

18th Annual European CME Forum

5–7 November 2025
Manchester, United Kingdom



The 18th Annual European CME Forum

European CME Forum is dedicated to bringing together all stakeholder groups with an interest in European Continuing Medical Education, promoting multi-channel discussion in an independent and neutral environment.

European CME Forum activities are supported by registration fees and financial support.

We are grateful to the following organisations for their support of this meeting:

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Valuing CME/CPD – Programme at a glance

Wednesday 5 November

Core competencies in CME/CPD pre-meeting workshops

09:00–10:35 **First and second sessions**

10:55–12:30 **Third and fourth sessions**

Lunch

18th Annual European CME Forum

13:30–14:00 **Opening of the 18th Annual European CME Forum**

Part 1: Purposeful

14:00–15:30 **Journal of CME 2025 Special Collection: The value of CME/CPD**
Oral presentation 1
Workshop elevator pitches

Tea/coffee break

16:00–17:30 **Workshops – Valuing CME/CPD as a system**

17:30–19:30 Evening networking reception

Thursday 6 November

09:00–10:00 **Valuing practice and patient data in CME/CPD**

10:00–10:15 **Oral presentation 2**
Workshop elevator pitches

Tea/coffee break with poster tour

Part 2: Meaningful

11:00–12:30 **Workshops – Valuing CME/CPD for the learner**

12:45–13:30 **Getting to know our audience - lunch with the learners**

14:00–15:30 **Case challenge - preparation**

Tea/coffee break with poster tour

16:00–17:30 **Case challenge**

17:30–18:30 Evening networking reception

Friday 7 November

Part 3: Impactful

09:00–10:30 **Provider and pharma compliance challenges**
Oral presentation 3

Tea/coffee break with poster tour

11:00–12:30 **Update from the *Journal of CME***
CME around the world
European CME Forum: Reflecting on our own needs
The CME unsession

12:30 Meeting close

Programme — Valuing CME/CPD

Wednesday 5 November

09:00–12:30 **Core competencies in CME/CPD pre-meeting sessions**

	GenAI and educational design Club Suite 2 nd floor	Core skills of a provider The Honours 1 st floor	IPCE and patient voice Tyldesley Suite 1 st floor
09:00–9:45	Hot topics/cool heads: Planning CME in a politically charged climate <i>Jennifer Ipsen and Vickie Skinner (University of Mississippi Medical Center)</i>	Mind the gap with social learning in CME/CPD: Could communities of practice and learning be the missing link? <i>Pan Chen (PeerVoice), Helena Filipe (Hospital de Egas Moniz) and Phil McElnay (MedAll)</i>	–
09:50–10:35	Integrating generative AI into CME/CPD: Practical approaches to guide daily practice 2.0 <i>Celeste Kolanko (M3 IME) and Stuart Crayford (Answers in CME)</i>	Succeeding as a CME provider in our evolving environment <i>Monica Ghidinelli (AO Foundation), Froukje Sosef (COR2ED) and Margarita Velcheva (Kenes Group)</i>	Enhancing continuing professional development through patient voices <i>Sarah Nisly (Clinical Education Alliance) and Kathryn Burn (Smart Patients)</i>
Tea/coffee break			
10:55–11:40	AI-driven insights in oncology CE: From data to impact <i>Carley Yawn and Sarah Nisly (Clinical Education Alliance)</i>	The value of CME/IME in Medical Affairs educational strategies 2.0 <i>Katie Eustace (AiCME), Carry Pesch (Medcon International) and Sue Ellen Touma (Regeneron)</i>	Creating opportunities of practices for teamwork to improve advancements of learning from Jeddah, Saudi Arabia <i>Azad Godus, Samer Al-Thaqafi and Hamsah Alkamli (King Faisal Specialist Hospital & Research Centre)</i>
11:45–12:30	Implementation science and CME/CE/CPD: A core competency <i>Maureen Doyle-Scharff (Change), Suzanne Murray (AXDEV Group) and Lisa Sullivan (In Vivo Academy)</i>	Update on CME accreditation and recognition <i>Kate Regnier (ACCME) and Reinhard Griebenow (EBAC)</i>	Beyond the anecdote: Harnessing patient stories to deepen clinical learning <i>Stuart Crayford (Answers in CME) and Stéphanie Giuliani (Answers in CME)</i>

Lunch

18th Annual European CME Forum

13:30–14:00 **Opening of the 18th Annual European CME Forum**
Eugene Pozniak (European CME Forum)

