univadis®

A Journey Towards Higher Quality in CME

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AGENDA

> About univadis

> CME in univadis

> Challenges of International CME

> MSD's future approach to assure quality in CME

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Medical Information & Value for the Customer
a long tradition within MSD

1899 - Merck's Manual of Materia Medica

Today: 18th edition of Merck Manual & Manual home edition

Customer Reviews

80 Reviews

5 star:	▬▬▬▬	(70)
4 star:		(5)
3 star:		(3)
2 star:		(0)
1 star:		(2)

Average Customer Review

★★★★★ (80 customer reviews)

source: amazon.com
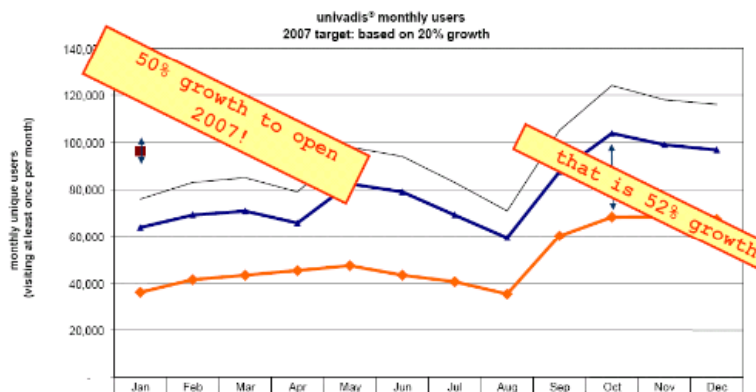
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univadis®

HISTORY

> Launched as an own brand in 2004
> Available in 33 countries
> univadis® has become one of the leading portals for healthcare professionals*
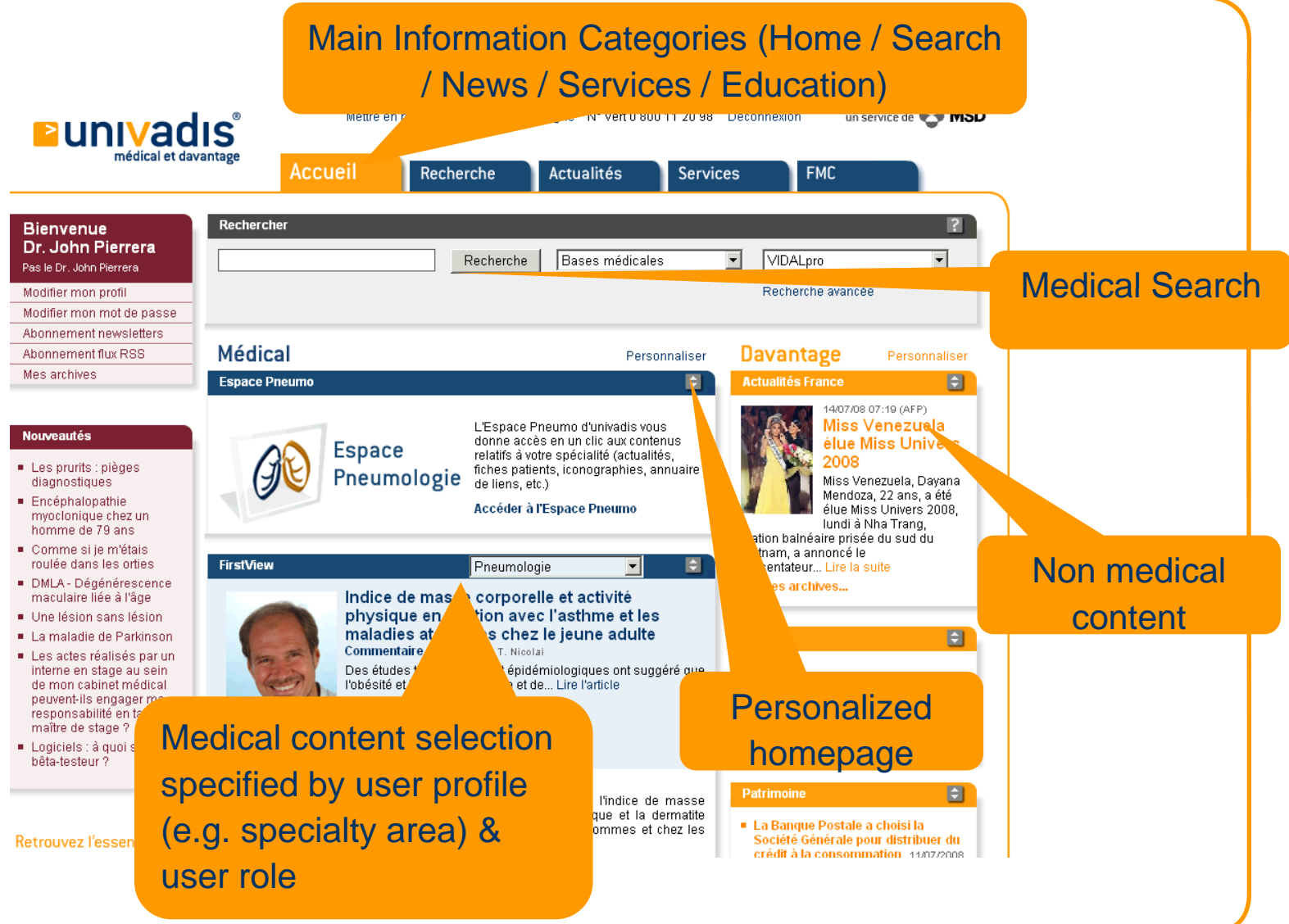
FACTS & FIGURES

