



Edwin Borman

Chair, UEMS-EACCME CME Taskforce

Standards in CME/CPD

Regulation and/or the market?

Berlin, 16th November 2010

Edwin Borman

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Declaration of interest: Edwin Borman

- **Consultant Anaesthetist and Clinical Director (paid)**
 - University Hospitals Coventry & Warwickshire NHS Trust, UK
- **Private Anaesthetic Practice (paid)**
 - Coventry & Warwickshire Anaesthetists Limited Liability Partnership
- **Educational Consultancy (paid)**
 - Wentz-Miller and Associates
 - Individual consultancy work (Ogilvy4D; Pfizer)
- **Medicopolitical representative**
 - British Medical Association (BMA)
 - European Union of Medical Specialists (UEMS)

The UEMS?

The representative organisation
for Medical Specialists in Europe.

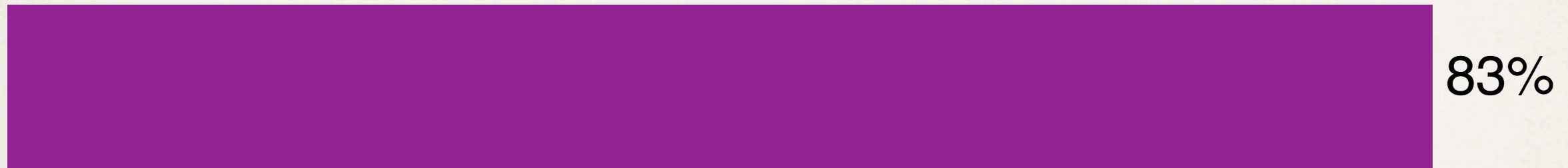
Comprised of a Council,
Speciality Sections, and the EACCME

www.uems.net



The Market in CME/CPD should be regulated.

