

Should pharma be involved in  
implementing CME?

Ogilvy Healthworld

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## The CME debate

**Can pharma-funded CME initiatives ever be free from commercial bias, and trusted by clinicians?**

**Should pharma have a role in CME, and why?**

# What physicians want: Clinical Expert Survey

## Background

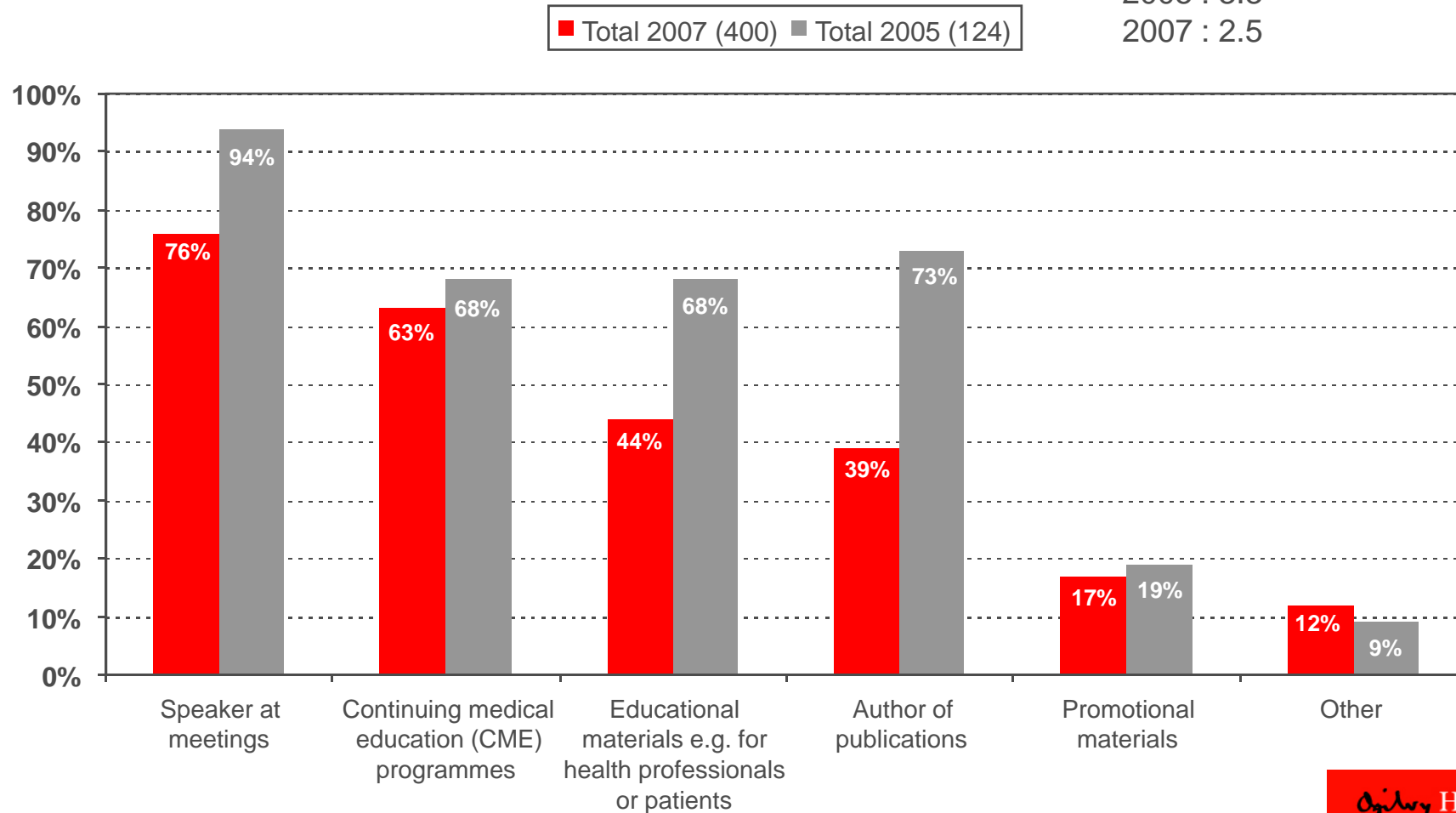
- What do opinion leaders really think about their relationship with the pharmaceutical industry?
- How would opinion leaders like to change the behaviour of the pharmaceutical industry?