> 140 000 unique users access the portal on average per week
> > 600 000 registered physicians
> > 5 000 000 visits per year
> Most trusted web initiative sponsored by a Pharma company*, recommended by physicians

univadis® monthly users
2007 target: based on 20% growth

50% growth to open 2007!

that is 52% growth

*Manhattan Research, Taking the Pulse Europe 7.0; NPS from internal Strategic Tracker 2007

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The Portal: Fully Personalized

Main Information Categories (Home / Search / News / Services / Education)

Medical Search

Non medical content

Personalized homepage

Medical content selection specified by user profile (e.g. specialty area) & user role

Reported Usage & Online Activities

FIGURE 1: Univadis Compared to Competing Site

- France: 68% (Univadis), Quotidimed.com 37%
- Germany: 47% (Univadis), Dimdi 43%
- Italy: 46% (Univadis), Ministero de Salute 83%
- Spain: 31% (Univadis), Vademecum 52%
- UK: 30% (Univadis), Doctors.net 75%
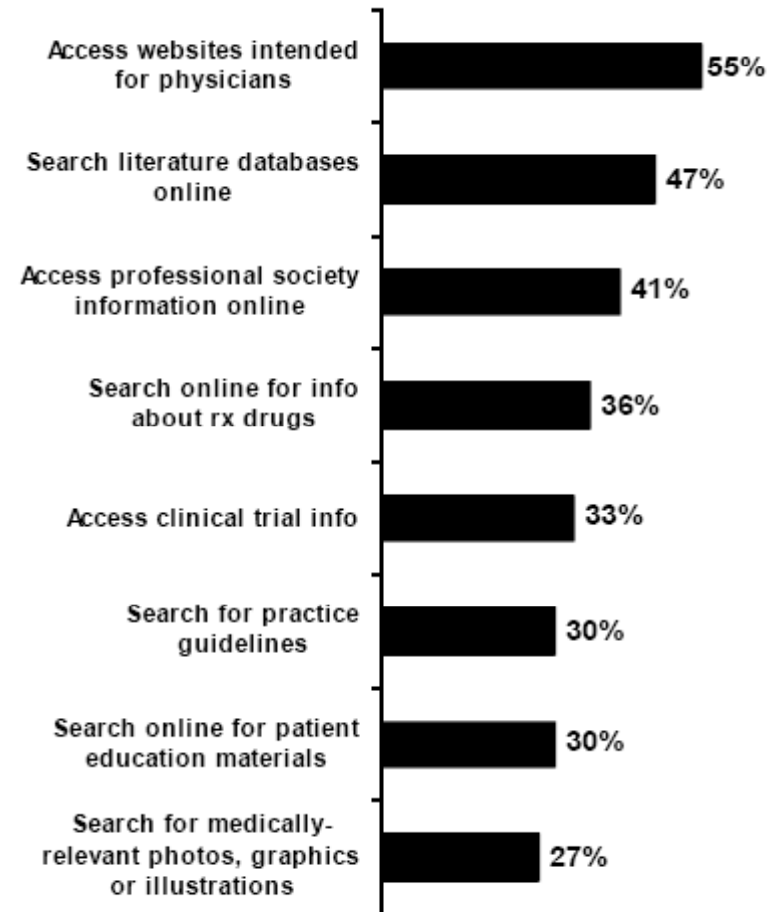
■ Univadis □ Competing site
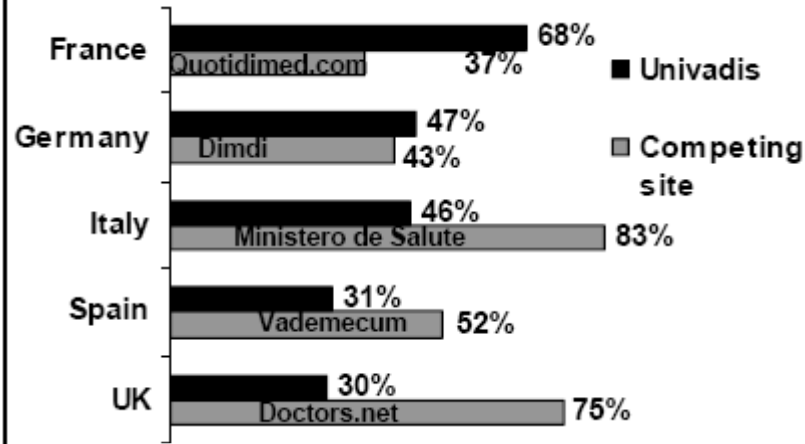
Source: Taking the Pulse® Europe v7.0   *Among Those Online for Professional Purposes*