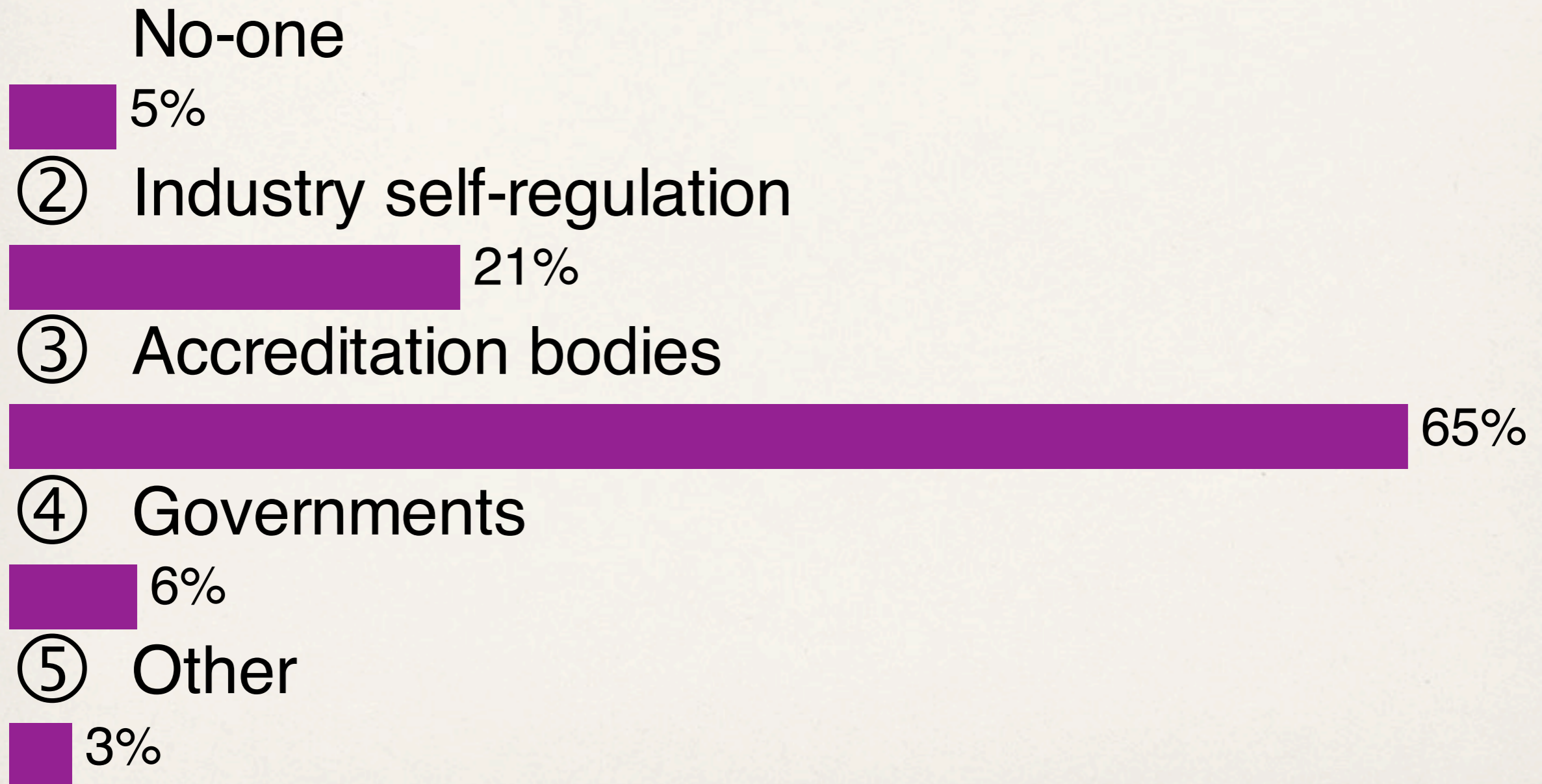
Yes



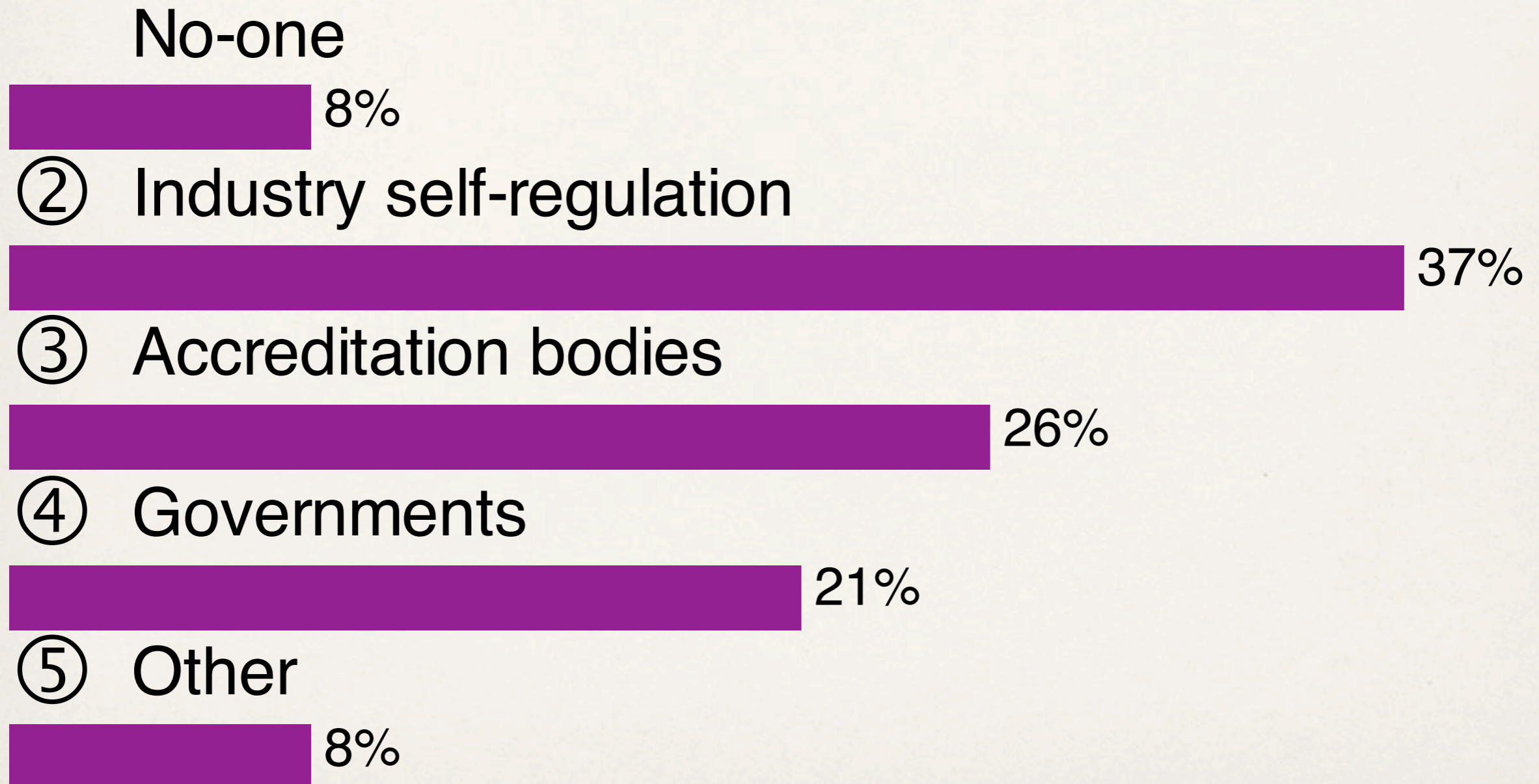
② No



The Market in CME/CPD should be regulated by...



The Market in CME/CPD should be regulated by *(2nd choice)*...



How should regulation function?

Let the market decide



② Peer-group pressure



③ Accreditation, or not



④ Penalties



⑤ Other



Who pays?

- Ultimately it is patients who pay
- for the CME/CPD activities
- performed by their doctors:

- financially,
- so that doctors can learn
- or, regrettably,
- by suffering when they don't

Overview

- Regulation
 - do we need it?
- Potential models
 - none; local; international
- Who pays?
 - lose-lose-lose, or win-win-win
- Regulation revisited
 - the right balance

Regulation

- Controlling human or societal behaviour
- by rules or restrictions
- A rule of order having the force of law, prescribed by a competent authority, relating to the actions of those
- under the authority's control

Regulation

Nothing

Regulation

Regulation versus Deregulation

Social models

Cost-benefit analysis

Failures of Regulation

Regulation

... and CME/CPD

Encouraging all to strive for the best

Identifying those who do achieve the grade

And those that don't

Providing incentives, and disincentives

Raising the standing of the Profession in Society

The Quality Assurance cycle

**Setting
standards**

**Monitoring
performance**

**The QA
cycle**

**Introducing
improvements**

**Reviewing
results**

Models: 1

Nothing: let the market rule

