

SESSIONS

DAY 1 ♦ TUE, SEP 20 - 20/09/2022

Independent Medical Education and Grants Summit

September 20-22, 2022
Delivered as a Hybrid Event
Philadelphia, PA

Conference Registration

2:00pm - 3:00pm

Medical Device Working Session: Examine Grants Processes and Industry Best Practices

3:00pm - 5:00pm

- Examine best practices in grant review processes and guidelines
- Discuss compliance considerations for grants roll outs
- Weigh the impact of limited budgets and production costs on decision making for supporting traditional programming versus programs leveraging the latest technologies.

Participants

Sharon E. Cathcart - Global Educational Grant Coordinator, Johnson & Johnson Surgical Vision, Inc. (Invited)

Closed Session: Provider Benchmarking Session

5:00pm - 7:00pm

Closed Session 1

Participants will have the opportunity to have an open dialogue on the results of benchmarking data from a pre-conference IME provider survey (developed by advisory group of IME providers).

Closed Session: Commercial Supporter Benchmarking Session

5:00pm - 7:00pm

Closed Session 2

Participants

Pamela Mason - Senior Director, Medical Education Grants Office, AstraZeneca

SCHEDULE

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TIME	CLOSED SESSION 1	CLOSED SESSION 2
2:00PM	2:00pm - Conference Registration	2:00pm - Conference Registration
3:00PM	3:00pm - Medical Device Working Session: Examine Grants Processes and Industry Best Practices	3:00pm - Medical Device Working Session: Examine Grants Processes and Industry Best Practices
4:00PM		
5:00PM	5:00pm - Closed Session: Provider Benchmarking Session	5:00pm - Closed Session: Commercial Supporter Benchmarking Session

SESSIONS

DAY 2 ♦ TUE, SEP 21 - 21/09/2022

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Conference Registration and Continental Breakfast

7:15am - 8:15am

Co-Chair's Welcome and Opening Remarks

8:15am - 8:30am

Participants

Phil Talamo, CHCP - President, Physician's Education Resource, LLC (PER)

Patricia Jassak, MS, RN, FACEhp, CHCP - Director, IME and Medical External Affairs, Astellas

Assess Trends in Digital Healthcare and the Potential Impact on the Future of IME

8:30am - 9:00am

Keynote

Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare

9:00am - 9:45am

As the "new normal" landscape emerges, how can IME respond to deliver high value virtual, hybrid and online learning opportunities to meet HCPs' needs?

- Examine trends in how HCPs are choosing to learn and their preferences for bite-sized and interactive content, chunked into digestible/micro learnings
- Review the value and preference for evolving IME visual content offerings including infographics, short videos, podcasts and more
- Discuss how to ensure that content offerings are perceived by HCPs as credible and valuable content that can improve their clinical practice and help drive patient outcomes
- Consider the value of providing a multimedia and multichannel approach

Networking Refreshment Break

9:45am - 10:15am

Evolve with Digital Trends or Strive for Creative Programming in Traditional Formats to Drive Behavior Change and Patient Outcomes

10:15am - 11:00am

Point-Counterpoint on IME Formats Moving Forward

Engage in a robust debate style discussion examining how identified educational gaps can drive the decision for which IME format [formats with digital learning and emerging technologies vs creative programming within more traditional formats] to select and why.

- Consider measurements to determine impact for each and evidence of effectiveness
- Assess the long-term impact of virtual/digital learning and engagement on the adult learning process
- Review how formats match up with learner needs and preferences
- Discuss the balance of program costs with potential impact as well as speed to impact

Participants

Moderator: Thomas Sullivan - President, Rockpointe

Panellist: Alexa Vintimilla, CHCP - Sr. Manager, Global IME Grants, Jazz Pharmaceuticals

The Intersection of IME and Health Policy

11:00am - 11:30am

Legislative Update

Participants

Andrew Rosenberg, JD, MP - Senior Advisor, CME Coalition

Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME

11:30am - 12:15pm

This session explores trends in industry support for both IME and company-led medical education.