## Methodology

- Biennial online self-completion questionnaire of key clinical experts in Europe
- 7353 emailed invitations

# What type of activities have you been involved in with a pharmaceutical company in the last 3 years?

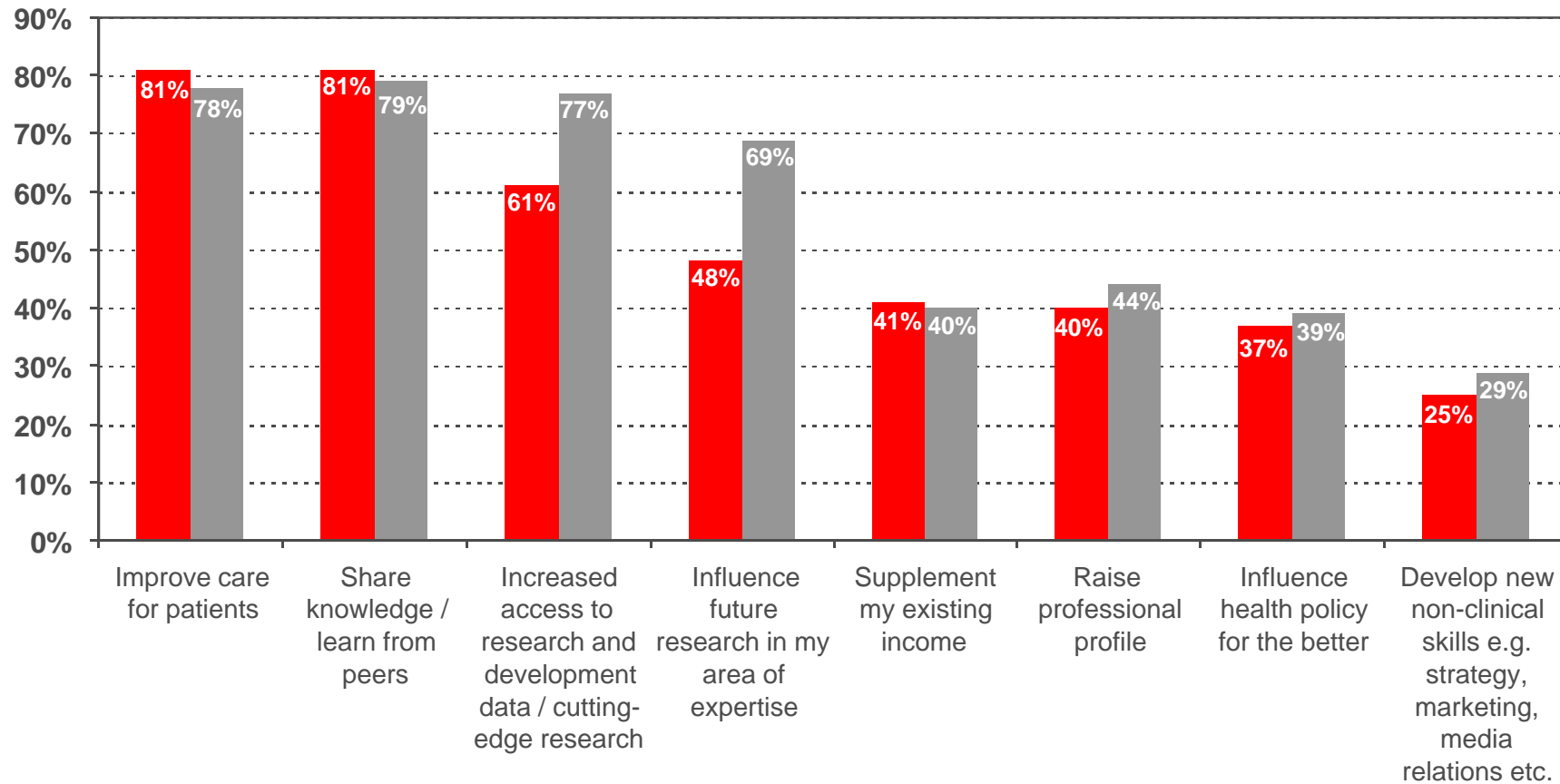
Average number of mentions:  
2005 : 3.3  
2007 : 2.5