Pro:

No bureaucracy

Innovation

best?

Speed of change

Con:

Failures

Biggest isn't

No safeguards

Models: 2

Regulate: but keep it local

Pro:

Most CME is local

Reflect local needs

Responsiveness

Con:

Variable quality

More than only CME

Enforcement

Models: 3

Regulate: at an international level

Pro:

Standardisation

Transparency

Globalisation

Con:

Bureaucracy

Reduced innovation?

Missing local needs

Who pays?

- Ultimately it is patients who pay
- for the CME/CPD activities
- performed by their doctors:

- financially,
- so that doctors can learn
- or, regrettably,
- by suffering when they don't

Who pays?

- Patients should benefit
- from the improved quality of care
- that should be the result of
- the CME/CPD
- performed by their doctors

What's in it for...

- **The learner:**
 - confirmation of high quality CPD
- **The Provider:**
 - recognition of excellence
 - market advantage
- **CPD development:**
 - improvement in standards
- **Patients and the Medical Profession:**
 - improvements in learning & in clinical care

Regulation revisited

**(Inter)national
standards**

**Local/national
implementation**

**The right
balance**

**(Inter)national
accreditation**

**National
confirmation**

Standards in CME/CPD

Regulation of the market

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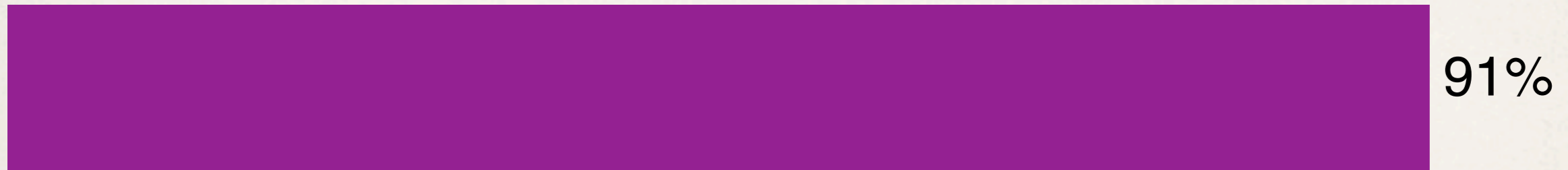
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Conclusion:
Post-test questions

The Market in CME/CPD should be regulated.