FIGURE 2: Visit Univadis Daily or Weekly

- France: 18% At least Daily, 54% Weekly or more often
- Germany: 21% At least Daily, 62% Weekly or more often
- Italy: 48% At least Daily, 77% Weekly or more often
- Spain: 27% At least Daily, 73% Weekly or more often
- UK: 22% At least Daily, 64% Weekly or more often

■ At least Daily □ Weekly or more often
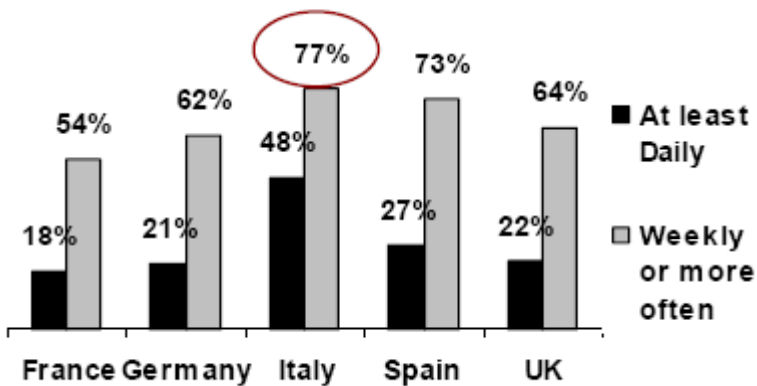
Source: Taking the Pulse® Europe v7.0   *Among Those Visiting Univadis in Past 12 Months*

FIGURE 3: Online Activities at Least Weekly

- Access websites intended for physicians: 55%
- Search literature databases online: 47%
- Access professional society information online: 41%
- Search online for info about rx drugs: 36%
- Access clinical trial info: 33%
- Search for practice guidelines: 30%
- Search online for patient education materials: 30%
- Search for medically-relevant photos, graphics or illustrations: 27%

Source: Taking the Pulse® Europe v7.0   *Among Those Online for Professional Purposes*

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What Makes univadis® Successful?

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Customer Centricity

> Brand and brand value definition based on customers input
> Portal built in collaboration with customers
> Annual assessment of customer needs
> Personalization of portal
> Local language support

Trusted Content Sources

> Content from independent and trusted partners
> Balanced scope of content, 25 therapeutic areas supported
> Clear differentiation between promotion and medical content & services.
> - Limited space for promotion.
> - Any content from MSD is categorized as promotion.
> - CME is kept promotion free.

