

# Association for Hospital Medical Education

*Presents the latest Teleconference!*

## Relationships Between Physicians and Industry: Initiatives to Recognize and Manage Conflicts of Interest

**Tuesday, June 12, 2012 ~ 1:00-2:00 p.m. Eastern**

A price-conscious, value-packed audio conference  
sponsored by CCME (Council for Continuing Medical Education) – one of AHME's four councils.

Physician conflicts of interest that arise due to their relationships with industry continue to be a major national concern as the Congress and Federal agencies issue tougher laws and regulations to assure transparency of these relationships to the public. At the same time, medical associations and societies debate the need for more stringent ethical standards in an acknowledgement that physician behaviors must change. Industry leaders are also taking a fresh look at the changing landscape. This is a compelling time for all, but in particular, providers of medical education who must adopt new coping mechanisms and institutional policies to safeguard the reputations of their faculty and their home institutions, as well as try to identify support worthy CME projects. This important session brings together three national thought leaders on physician conflicts of interest and industry responsibility.

### Objectives:

At the end of this teleconference session, the learner should be able to:

- Recognize and manage physician conflicts of interest with industry
- Promote faculty and institutional awareness of the consequences of physician conflicts of interest
- Discuss the new CEJA rules relative to physician disclosure and their impact on CME
- Describe new models for commercial support that mitigate potential conflicts of interest in funding CME

**Speakers:** **Norman Kahn, MD** serves as Executive Vice-president and Chief Executive Officer of the Council of Medical Specialty Societies (CMSS). He has served on numerous boards and committees, including the Accreditation Council for Continuing Medical Education, where he chaired the Task Force that revised the Standards for Commercial Support of CME. He serves on the National Steering Committee, and Chairs the National Advisory Committee of the Improving Performance in Practice (IPIP) project. He also represents CMSS to several quality and performance measurement and improvement agencies.

**Bette-Jane Crigger, PhD** is Director of Ethics Policy at the AMA. Previously, she was at the National Center for Ethics in Health Care at the Veterans Health Administration in Washington, DC, where she served as chief of ethics communications with editorial responsibility for all center publications. During her tenure with the VA, she also served as a member of the development team for IntegratedEthics, a national education and organizational change initiative.

**Maureen Doyle-Scharff, MBA, CCMEP, FACME** is Senior Director, Team Lead of the Medical Education Group at Pfizer Inc. She currently serves on the Board of Directors for the Global Alliance for Medical Education (GAME), is a member of the National Task Force for CME Provider/Industry Collaboration, is founder and past president of the Ohio Chapter of the Healthcare Businesswomen's Association, and served for six years on the Board of Directors for the Alliance for Continuing Medical Education (ACME), including serving as Secretary/Treasurer in the final two years.

**Moderator:** **Robert D'Antuono, MHA**, is an AHME board member, CCME Chair-Elect and Director of Continuing Medical Education at Winthrop University Hospital.

## Register online now at [www.ahme.org](http://www.ahme.org)

AHME Members: **Only \$75** by May 29 -- \$85 after 5/29/12

Non-Members: **Only \$99** by May 29 -- \$109 after 5/29/12

\* Session fee includes one phone line for multiple people.

Contact AHME Headquarters with questions – 724-864-7321 or [sandi@ahme.org](mailto:sandi@ahme.org)



**Teleconference Registration Form**  
**“Relationships Between Physicians and Industry:**  
**Initiatives to Recognize and Manage Conflicts of Interest”**  
**Tuesday, June 12, 2012, 1:00-2:00 p.m. Eastern**

**Institution Name** \_\_\_\_\_

**Registrant #1: Main Contact for Registration & First Participant**

Name \_\_\_\_\_ Degree \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Registrant #2:**

Name \_\_\_\_\_ Degree \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Email \_\_\_\_\_

**Registrant #3:**

Name \_\_\_\_\_ Degree \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Email \_\_\_\_\_

**Registrant #4:**

Name \_\_\_\_\_ Degree \_\_\_\_\_

Title \_\_\_\_\_ Department \_\_\_\_\_

Email \_\_\_\_\_ **IF MORE THAN 4 REGISTRANTS, PLEASE COPY FORM**

**SESSION FEE\*:**

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**\$75** (by 5/29/12) **OR**  **\$85** (after 5/29/12)

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**\$99** (by 5/29/12) **OR**  **\$109** (after 5/29/12)

\*Session fee includes one phone line for multiple people. Include your CME Department or Committee!

**METHOD OF PAYMENT – NOTE: If registering by check/mail, be sure to fax your registration as well!**

**Credit Card:** \_\_\_ Visa \_\_\_ MasterCard

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Total Cost to Charge to Card \_\_\_\_\_

Signature \_\_\_\_\_ Print Name \_\_\_\_\_

**Check Enclosed:** Made payable to **AHME** – mail to: **AHME, PO Box 725, Indiana, PA 15701**

**Check to Follow:** Fax a copy of your internal check request to 724-864-6153

**Cancellation Policy:** Cancellations made within 3 business days of the course are subject to a 25% service fee. Registrants who do not dial in and who do not cancel before the conference date are liable for the full fee. Only written requests for cancellation will be accepted. Cancellations must be made by fax at 724-864-6153 or by email (sandi@ahme.org).