Yes



② No

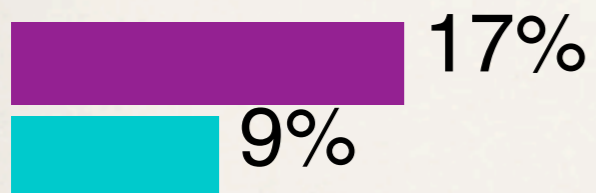


The Market in CME/CPD should be regulated.

Yes

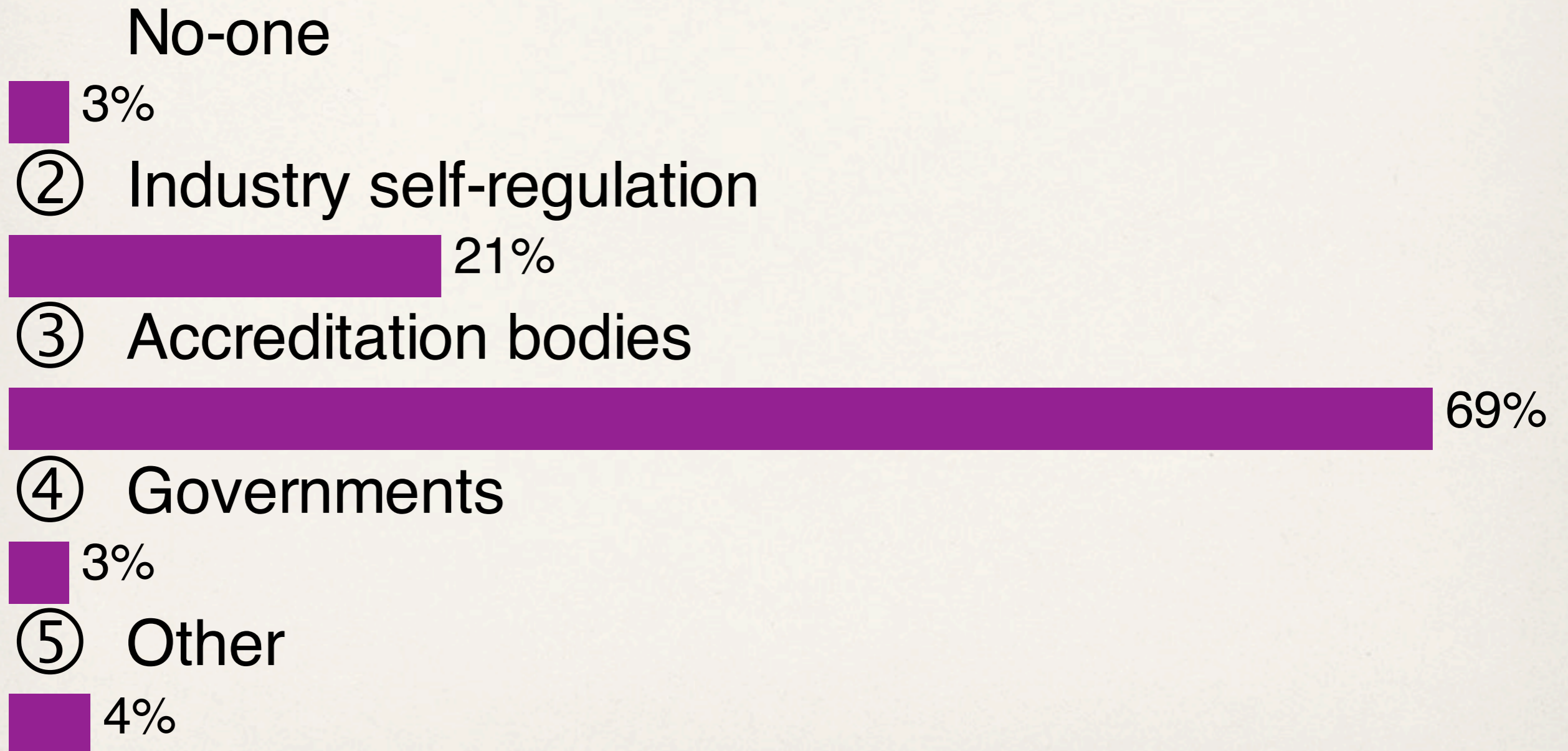


② No

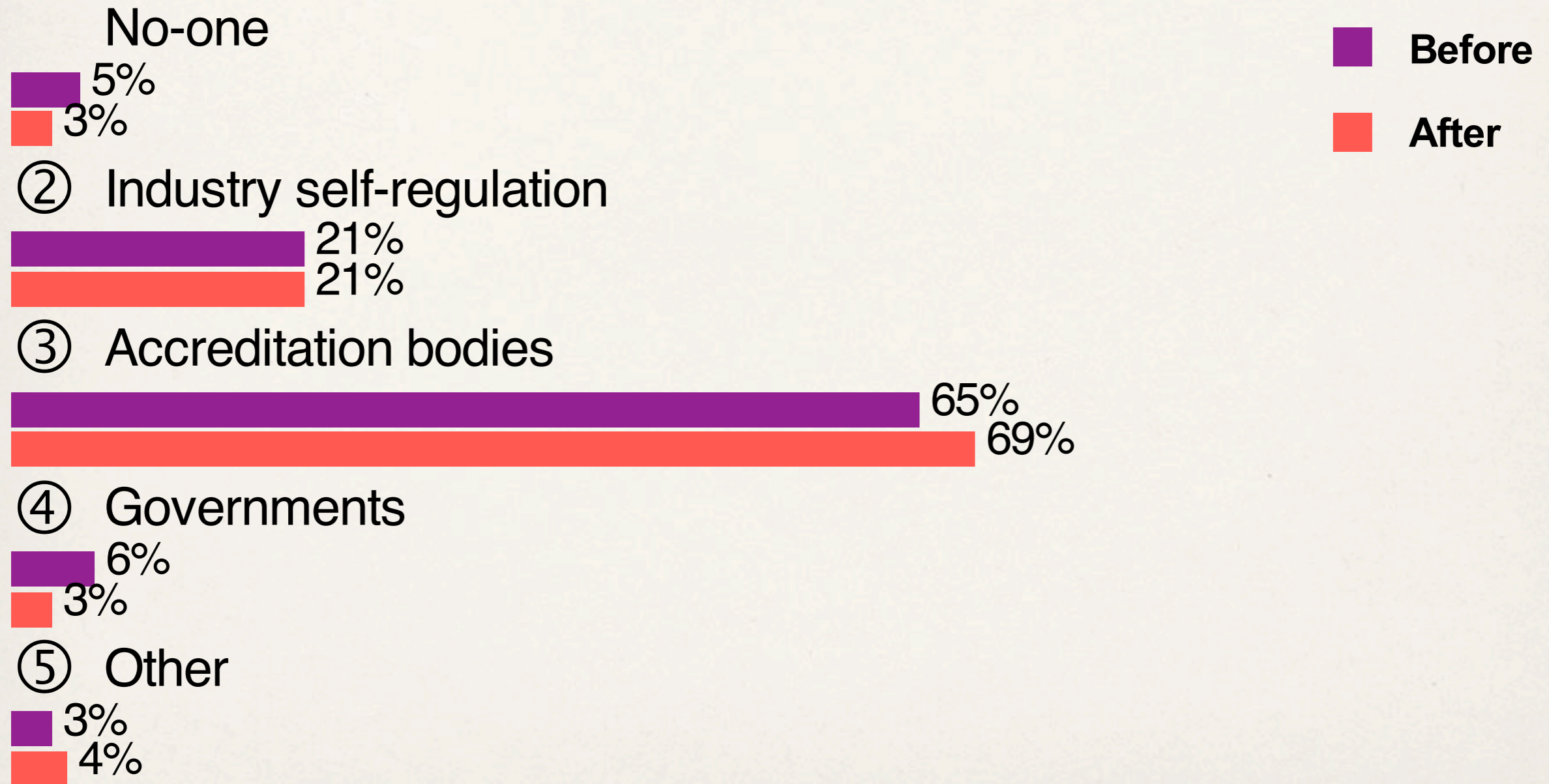


