

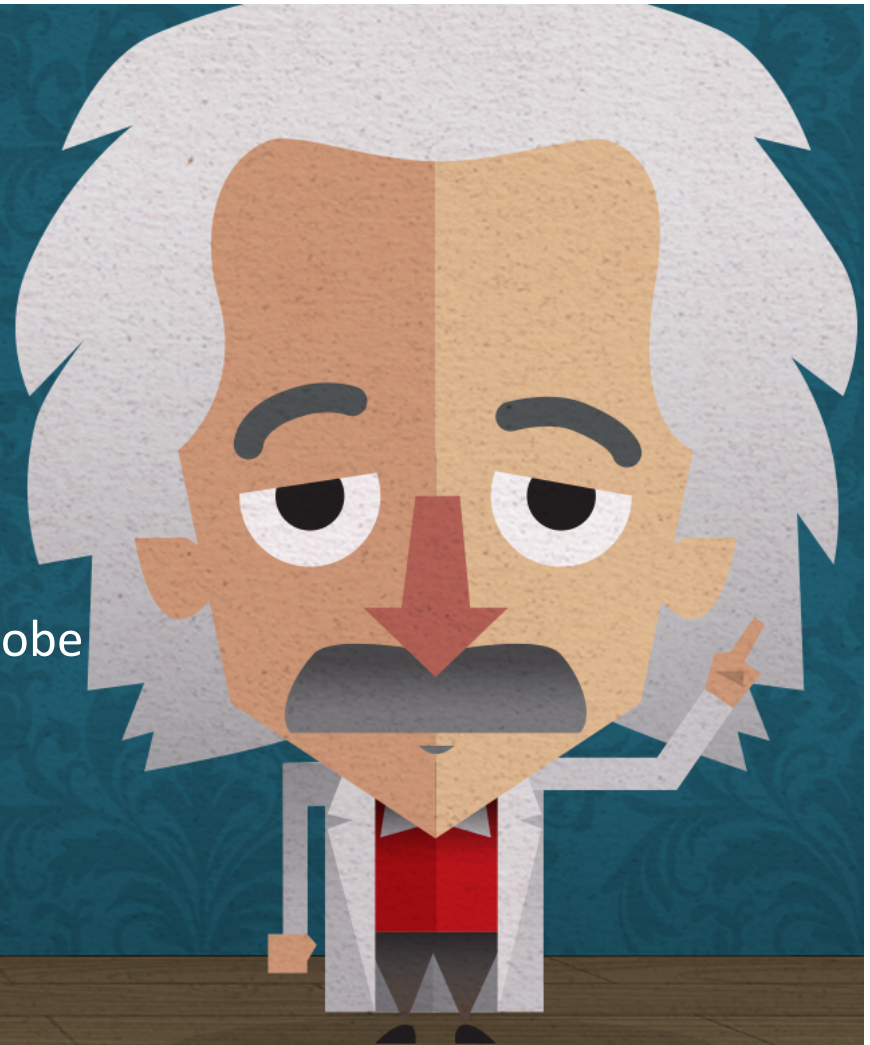
Global medical education

Commonalities and differences across the globe

MedComms Networking Event

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Presenter disclosure

Celeste Kolanko

- Managing Director of PCM Scientific. PCM Scientific receives grants and arms-length funding from pharmaceutical companies for medical education programmes.

Does true global
medical education
exist?

