

# **PACME Member Section**

Pamela Mason - PACME Leader

Hilary Schmidt – Leader-elect

*Wednesday, January 27, 2010*

# Disclaimer

The comments and contents of today's discussion are the opinions of the individual presenters and do not necessarily represent those of their respective companies or the Industry.

# PACME Agenda

- 1:00 pm Welcome & PACME Update
- 1:15 pm Report from the Alliance Board
- 1:30 pm The ACCME Answers PACME questions
- 1:55 pm Break
- 2:10 pm Creating the IME Value Story
- 2:35 pm Creating Internal Initiatives for Value of IME
- 3:00 pm Workshop
- 4:15 pm Update on External Environment
- 4:45 pm Begin External Value Proposition

# Business Update

- 2009 Objectives:
  - Increase opportunities for members
    - ✓ **Creation of committees**
  - Increase communication and interactions among PACME members
    - ✓ **PACME Summit**
    - ✓ **Seek formal & informal communication channel**
- 2010 Objectives:
  - Each committee has outlined their goals
  - Elect a Leader-elect to serve two year term

# PACME Leadership Committees & Working Groups

Leader – Pam Mason

Leader-elect – Hilary Schmidt

- Advocacy Group – Jason Singer
- Communications - Walt Fox
- Education – Mike Paradiso & Alicia Reese
- Surveys/Benchmarking – Patty Jassak & Chris Beebe
- PACME/Medical Specialty Society Working Group (Core Team & Reviewers) – Walt Wolyniec as facilitator

# Advocacy Group

- **Members:**

- Jason Singer, Leader (Lilly)
- Germaine Aprill (US Astellas)
- Walt Fox (J&J)
- Brian Russell (Roche)
- Jennifer Smith (Wyeth)

- **Objective:** Respond, in a timely manner, to requests from the Alliance or any other situations which warrant a PACME response

- **Deliverables:**

- Drafted and finalized the PACME Value Statements
- Provided input to the Alliance regarding CEJA recommendations

- **2010:**

- Need 2 new volunteers

# Communications Committee

- **Members:**
  - Walter Fox, Chair (Ortho-McNeil Janssen)
  - Mercedes Delahoz (Wyeth)
  - Lori DeLaitsch (Tibotec)
  - Joan Manning (Celgene)
  - Michael Montalto (Abbott)
  - Betsy Woodall (Wyeth)
- **Objective:** Evaluate methods of communication for PACME
- **Deliverables:** Evaluated technology options (list-serves, emails, LinkedIn, Twitter) & summarized findings
- **2010:**
  - Expand Working Group scope to include coverage of key meetings – Seek volunteers to cover events
  - Post information on website in Alliance member section

# Education Committee

## Members

- Mike Paradiso (Co-Chair) – Novartis
- Alicia Reese (Co-Chair) – Endo
- Christine Berger - Celgene
- Anna Marie Dubois – Novo Nordisk
- Geraldine Carroll – Allergran
- Patty Jassak – Sanofi-Aventis
- Helen Kostarides - Eli Lilly
- Kristin Rand - Genentech
- Jason Singer – Eli Lilly
- Theresa Vera - Takeda

## • Objective

- Develop educational platform & objectives based on competencies & needs

## • Deliverables

- PACME session at Alliance
- PACME Spring Summit

## • 2010

- Execution of educational plan
- Develop educational platform & objectives for 2011
- Explore alternative educational opportunities & venues.

# Surveys/Benchmarking Working Group

- **Members:**

- Chris Beebe, Co-Lead – Takeda
- Patty Jassak, Co-Lead – sanofi-aventis
- Kristan Cline – J&J
- Suzette Tomaska – Purdue Pharma
- Sharon Park – Astellas Pharma Global
- Sue Garnett - Celgene

- **Objective:** Develop benchmarking surveys & communicate findings to PACME members in an effort to identify IME department management, Medical Education practice and issues, and trends for Industry IME

- **Deliverables:** Assess and develop benchmarking survey

- **2010:**

- Execute survey via zoomerang (Feb)
- Present results at PACME Summit (May)

# PACME/MSS Working Group

## Core Group:

- Walt Wolyniec – Facilitator
- Pam Mason - AstraZeneca
- Anne Marie Dubois - Novo Nordisk
- Todd Jackson – GSK
- Sarah Krug - Pfizer
- Claire Scott / Kristin Rand - Genentech, Inc.

## Reviewer Group

- Bukky Akinbola (Lilly)
- Geraldine Carroll (Allergan)
- Walt Fox (J&J)
- Brian McGowan (Pfizer)
- Laurie Muttini (TAP)
- Val Pascale (Boehringer Ingelheim)
- Karen Roy (Cephalon)
- Tina Wright (Otsuka)

- **MSS** - Core group & Reviewer group
- **Objective:**
  - Define common terms associated with “commercial support.”
  - Discuss best practices to manage requests for support.
- **Deliverables:**
  - Recommendation document
  - Session at Alliance – *Friday, 2:45-3:45 pm*  
*Grand Salon C/1st*
- **2010:** Continue

# ***A Tribute***

## **Fred S Wilson (1944-2009)**

Director of Medical Education at P&G (1990-2009)

Leader in PACME

Member of the National Task Force on CME

Served on Boards for GAME &

American Osteopathic Family Physicians Foundation



## **Richard "Buzz" Goodstein, MD (1940-2009)**

VP, Scientific Relations Division at Bayer

Member of the National Task Force on CME

Sr Director, Professional Info & Communications at Merck

Clinical Professor of Psychiatry at Robert Wood Johnson

Deputy Medical Director, Carrier Clinic Foundation

## **Brian Russell, RPh, MBA (1958-2009)**

Director of Medical Education at Roche

One of the 8 "CME Czars"

Served on Board of Directors, NAAMECC

Leadership roles at Vox Medica, Co-Med & ICHE

Positions at Phila College of Pharmacy & Science

and Univ of RI College of Pharmacy.



**Congratulations!**

**MEMBER SECTION GREAT  
IDEA AWARD WINNER**

*IME Intranet Site*

Wyeth Pharmaceuticals

**Betsy Woodall**

**Mercedes Delahoz**