Polling Question

In which setting do you work?

A. Academic Medical Center
B. Society or Association
C. Healthcare System/Hospital
D. Medical Education Company
E. Gov't/VA
F. Other

First Friday Webinar Series
Medical Education Group (MEG)
December 2, 2011
This webinar is being recorded.
Agenda

• Welcome
• 2011: A Quick Year in Review
• 2012 and Beyond: Pfizer’s Support of CME, CPD and Quality Improvement
• Panel Discussion/Q & A
• Closing Remarks
2011: A Quick Year in Review

- Webinar Stats, Highlights
- Research Agenda
  - SoMe research (Brian McGowan - researcher)
  - Joslin CME/CPD research
  - SACME scholarly research initiative
  - REMS Needs Assessment
  - Various clinical needs assessments
- Outcomes
  - CS2Day publications
  - North Texas COPD

Why Change the MEG Model?

- Current 'one-size-fits-all' model is not enough to make a *measureable difference* in the healthcare community at large
  - Power of high quality medical education with a purpose
- Significant opportunity to improve 'value' to Pfizer, healthcare system and patients
- Current MEG model is based on an education-centric system which is often disconnected from the real challenges facing healthcare today
  - Patient care-centric model recognizes that education is but one of many solutions to closing practice gaps and improving patient outcomes.
- Internal financial constraints require immediate efficiencies and effectiveness
- Less than 30% approval rate means we’re saying ‘No’ 70+% of the time
Considerations in Transforming our MEG Model

• New model will provide for greater impact, at higher frequencies
• Focus on a key clinical areas of interest to Pfizer, with significant overlap of global healthcare issues
  – New model distinguishes between
    1.) those clinical areas where knowledge exchange around emerging science and discoveries is necessary and foundational, and
    2.) those where the translation of knowledge into practice is paramount to closing practice gaps and improving patient care
• MEG seeks to be viewed as a trusted partner in helping to solve the problems of healthcare through medical education and quality improvement

New MEG Model – 2 Tracks for Independent Grants

- Track 1 – Healthcare Quality Improvement & Education
  - RFP-driven

- Track 2 – Annual Meetings Emerging Science/Knowledge Exchange

2012 Strategic Global Priorities for Healthcare Quality Improvement & Education

• Vaccines (Pneumococcal)
• Oncology (Lung)
• Smoking Cessation
• Pain & Inflammation
• Infectious Disease (Bacterial)
• Women’s Health

Emerging Science/Knowledge Exchange
- LIVE initiatives @ Major congresses, conferences

Ongoing Initiatives
- REMS CME
- BMS Atrial Fib alliance grants
- JNJ dementia alliance grants
- Other ongoing funded programs

Ongoing Initiatives (Existing project oversight; alliance activity; REMS)
Summary: New MEG Model

- **Maximize value and impact**
  - Strengthen grant funding for proven collaborative approaches
  - Tighter alignment of Pfizer goals and healthcare gaps
  - Increase impact on professional practice through support of healthcare quality improvement initiatives that incorporate CME/CPD
  - Ensure highest value for investment in co-promote projects, REMS working group etc

- **Simplify and streamline**
  - Implement dollar caps on traditional grants
  - Simplify application and review procedures
  - Replace expensive, complex online system with electronic template and tracking

- **Reduce and re-prioritize**
  - Consolidate clinical area goals
  - Eliminate high-dollar grant funding for low impact areas
  - Set global education priorities
  - Optimize MEG processes, resource allocation

- **Improve trust and transparency**
  - Establish external advisory board and external review panels
  - Incorporate independent and impartial input into grant funding strategies in areas aligned with Pfizer interests
  - Maintain compliance with OIG CIA requirements while exceeding expectations for open and transparent decision-making
Until Next Time….

• Move to quarterly webinars; still First Friday of the month
  – March 2012
  – June 2012
  – September 2012
  – December 2012

• Questions after the webinar?
  – Contact the MEG Voicemail 1-866-MEG-4647
  – eMail MEG: mededgrants@pfizer.com