■ Before ■ After

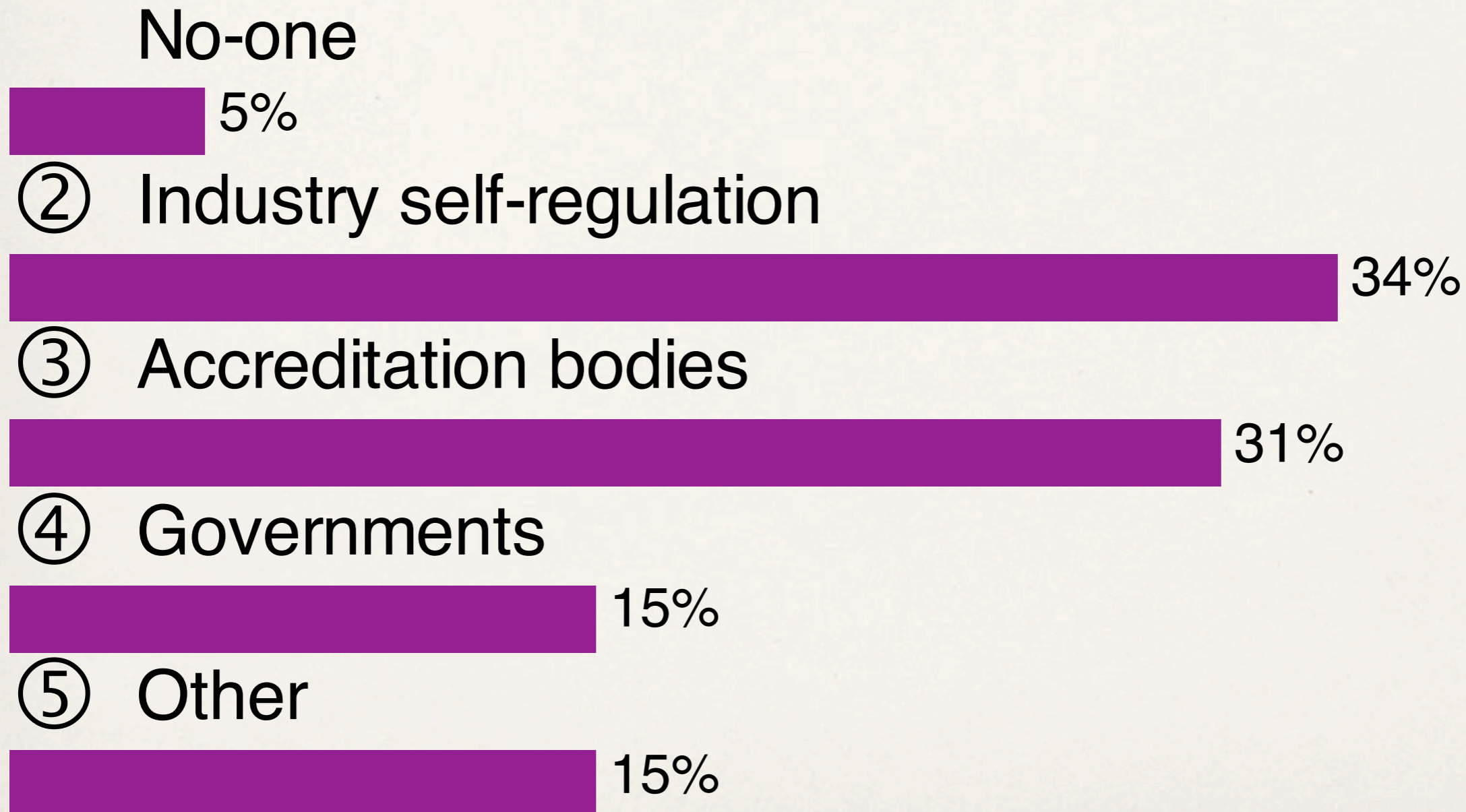
The Market in CME/CPD should be regulated by...



