

Southcrest Building, Suite 105
1025 Montgomery Highway
Birmingham, Alabama 35216-2856
Tel: 205/824-1355
Fax: 205/824-1357
E-mail: acme@acme-assn.org
Web Page: www.acme-assn.org

Board of Directors

Sue Ann Capizzi, MBA, FACME
President

Harry A. Gallis, MD, FACME
Immediate Past President

Gregory Paulos, MBA
Secretary/Treasurer

Leanne M. Andreasen, MBA

Jann T. Balmer, PhD, FACME

Stephen S. Biddle, MEd, FACME

Winnie Brown, MPA

Maureen Doyle-Scharff, MBA

Howard J. Dworkin, Jr., MD

Terry F. Hatch, MD

Marcella H. Hollinger, MEd, FACME

Damon K. Marquis, MA

George Mejicano, MD

Mark Schaffer, EdM, FACME

Suzanne M. Ziemnik, MEd

Executive Director

Paul D. Weber, MA

Mission

The Alliance for CME is a membership organization that provides professional development opportunities for CME professionals, advocates for CME and the profession, and strives to improve health care outcomes.

Senator Max Baucus
511 Hart Senate Office Building
Building
Washington, D.C. 20510

Senator Chuck Grassley
135 Hart Senate Office

Washington, D.C. 20510

RE: Senate Finance Committee Report: "Use of Educational Grants by Pharmaceutical Manufacturers"

Dear Senator Baucus and Senator Grassley:

The recently released Senate Finance Committee Report on the "Use of Educational Grants by Pharmaceutical Manufacturers" identifies a number of issues crucial to the Continuing Medical Education (CME) profession, the healthcare community and, ultimately, the consumer/patient. We would, however, like to clarify a few points that are often misunderstood and can cause confusion among those unfamiliar with CME educational activities central to enhanced patient care.

The Alliance for Continuing Medical Education (Alliance) is a long-established, highly regarded membership organization comprised of a dedicated and diverse array of professionals active within the CME community. Our membership roster of more than 2400 members represents accredited CME providers, physicians, healthcare concerns and other services. Our mission is unwavering: to offer professional development opportunities, to advocate for the medical profession and to strive for the continual enhancement of quality patient care.

As such, we believe our insight and expertise regarding the intent and outcome of CME activities hold particular relevance to the following issues discussed in the report:

- ***Differentiation between certified medical education (CME) activities and marketing/promotional programming.***

Certified continuing medical education activities (overseen by the Accreditation Council for Continuing Medical Education) are required to provide evidence-based, unbiased educational programming, and are used to teach physicians about safe and effective patient care strategies.

Marketing "educational" activities (overseen by the FDA) are employed by drug companies, pharmaceuticals and device manufacturers to educate physicians about the development, use and outcome of new-to-market products and cutting-edge medicine central to the changing healthcare environment.

- ***Content validation as a cornerstone for governing certified CME educational activities.***

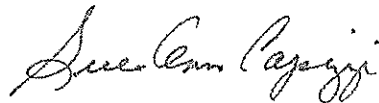
CME providers comply with the necessary regulatory standards and guidelines, and additional processes are continually developed to assure program transparency.

- ***Contractual obligations and business parameters structured to uphold the principles that underscore the value of CME programming.***

Educational grants for CME activities are governed by contracts (letters of agreement that outline terms, conditions and standards for compliance) and are bound by expressed patient care/ business needs within the medical community to deliver educational programs that help physicians provide patients with the highest degree of professional care.

The Alliance is, and has always been, committed to offering valuable educational programming that is free of commercial bias. As such, we would welcome the opportunity to meet with you and discuss these and other issues cited in the report, as well as pursuing ways in which we might work with the Senate Finance Committee in the future to allay any concerns you might have about CME activities.

Sincerely,

A handwritten signature in cursive script that reads "Sue Ann Capizzi".

Sue Ann Capizzi, MBA
Alliance President