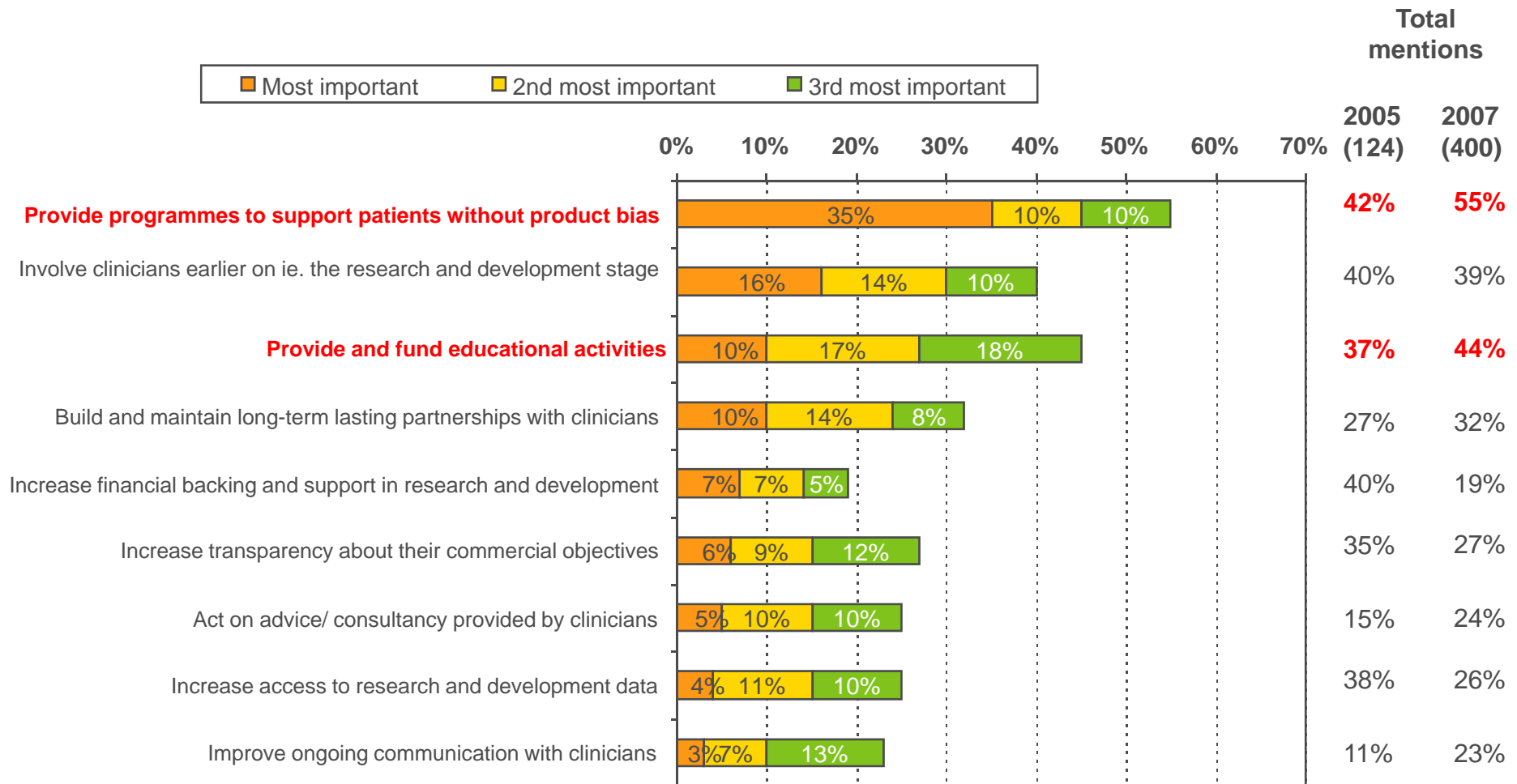
# Key motivators for attending CME activities

Average number of mentions:  
2005 : 4.6  
2007 : 4.2

■ Total 2007 (400) ■ Total 2005 (124)



# What activities do you believe the pharmaceutical companies should do more of?



## Are there benefits for pharma in CME?

- Increase corporate profile and demonstrate commitment to supporting certain disease areas
- Provide insight into challenges and issues facing healthcare professionals
- Highly valued by clinicians, helping to improve relationships
- Provide interaction with audiences that may not otherwise be reached
- Heighten awareness within a disease area

# Moving forward

Pharma has a major contribution to make in CME

- Rules must be followed
  - Distance, independence, unbiased content
  - Transparency about involvement
- Content needs to:
  - Serve needs of patients
  - Facilitate decision making
  - Promote better health outcomes

# Digital is key

More than **90%** of doctors in the EU and US want eCME options – but only **30%** of CME has an e-component!

- (**94%** would prefer eCME to live events)<sup>1</sup>

Doctors use Google<sup>2</sup>

- **80%** for education
- **85%** to search for clinical information
- **60%** to check new product information

Digital is key

- New delivery channels help facilitate individualised learning
- Accessibility helps to overcome time constraints of most clinicians

1. Physician Insight Survey (US, Europe, Japan), Datamonitor
2. Google

# From Hard Reality to Virtual Reality – CME in a Digital Era

**Pomerol Room; 16:00-17:00hrs**

- **Embracing the internet**
- **Using the latest technology to overcome CME challenges**
- **Where could technology take us in e-learning?**
  - **Microlearning? Immersive simulation?**

## **Facilitators**

- **Edwin Borman – Board Member & Chair of eCME Taskforce, UEMS**
- **June Dawson – Digital Business Director, Ogilvy Healthworld UK**



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