- Understand the value proposition of each type of external medical education
- Discuss where company led medical education and IME overlap and how can they co-exist
- Consider the costs, compliance risk, regulatory issues and potential impact of each
- Ensure company led education and IME are clearly differentiated to learners
- Explore how/if medical affairs' role in medical education intersects with IME

Participants

Moderator: Phil Talamo, CHCP - President, Physician's Education Resource, LLC (PER)

Panellist: Ivan Desviat - , Director, Medical Education Excellence, MBA, CHCP, AbbVie

Panellist: Pamela Mason - Senior Director, Medical Education Grants Office, AstraZeneca

Panellist: Patricia Jassak, MS, RN, FACEhp, CHCP - Director, IME and Medical External Affairs, Astellas

Reflections: Review Key Session Take-Aways (Co-Chair)

12:15pm - 12:30pm

Networking Luncheon

12:30pm - 1:45pm

Understand the Basics of Building Patient Education IME Activities

1:45pm - 2:30pm

Working Session A

- How do we incorporate patient education into clinician education?
- Key steps for getting started with success - what does it look like?
- Different sources of funding for them

Participants

Michelle Stewart - Associate Vice President, Education Strategy, HMP Education

Greselda Butler - Associate Director, Grants and Contributions, Otsuka

Anne Roc, PhD - Medical Education Grants Manager, Takeda

David Mateo - Director, Lilia Latinx LGBTQI Initiative

Vanessa Walker - Founder, Living After Crisis, Inc.

Navigating the Evolution of Global Accreditation and Designing IME for a Global Audience

1:45pm - 2:30pm

Working Session B

As the medical education model and accreditation process continues to evolve in Europe, what is the best action plan for deploying a global medical education program? In this session, commercial supporters and IME providers discuss their perspectives on how the European model may evolve and how to continue to engage in global grants programs during this period of fluctuation. In addition, success of global grants programs relies heavily on your organization's ability to design IME for each global region; specifically, taking into account the differences in specific regional cultural competencies and understanding how well these varying global regions engage with digital technologies.

Participants

Pamela Mason - Senior Director, Medical Education Grants Office, AstraZeneca

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Accelerating the Development of IME to Ensure Relevance

2:35pm - 3:20pm
Working Session C

With the average lead time for developing an IME activity from grant award to execution of the activity taking 3-5 months, are the results and outcomes still relevant for more rapidly evolving disease states?

- Discuss best practices for speeding the development of IME
- Consider the value and effectiveness of microlearning and shorter learning modules
- Review ways to include updates into already launched activities to drive relevant and timely data collection and dissemination
- Assess whether education could be iterative and/or installment based with higher frequency, e.g. possibly launching small molecules weekly

Designing Measurable Educational Objectives and Aligning Outcomes for Session Objectives

2:35pm - 3:20pm
Working Session D

As costs for offering IME steadily increase, it is even more critical to be able to demonstrate the value of IME to internal stakeholders. Do innovative IME programs via tech platforms and social media offer a more attractive value proposition when you can report that 1,000 learners participated versus 50 that attend a traditional in-person activity? Will the costs of traditional programs deem them obsolete in the not-so-distant future? This session reviews several cases examples illustrating frameworks for ensuring that your IME activity outlines clear, measurable objectives from the onset and those objectives logically lead to aligned outcomes results.

Participants

Annette Schwind, MS, CHCP - Medical Education Manager, Takeda

Sharon E. Cathcart - Global Educational Grant Coordinator, Johnson & Johnson Surgical Vision, Inc. (Invited)

Networking and Refreshment Break

3:20pm - 4:15pm

Panel: Developing High Value Social Media Content

4:15pm - 5:15pm

- Understand trends in how HCPs are using mainstream social media (Twitter, Facebook and LinkedIn) content meet their educational needs
- Discuss rationale for we believe that social media IME can close education gaps that traditional education cannot
- Examine how to get started in designing and managing social media content
- Discuss ways to integrate content into these social media formats so that it adds value and can be measured
- Explore current approaches for measuring the impact of social media IME
- Review case examples of what works and where the challenges lie

Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)

