

**NATIONAL FACULTY EDUCATION INITIATIVE
CREATED TO SUPPORT THE PROFESSIONAL INTEGRITY OF
CERTIFIED CONTINUING MEDICAL EDUCATION ACTIVITIES**

**Alliance For CME Collaborates With Society For Academic CME
to Educate Medical Professionals On Roles and Responsibilities**

National Database of Trained Faculty Established

Birmingham, AL – October 23, 2008 – The Society for Academic Continuing Medical Education (SACME) and the Alliance for Continuing Medical Education (Alliance) unveiled the National Faculty Education Initiative on October 23, 2008. The Initiative represents a collaboration of SACME and the Alliance with the Association of American Medical Colleges (AAMC). The goal of the Initiative is to help medical education faculty understand the differences between certified CME activities and commercial marketing/promotional programs, and thus comply with the most up-to-date federal regulations, as well as accepted accreditation codes and professional standards.

“Medical education faculty are seen as experts in their field and, as such, play a significant role in offering certified CME learning programs for physicians and their healthcare teams,” said Dr. David Davis, MD, Association of American Medical Colleges. “This newly created program will help lead to improved patient health outcomes, while simultaneously mitigating potential liability risk to medical education faculty, their institutions, and the accredited organizations responsible for CME activities.”

“Professional relationships between physicians and industry have existed for decades, but with the impact of these relationships under scrutiny like never before, it is imperative that we both stress and make every attempt to guarantee the separation of certified CME and promotional activities,” said Melinda Steele, president of the Society for Academic Continuing Medical Education. “The National Faculty Education Initiative represents the type of voluntary self-regulation and training that will encourage support among federal officials and other regulatory bodies, as well as the general public.”

The Initiative consists of two components: an online educational activity and a verification database. The online educational activity utilizes a case-based content delivery style to quickly and efficiently educate medical education faculty about federal regulations, accreditation and professional standards, and their roles and responsibilities when presenting in either venue. Medical educators who complete the online training program have their names added to the verification database, reaffirming their commitment to teaching excellence and providing quality learning experiences that are in compliance with appropriate regulations, guidelines, and professional standards.

"The National Faculty Education Initiative addresses the pressing need to make sure that faculty conflicts of interest are resolved when teaching in or authoring certified CME activities," said Sue Ann Capizzi, president of the Alliance. "This program will train faculty to differentiate between requirements for certified CME activities and those for industry-sponsored promotional activities, the most notable being that certified CME must be current, evidence-based and presented in an objective, balanced manner."

The online educational activity, developed in part with support from Audio Digest, is available to physician, nursing and pharmacy faculty as well as all CME professionals, and can be found at www.acme-assn.org. The verification database is designed for CME providers and commercial interests providing promotional activities, so that they may verify that faculty educators they plan to invite are knowledgeable of the multiple sets of rules that govern speaker accountability when presenting in each environment. The database, developed in part with support from Pfizer Inc, may be accessed for free through the end of 2008.

Paul D. Weber, executive director of the Alliance for Continuing Medical Education, added, "This is the largest and most comprehensive effort of its kind, and we look forward to working with the CME community and providers to ensure its success."

About the Society for Academic Continuing Medical Education

The members of the Society for Academic Continuing Medical Education are influential educators dedicated to the advancement of continuing medical education for the ultimate improvement of patient care. Current membership includes more than 200 professionals representing the leading medical schools in the United States and Canada, specialty societies and

others engaged in academic continuing medical education. The mission of SACME is to promote the research, scholarship, evaluation and development of CME/CPD (continuing medical education/continuing professional development) that helps to enhance the performance of physicians and other healthcare professionals practicing in the United States, Canada, and elsewhere for purposes of improving individual and population health.

About the Alliance for Continuing Medical Education

The Alliance for CME is an international membership organization of more than 2,600 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.

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