Part 1: Purposeful

14:00–15:00 **Journal of CME 2025 Special Collection – The value of CME/CPD**
Steven Kawczak (Cleveland Clinic) with Dean Beals (DKBmed), Kate Regnier (Accreditation Council for Continuing Medical Education - ACCME) and Suzanne Murray (AXDEV Group)

15:00–15:15 **The value of CME: Advancing care, culture, systems, and growth**
Oral poster presentation by Kurt Snyder and Ruth Adewuya (Stanford University)

15:15–15:30 **Workshop elevator pitches**

Tea/coffee break (poster and exhibit area)

16:00–17:30 **Workshops – Valuing CME/CPD as a system**
Participants choose to attend two from the following

1864 Suite 3rd floor **The value of CME/CPD: Enhanced outcomes to measure the value of our education**
Dean Beals (DKBmed), Celeste Kolanko (M3 IME), Tony Cox (Independent) and Stan Pogroszewski (DKBmed)

Club Suite 2nd floor **Outcomes outside the box: What other industries can teach us about demonstrating impact in CME**
Emily Kitterman and Anne Pinaglia (AiCME)

Honours 1st floor **The wheel goes round and round: How a central CME hub powers institutional education**
Jennifer Ipsen and Vickie Skinner (University of Mississippi Medical Center)

Tyldesley 1st floor **Inter-cultural and inter-organisational collaboration: A discussion of opportunities and challenges**
Suzanne Murray (AXDEV group)

17:30–18:30 **End of Day 1 with networking reception (poster and exhibit area)**

Thursday 6 November

09:00–10:00 **Incorporating performance and patient outcomes data in our work**
Lisa Sullivan (In Vivo Academy) with Martin Allen (University Hospitals of North Midlands) and Henry Morriss (Manchester University NHS Foundation Trust)

10:00–10:15 **AI-based system for CME highlight video production: Design and validation**
Oral poster presentation by Froukje Sosef (COR2ED) and Sam Khalil (ekona.ai)

10:15–10:30 **Workshop elevator pitches**

Tea/coffee break with poster tour (poster and exhibit area)

Part 2: Meaningful

11:00–12:30 **Workshops – Valuing CME/CPD for the learner**
Participants choose to attend two from the following

1864 Suite
3rd floor **CME in complex times: Through the eyes of our learners**
Pan Chen (PeerVoice) with Reinhard Griebenow (EBAC), Tina Lowes (PeerVoice) and Helena Filipe (Hospital de Egas Moniz)

Club Suite
2nd floor **Implementation science: Bridging research, evaluation and practice**
Maureen Doyle-Scharff (Change) and Suzanne Murray (AXDEV Group)

Honours
1st floor **Behaviour by design: Engineering effective engagement in medical education for today's learner**
Katie Lucero (Medscape Education), Don Moore (Vanderbilt University) and Lawrence Sherman (Meducate Global)

Tyldesley
1st floor **Disrupting the tick-box: Towards meaningful motivation in CPD**
Lisa Sullivan (In Vivo Academy) and David Price (University of Colorado, American Board of Family Medicine)

12:45–13:30 **Getting to know our audience – Lunch with the learners**
Lawrence Sherman (Meducate Global) and invited HCPs

14:00–15:30 **Case challenge – Preparation**
Introduction by Chris Elmitt (Independent) followed by breakout workshops

Tea/coffee break with poster tour (poster and exhibit area)

16:00–17:30 **Case challenge**
"This house believes that the CME community pays only lip service to incorporating the needs of the learner in medical education"
Led by Chris Elmitt (Independent)

17:30–18:30 **End of day 2 with networking reception (poster and exhibit area)**

Friday 7 November

Part 3: Impactful

09:00–10:15	Provider and pharma compliance challenges <i>Lisa Sullivan (In Vivo Academy) with Eric Ngwenya (Compliance Hub) and Rachael Orme-Smith (Healthcare Compliance Consultant)</i>
10:15–10:30	Beyond the score: Are we asking the right questions? <i>Oral poster presentation by Carly Yawn (Clinical Education Alliance)</i> Tea/coffee break with poster tour
11:00–11:15	Update from the <i>Journal of CME</i> <i>Robin Stevenson (Journal of CME)</i>
11:15–12:00	CME around the world <i>Maureen Doyle-Scharff (Change) with Azad Godus (King Faisal Specialist Hospital & Research Centre, Saudi Arabia), Lawrence Sherman (Meducate Global, USA), Vaibhav Srivastava (Insignia Learning, India) and Lisa Sullivan (In Vivo Academy, Australia)</i>
12:00–12:15	European CME Forum: Reflecting on our own needs <i>Eugene Pozniak (European CME Forum)</i>
12:15–12:30	The CME unsession <i>Lawrence Sherman (Meducate Global)</i>
12:30	Meeting close

