

## Polling Question

In which setting do you work?

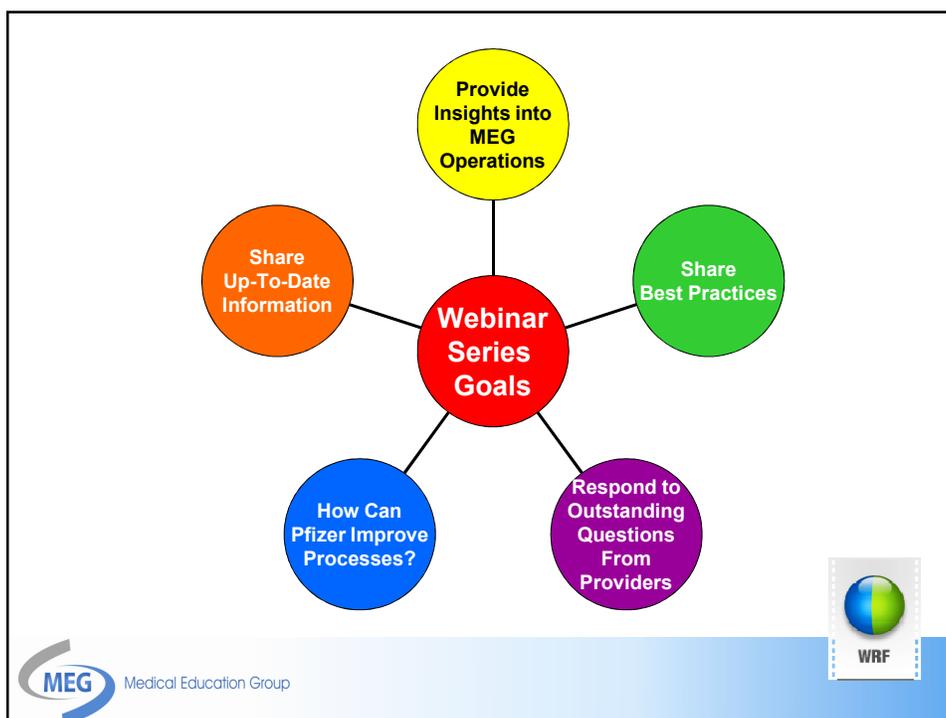
- A. Academic Medical Center
- B. Society or Association
- C. Healthcare System/Hospital
- D. Medical Education Company
- E. Gov't/VA
- F. Other



## 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 *measurable 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

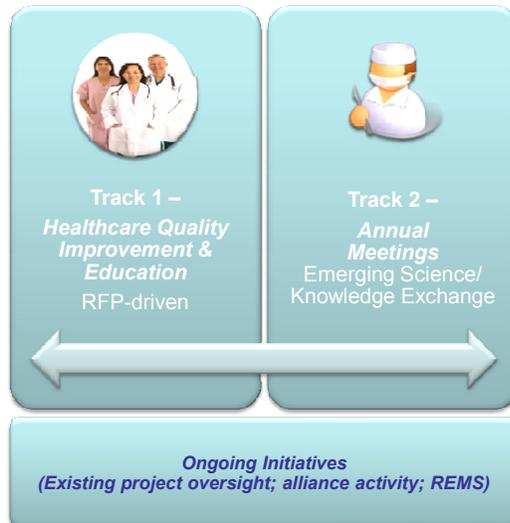


## Considerations in Transforming our MEG Model

- **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



### 2012 Strategic Global Priorities for Healthcare Quality Improvement & Education

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

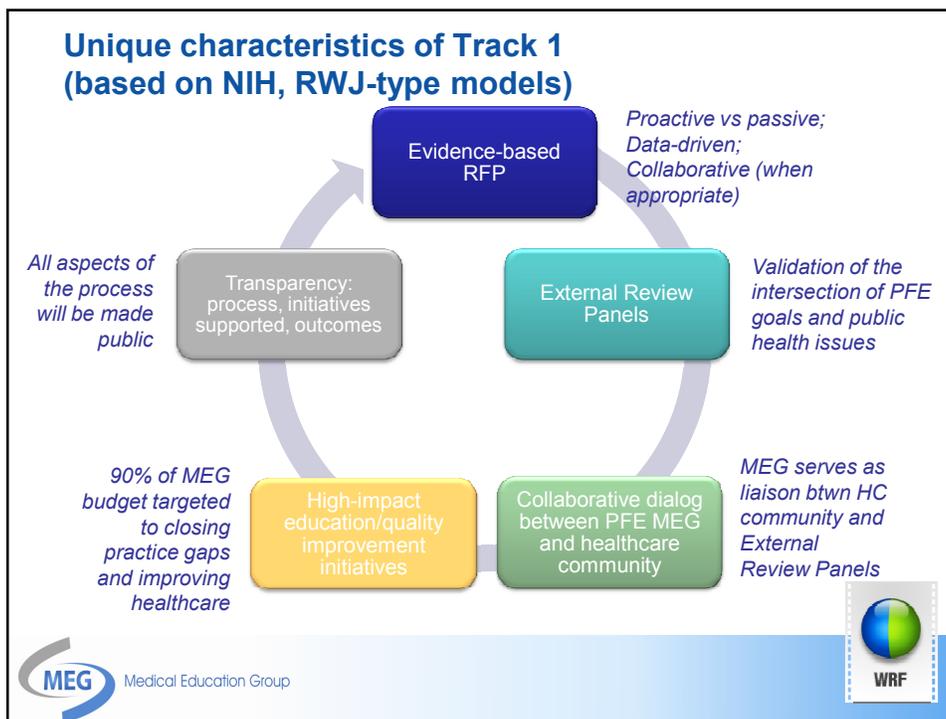
### Emerging Science/ Knowledge Exchange

- LIVE initiatives @ Major congresses, conferences

### Ongoing Initiatives

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





### 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

# Q & A



## 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](mailto:mededgrants@pfizer.com)