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CME in univadis®

e-Learning Platform

One standardized platform with country specific localization

> Available in 20 countries end of 2008
> Scorm compliant
> Allows to define personal learning curriculum
> Supports multiple course formats
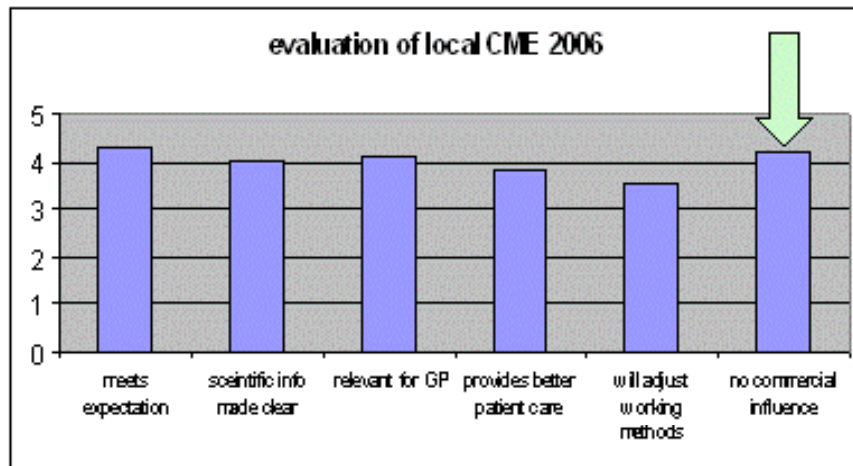> Includes CME certificates

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Content
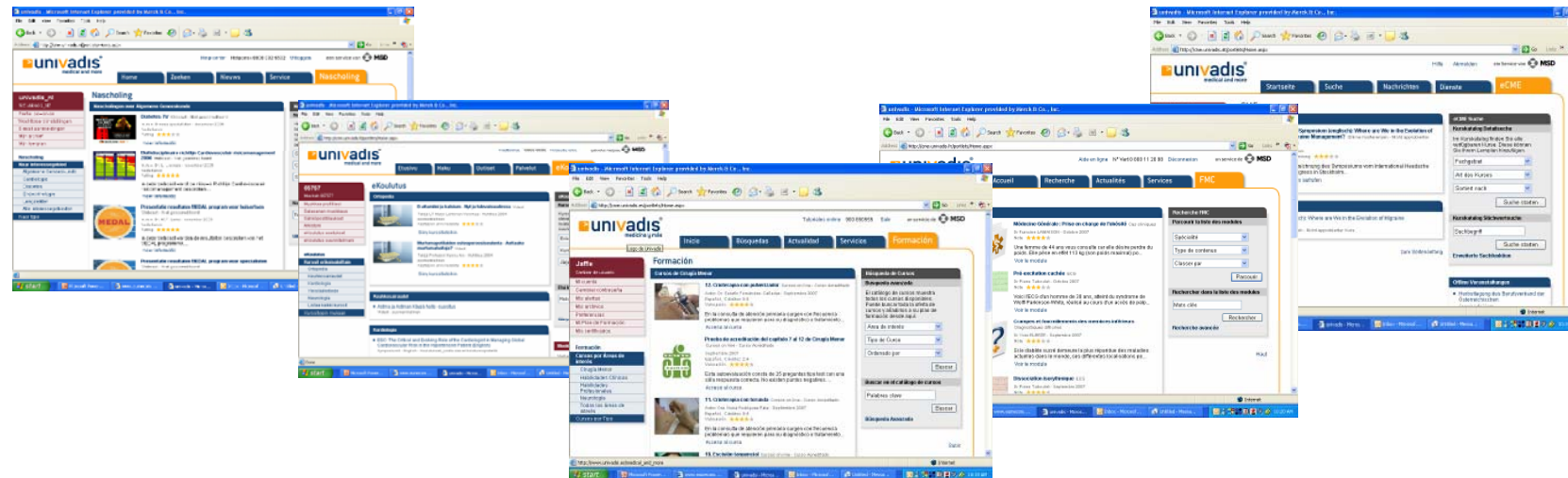
Continuing medical education consists of educational activities which serve to maintain, develop or increase the knowledge, skills and professional performance and relationships that a physician uses to provide services for patients, the public, or the profession. (ACCME)

This includes:

> Medical Information (medical news, books, journal access, commentaries online offers such as search engine, image bank, slidekits on univadis)

> Accredited & non-accredited medical education in the form of events and courses (meetings, symposia, online courses, lectures, webcasts…)

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Do Customers Want Pharma Sponsored CME?

High level of satisfaction local accredited CME

evaluation of local CME 2006

(bar chart categories: meets expectation, scientific info made clear, relevant for GP, provides better patient care, will adjust working methods, no commercial influence)

GPs and Specialists
- **Even if a CME activity involves a therapeutic category of interest to the commercial supporter it can still be fair-balanced[1,2]**
- **Commercial activity has very little impact on attendance[1]**
- **Live outside meetings are still the gold standard[1]**
- **Customers are very grateful for high-quality unbiased education[3]**
- **"I am annoyed when commercial bias is obvious" [4]**

1 MSD market research data 2007, Holland, 2 ACHS study, funded by P&G, 3 The changing face of CME in Europe 2007 4 Customer Focus Study, Spectra, Austria, 2007

Demand for Quality & Learning Impact

CME credits awarded for the courses are not key. Quality of course, ability to build own learning curriculum based on individual learning needs & style is important.

