



FOR IMMEDIATE RELEASE

Contact:
L Gaye Torrance
TorranceCo, New York
212-691-5860
862-215-7631
gtorrance@torranceco.com

ALLIANCE FOR CME HOSTS 2010 35th Annual Conference

Establishing CME as a Pathway to Better Patient Care -

Birmingham, AL – October 1, 2009 – The Alliance For Continuing Medical Education (Alliance) will host its 35th Annual Conference in New Orleans on January 27-30, 2010. The theme of this year's conference is "Establishing CME as a Pathway to Better Patient Care." The three-day event is recognized as the largest gathering of CME professionals in the world, providing a forum for the discussion and debate of timely and relevant issues in the evolving medical education environment.

The Alliance's 35th Annual Conference will be dedicated to providing competency-based curriculum, along with innovative as well as practical tools and practices for individuals developing CME programming. The Conference will focus on three areas:

- **Plenary Sessions:** Keynote speakers address the theme of this year's conference emphasizing the vital role that CME plays in improving the quality of health care and ultimately, patient outcome.
- **Curriculum Development:** Presentations by skilled faculty representing specific areas of expertise and competency requirements.
- **Practical Programming:** Smaller group work sessions that provide information related to competencies enabling participants to apply in their work environment.

"The CME enterprise is facing new challenges and increased demand for heightened educational excellence and greater transparency in programming," said Dr. Jann Balmer, President of the Alliance for CME. "At the 35th Annual Conference, the Alliance will reinforce the importance of

building bridges with a variety of healthcare partners engaged in healthcare improvement, as this year's program sets the stage for helping form a new generation of medical educators dedicated to better patient care through CME.”

The Alliance's annual conference creates an energized environment that capitalizes on important day-to-day challenges and opportunities in CME and provides significant opportunities for networking and sharing with colleagues and peers. In addition to convening medical educators and planners from varied specialties to discuss broader issues and concerns, the conference attendees also are equipped with learning tools, principles and insight for practical development of educational programming and execution in their respective learning environments.

Dr. Balmer noted that the emphasis of the Alliance conference this year is to “provide the CME community with skills and tools to facilitate the physicians' abilities to transfer knowledge to practice, and ultimately, improve patient care based on quality education.”

Attendance at the Alliance Annual Conference is by registration only. To obtain additional information and registration materials; visit www.acme-assn.org.

About the Alliance for CME

The Alliance for CME is an international membership organization of more than 2,500 professionals devoted to designing and implementing continuing medical education (CME) activities for physicians. The Alliance provides professional development opportunities for CME professionals, advocates for CME and the profession, and strives to improve health care outcomes. Officially launched in March 1975 to represent every sector of the CME community, the Alliance is the recognized leader and go-to resource regarding issues within the professional CME community. Alliance membership includes healthcare professionals and educators representing every sector of CME community responsible for educational CME programs in the United States and Canada, as well as various countries throughout the world.

#