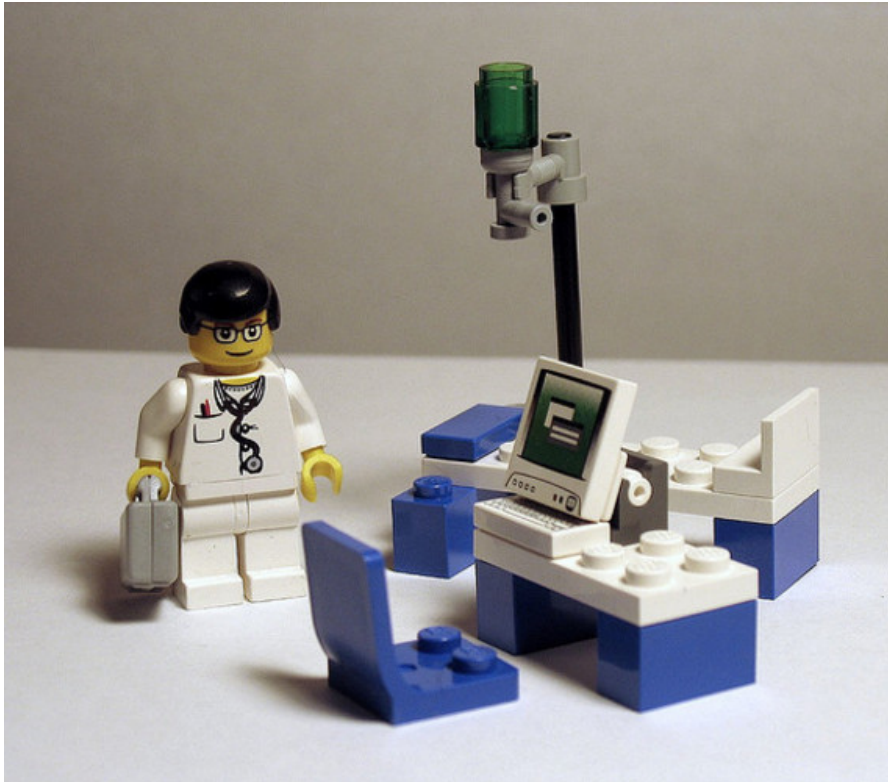




Are there any
commonalities across
the globe?



Education for the healthcare professional



- Need to stay current with medical information and trends
- Opportunity for:
 - Engagement
 - Self-awareness
 - Improvement
 - Change
- Aims to improve patient and public health (WHO Mission Statement)

What are the medical
education trends
across the globe?



Europe



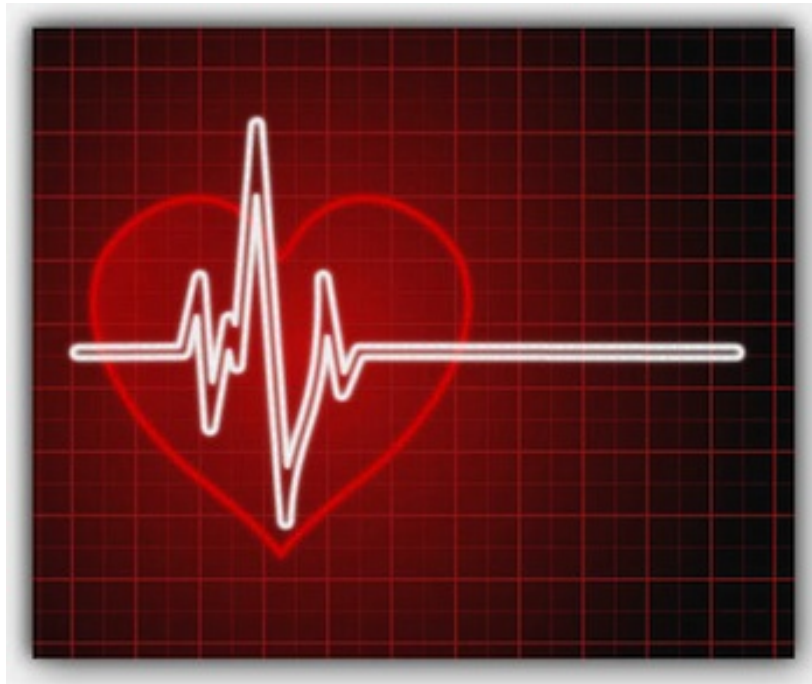
- CME requirements for some countries
 - Multiple accrediting bodies
- Global transparency movement
 - EFPIA – common framework
 - Interpretation varies country to country
- Delivery and formats
- Availability of educational activities
- CME vs promotional education

North America

- “Sunshine Act”
- Clear distinction between CME and promotional education
- Pushing the boundaries
 - Interprofessional/Multi-disciplinary education
 - Patient & community involvement



Asia Pacific



- Increased demand for online education¹
- Medical education driven by:
 - Evolving healthcare infrastructure¹
 - Growing patient population suffering from various types of diseases including: cancers¹ and CVD - India and China¹
- Presence of societies and hospitals is prominent

1. Transparency Market Research. 2016 Medical Education Market - Global Industry Analysis, Size, Share, Growth, Trends, and Forecast 2016 – 2024. Available at: <http://www.transparencymarketresearch.com/medical-education-market.html> Accessed: September 2016

Emerging markets

- Global healthcare talent gap

“The WHO predicts the crisis will only worsen in coming years, but that may underestimate the potential impact of new e-learning technologies to enable low-cost medical training at scale. Many universities, government health agencies, NGOs, private companies, and doctors around the world are embracing such technologies, sometimes with promising results.”¹

- Opportunities for:

- Distance learning
- eLearning
- Public health initiatives



1. Green, W. 2015 Emerging Market Medical Education Goes Digital. Available at: <http://technomy.com/2015/03/emerging-market-medical-education-goes-digital/>. Accessed: September 2016

What to consider
when planning global
programmes?



Creating education for a global audience

- Considerations
 - Planning committee
 - Partnerships
 - Localisation
 - Local codes, guidelines and accreditation bodies



Thank you!

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