5:15pm - 5:30pm

Networking Reception

5:30pm - 6:30pm

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9:00AM	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break	9:00am - Align IME Instructional Design and Format with HCP Preferences and the Digital Transformation of Healthcare 9:45am - Networking Refreshment Break
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11:00AM	11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME	11:00am - The Intersection of IME and Health Policy 11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME	11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME	11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME	11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME	11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME	11:30am - Developing a Synergistic Strategy to Deploy Company-Led Medical Education and IME
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1:00PM				1:45pm - Understand the Basics of Building Patient Education IME Activities	1:45pm - Navigating the Evolution of Global Accreditation and Designing IME for a Global Audience		
2:00PM						2:35pm - Accelerating the Development of IME to Ensure Relevance	2:35pm - Designing Measurable Educational Objectives and Aligning Outcomes for Session Objectives
3:00PM	3:20pm - Networking and Refreshment Break	3:20pm - Networking and Refreshment Break	3:20pm - Networking and Refreshment Break	3:20pm - Networking and Refreshment Break	3:20pm - Networking and Refreshment Break	3:20pm - Networking and Refreshment Break	3:20pm - Networking and Refreshment Break
4:00PM	4:15pm - Panel: Developing High Value Social Media Content	4:15pm - Panel: Developing High Value Social Media Content	4:15pm - Panel: Developing High Value Social Media Content	4:15pm - Panel: Developing High Value Social Media Content	4:15pm - Panel: Developing High Value Social Media Content	4:15pm - Panel: Developing High Value Social Media Content	4:15pm - Panel: Developing High Value Social Media Content

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5:00PM	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>	<p>5:15pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)</p> <p>5:30pm - Networking Reception</p>

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DAY 3 ♦ TUE, SEP 22 - 22/09/2022

Independent Medical Education and Grants Summit

September 20-22, 2022
Delivered as a Hybrid Event
Philadelphia, PA

Continental Break

8:00am - 8:30am

Co-Chairs Opening Remarks

8:30am - 8:45am

Participants

Phil Talamo, CHCP - President, Physician's Education Resource, LLC (PER)

Patricia Jassak, MS, RN, FACEhp, CHCP - Director, IME and Medical External Affairs, Astellas

Reframing the Dialogue to Achieve NextGen Outcomes Reports

8:45am - 9:30am

Over the past few years, providers have responded to supporter requests to provide concise infographics of key outcomes data and supporting data for supporters to share with key internal stakeholders. This moderated Q&A session with IME Providers brings to light an innovative approach to getting to the next level of outcomes reports.

- Consider how supporters can take a more customized approach in discussing ways to leverage provider tools to uncover unique findings that could shed light on new ways of communicating CME value to internal stakeholders
- Examine how else provider data can be leveraged internally as well as the potential value of aggregating data across programs to determine impact

Participants

Karyn Ruiz-Cordell - Director, Medical Education and Data Analytics, Regeneron Pharmaceuticals

Jim Palatine, RPh, MBA - President, Pharmacy Times Continuing Education (PTCE)

Panel: Commercial Supporter Perspectives on Supporting

9:30am - 10:15am

- Discuss how patient education fits or does not fit within IME - separate versus tethered
- Examine successful strategies for incorporating patient education into clinician education
- Consider educational needs for caregivers and can that fall under patient education especially in certain therapeutic areas
- Review compliance considerations for patient education and patient tethered education

Participants

Moderator: Phil Talamo, CHCP - President, Physician's Education Resource, LLC (PER)

Panellist: Shunda Irons-Brown, PhD, MBA, CHCP - Associate Director, Janssen

Panellist: Antonio B. Meo, CHCP - Associate Director, US MA Office of Grants and Education, Daiichi Sankyo, Inc.

Panellist: Patricia Jassak, MS, RN, FACEhp, CHCP - Director, IME and Medical External Affairs, Astellas

Networking and Refreshment Break

10:15am - 10:45am

Leveraging Existing Social Media Patient Networks for Impactful Patient Tethered Education

10:45am - 11:45am
Working Session E

- Discuss how trusted social media influencers can provide access to existing patient networks
 - Consider different examples of how to offer patient education via social media as well as strategies for defining educational activity, measuring its impact and tying it to medical education
 - Examine the potential value and impact of patient education programs not tethered to medical education
-

Unravel the Complexities of Collaborating in a Virtual World

10:45am - 11:45am

Working Session F

Collaborating with multiple partners in a face-to-face environment is challenging in its own right; adding to the complexities of collaborating in a virtual world and you have increased the complexity tenfold.