Importance of specific criteria with regards to univadis CME courses*
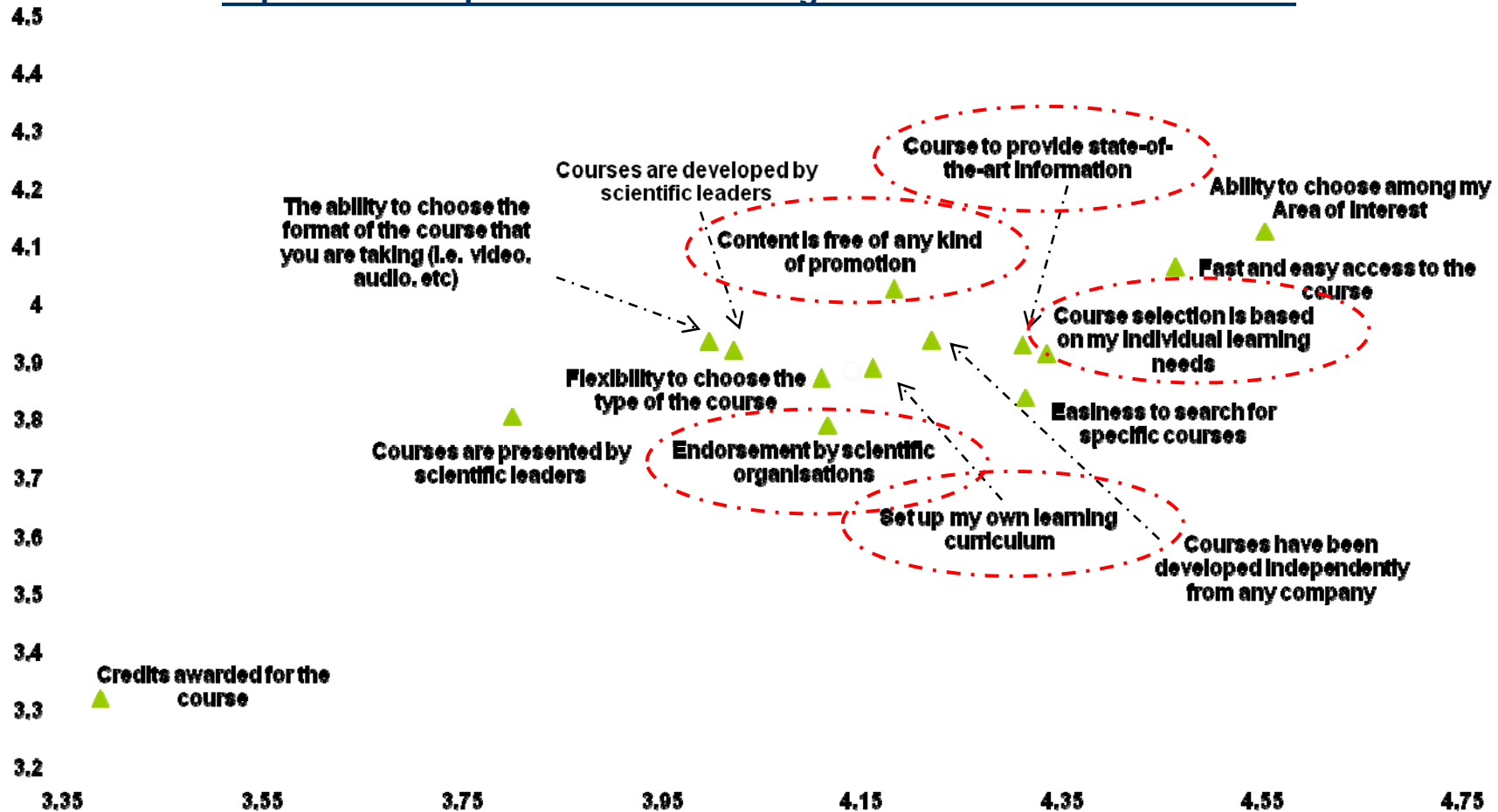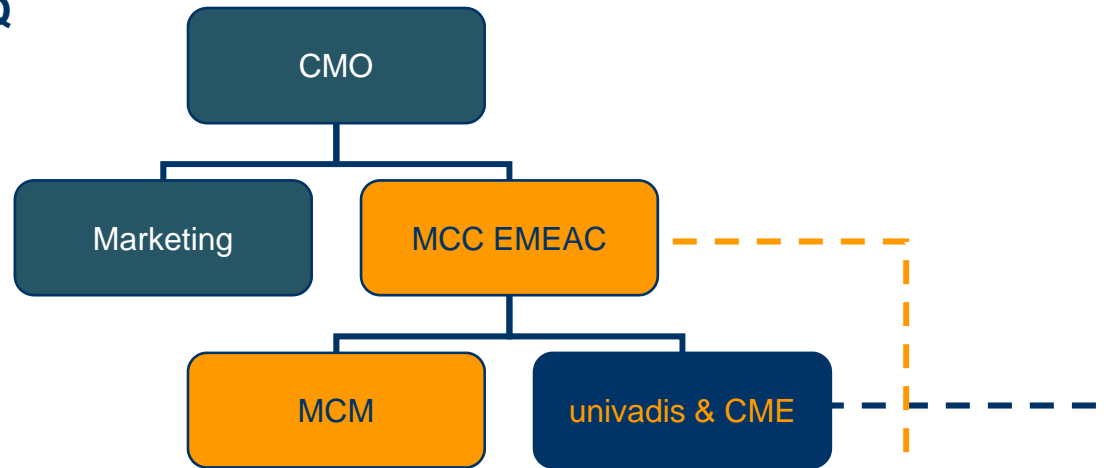
*330 interviews of univadis users 2008