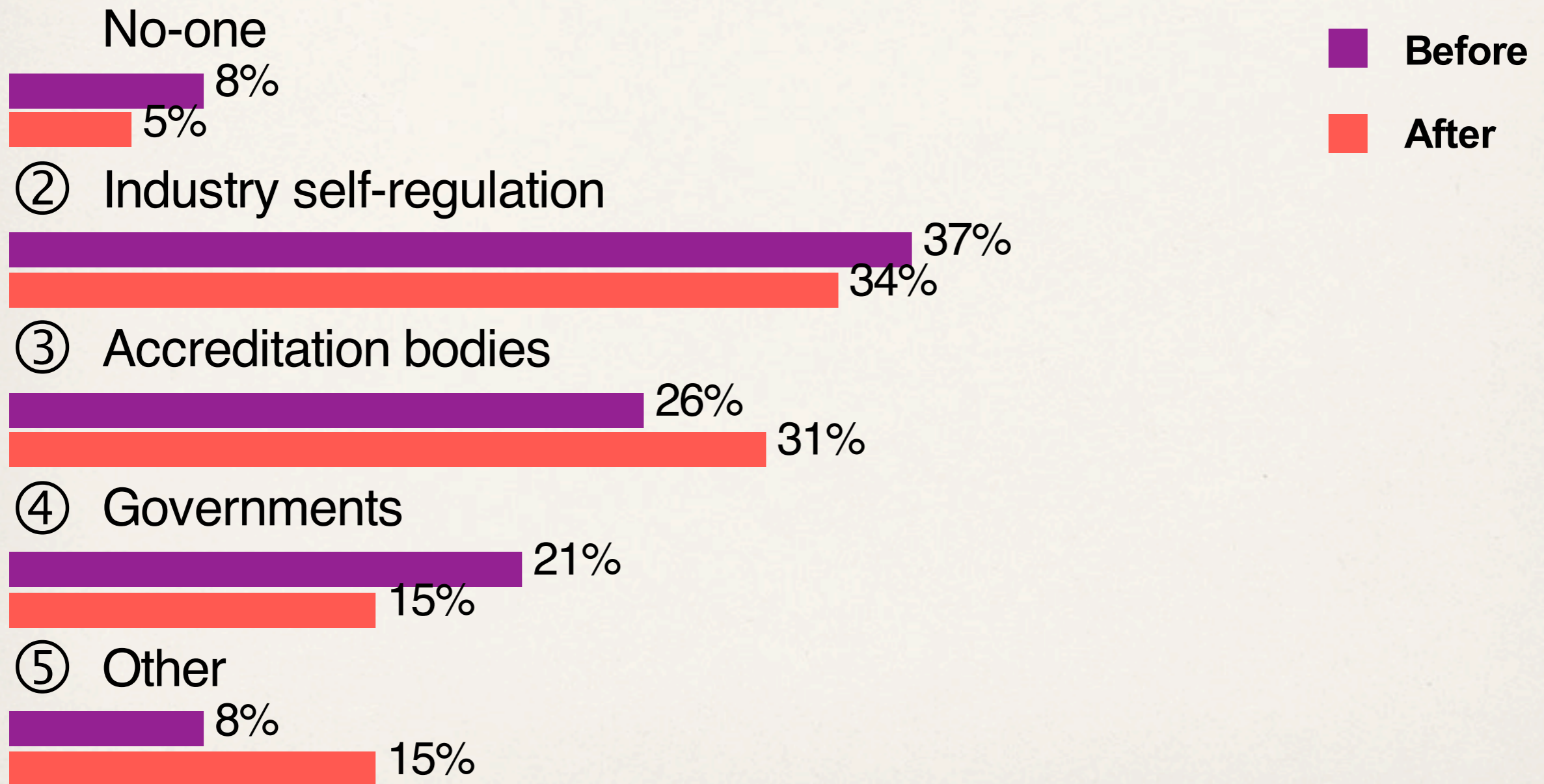
The Market in CME/CPD should be regulated by...



The Market in CME/CPD should be regulated by *(2nd choice)*...



The Market in CME/CPD should be regulated by...



How should regulation function?

Let the market decide

■ 3%

② Peer-group pressure

■ 16%

③ Accreditation, or not

■ 68%

④ Penalties

■ 11%

⑤ Other

■ 2%

How should regulation function?