- Discuss what it takes to build trust virtually across multiple organizations including academia, pharma, IME providers, community organizations and healthcare systems
- Examine best practices for how to streamline this process and review case examples and best practices

Participants

Suzanne Murray - CEO and Founder, AXDEV Group (Invited)

Networking Luncheon

11:45am - 12:45pm

Building a Focus on Inclusivity, Health Disparities and Patient Centricity into IME

12:45pm - 1:45pm

- Discuss how to advance corporate strategy to address patient centricity, inclusivity and health disparities and cascade those strategic initiatives into your IME platform
- Explore methods to ensure a DEI and patient centric focus throughout the lifecycle
- Discuss measurements and data collection that can allow for aggregating data across activities for a more holistic approach on inclusivity
- Review best practices and successful examples of incorporating inclusivity and patient centricity into educational design and programming

Participants

Megan Becker, PhD - Senior Director, Medical Education and Programs, Gilead Sciences

Shannon Mount - Director of Medical Education, Oncology and Hematology, Regeneron (Invited)

Mariam Rodrgiguez-Lee, PhD, ISMPP, CCMP - Manager, Strategic Publications & Medical Education, Neurocrine BioSciences (Invited)

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Commercial Supporter RFP and Grant Review Process Roundup

1:45pm - 2:45pm
Back by Popular Demand!

Hear commercial supporter perspectives on the ins and outs of the grants review process, understand how these processes vary across industry and learn critical steps you can take to ensure that your proposal meets the key requirements supporters are looking for to determine critical funding allocations.

Participants

Panellist: Greselda Butler - Associate Director, Grants and Contributions, Otsuka

Panellist: Nishith Mehta, MPH - Manager, Global IME Grants, Jazz Pharmaceuticals

Panellist: M. Tery Bishay-Sierchio, PharmD, RPh - Associate Director, Office of Grants & Education, US Medical Affairs Oncology, Daiichi Sankyo, Inc.

Panellist: Derek Warnick - Grant Officer, Vaccines, Global Medical Grants, Pfizer, Inc.

Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)

2:45pm - 3:00pm

Close of Conference - See You in 2023!

3:00pm - 4:00pm

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8:00AM	8:00am - Continental Break 8:30am - Co-Chairs Opening Remarks 8:45am - Reframing the Dialogue to Achieve NextGen Outcomes Reports	8:00am - Continental Break 8:30am - Co-Chairs Opening Remarks 8:45am - Reframing the Dialogue to Achieve NextGen Outcomes Reports	8:00am - Continental Break 8:30am - Co-Chairs Opening Remarks 8:45am - Reframing the Dialogue to Achieve NextGen Outcomes Reports
9:00AM	9:30am - Panel: Commercial Supporter Perspectives on Supporting	9:30am - Panel: Commercial Supporter Perspectives on Supporting	9:30am - Panel: Commercial Supporter Perspectives on Supporting
10:00AM	10:15am - Networking and Refreshment Break	10:15am - Networking and Refreshment Break 10:45am - Leveraging Existing Social Media Patient Networks for Impactful Patient Tethered Education	10:15am - Networking and Refreshment Break 10:45am - Unravel the Complexities of Collaborating in a Virtual World
11:00AM	11:45am - Networking Luncheon	11:45am - Networking Luncheon	11:45am - Networking Luncheon
12:00PM	12:45pm - Building a Focus on Inclusivity, Health Disparities and Patient Centricity into IME	12:45pm - Building a Focus on Inclusivity, Health Disparities and Patient Centricity into IME	12:45pm - Building a Focus on Inclusivity, Health Disparities and Patient Centricity into IME
1:00PM	1:45pm - Commercial Supporter RFP and Grant Review Process Roundup		
2:00PM	2:45pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)	2:45pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)	2:45pm - Reflections: Key Session Take-aways and Closing Remarks (Co-Chair)
3:00PM	3:00pm - Close of Conference - See You in 2023!	3:00pm - Close of Conference - See You in 2023!	3:00pm - Close of Conference - See You in 2023!