Luncheon Interactive Discussion: The Evolving Commercial Support Process*

1:30 **Learner Panel Session | Learner's Live Feedback on CME/CE Activities**

Customize Your Learning Experience - Choose Between Three Concurrent Working Sessions

2:15 **Working Session A.**
Understand the Essentials of Writing a Compelling and Fundable Grants Proposal

Working Session B.
Proving the Value/Impact of CME/CE Through Peer-Reviewed Publications

Session C.
Supporter Perspectives on Global CME Update on the Evolution of Global CME Programs

3:15 *Networking and Refreshment Break*

3:45 **Working Session D.**
Integrating Medical Education into Health System Quality Initiatives and More

Working Session E.
Improving Stakeholder Collaboration Across Industry - Academia, Societies, Patient Advocacy Organizations, Health Systems

Session F.
Provider Perspectives on Global CME Evolve Global CME Programs Models to Address Regional Education Needs

4:45 **PANEL SESSION | Demonstrate the Impact and Value of CME Through Outcomes Days and Poster Sessions**

5:30 *Close of Day one*

DAY TWO | TUESDAY, SEPTEMBER 17, 2019

7:30 *Continental Breakfast*

8:00 *Co-Chair's Review of Day One*

8:15 **PANEL SESSION | Understand Current Approaches to Standardize Outcomes Reporting and Assessment Methodologies Across CME**

9:00 **Learner Panel Session |Learner's Live Feedback on CME/CE Activities**

9:45 **Grants Proposal Analyses**

10:30 *Networking and Refreshment Break*

11:00 **Address the Challenges of Embedding Emerging Technologies into CME/CE**

11:45 **Discuss FMV Calculations in CME/CE Activities**

12:30 *Networking Luncheon*

1:30 **Advancing Patient Voice Integration in CME/CE Activities**

2:15 **Understand the Evolution and Impact of Personalized, Adaptive Learning on HCPs and Patients**

3:00 *Close of Conference*