Posters

Advancing scientific exchange: Trends and tactics for healthcare professional engagement

Claire Aukim-Hastie, Joe Acres, Maria Karantza

From corridor conversations to clinical change: The power of IME

Claire Aukim-Hastie

Saving Sight: Vision protection & blindness prevention in diabetes at the Order of Saint Francis Healthcare (OSF) – A QI initiative

Dean Beals, Stan Pogroszewski, Lesley Simon, Rachel Deerr, Tara Walker

Artificial intelligence in surgical training – A national survey

Ranjeet Bhakhar

A curriculum check-up: A scoping review of LGBTQIA+ teaching in UK undergraduate healthcare education

Tohfa Ebrahim, Aye Kyaw Phyto

Humanizing healthcare education: Integrating the patient perspective into CME – An oncology case study

Victoria Harvey-Jones, Megan Cannon, Keisha Peters, Jacob Cohen, Steve Clark

Shaping gynecologic cancer education with insights from patient focus groups

Sarah Nisly, Kathryn Burn

Increasing trust in AI-generated educational content: Ensuring accuracy and reliability through a closed-system and subject matter expert validation

Jecca Reichmuth, Richard E. Buckley, Christopher G Moran, Theerachai Apivatthakul, Gregory J Della Rocha, Iain McFadyen, Chanakarn Phornphutikul, Hazal Fiskeci Vardar, Monica Ghidinelli

Equipping the front line: HIV education for peer support counsellors in justice-involved communities

Lesley Simon, Dean Beals, Stan Pogroszewski, Shamile Louis, E Marq Mitchell, Jacqueline Sherbuk

Lessons learned from diverse community screenings and client, clinician, and stakeholder education to improve HIV detection in priority populations

Lesley Simon, Dean Beals, Stan Pogroszewski, Tabitha Washington, Rachel Deerr, Dovie Watson, Jacqueline Sherbuk, David Serota, Chararut Somboonwit

Assessing Mississippi's green frontier: An exploration of medical provider knowledge, attitudes, and beliefs regarding medical cannabis

Vickie Skinner, Jennifer Ipsen, Anahit Abrahamyan

The Value of CME: Advancing care, culture, systems, and growth

Kurt Snyder, Daryl Oakes

AI-based system for CME highlight video production: design and validation

Froukje Sosef, Sam Khalil, Sam Licke Adgur, Tonk de Jong

Motivating factors of intercalation degrees among medical students

Antonia Veary, Oday Al-Dadah

Beyond the score: Are we asking the right questions

Carly Yawn, Manav Patel

Plan ahead!
See you next year



19th Annual
European CME Forum
11–13 November 2026
Schiphol, Netherlands



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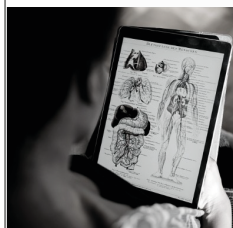
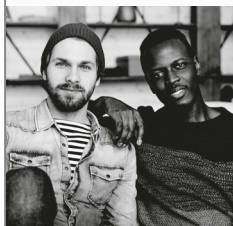
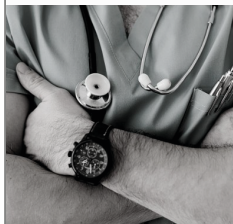
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The Good CME Practice group (gCMEp) is a membership organisation for European continuing medical education (CME) providers. The Group is an initiative of European CME Forum, which has a wider stakeholder base.

The aim of the gCMEp is to guide how European CME providers contribute to improving health outcomes through effective education, following four core principles.

 Appropriate education Education designed with clear learning objectives to effect a sustained changing in daily clinical practice.	 Balance Balanced content and faculty, independent of supporter and reflecting clinical picture within the framework of the learning objectives.
 Transparency Full disclosure from faculty and providers involved in scientific content, as well as financial support.	 Effectiveness Education that increases knowledge and skills, and measures intent to maintain or change behaviour in daily clinical practice.

For more information go to
www.gCMEp.org



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European CME Forum is dedicated to bringing together all stakeholder groups with an interest in European and global continuing medical education (CME) and continuing professional development (CPD), promoting multi-channel discussion in an independent and neutral environment.

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