*Average satisfaction : 5 = totally satisfied 1= not at all satisfied
**Average importance : 5 = really important 1= not at all important

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(e)CME in the MSD Organization

Regional HQ

CMO

Marketing

MCC EMEAC

MCM

univadis & CME

Countries

MCC

MCM

univadis & CME
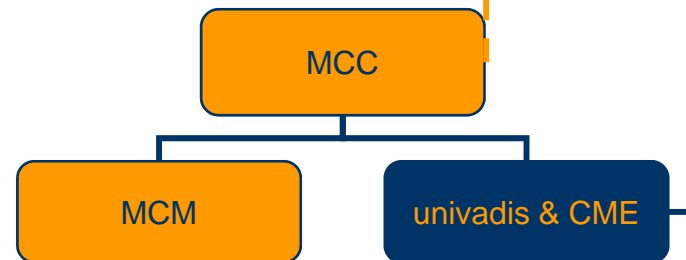
Separation between Marketing and CME

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Challenges for International CME

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Challenges of International (e)CME

Accreditation
> Representative selection of countries for needs assessment partially in conflict with local accreditation standards
> Guidelines, treatment- and reimbursement standards vary between countries
> eCME not yet accepted in all markets

Content
> CME providers need guidance to comply with CME standards

Translation
> Effort often underestimated
> Requires additional review and local "compliancy" check

Evaluation & Impact Measurement
> Some evaluation criteria to measure impact on skills can not be applied as of a high risk of political „misinterpretation" in the sense of hidden measurement of commercial impact

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MSD's Future Approach

Assuring Quality in CME

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MSD's Future Approach to Assure Quality

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Criteria for International CME Programs

Needs assessment

- Representative selection of countries, required for all programs
- Scientific faculty involved

Content Standards

- Learning objectives based on needs assessment
- Program developed/provided by independent 3rd party/faculty/society
- All parties contributing to content need to disclose conflict of interest within the last 3 years
- Content is evidence based or based on international guidelines or localization in reference of national guidelines
- Content is peer reviewed by independent 3rd party (external review SOP in development)
- Free of bias, balanced (not only with focus on MSD areas of commercial interest)
- Without influence from MSD

Quality & Impact Measurement

- Training of MSD CME managers (starting Q1/09)*
- Outcome measurement in controlled setting to improve learning formats
- Pilot to build assessment tools for learning curricula

*provided by independent non commercial organization: World Forum of CPD in Medicine, Zug/Switzerland

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Closing Words

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What you have learnt

> Medical Information Services have a long tradition within MSD

> Customer centricity is a „Receipt for Success"

> Acceptance for Pharma sponsored CME is high

> The need for more harmonization of CME standards

> MSD's commitment to provide high quality in CME

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The Future of CME in Europe?

A Personal Perspective
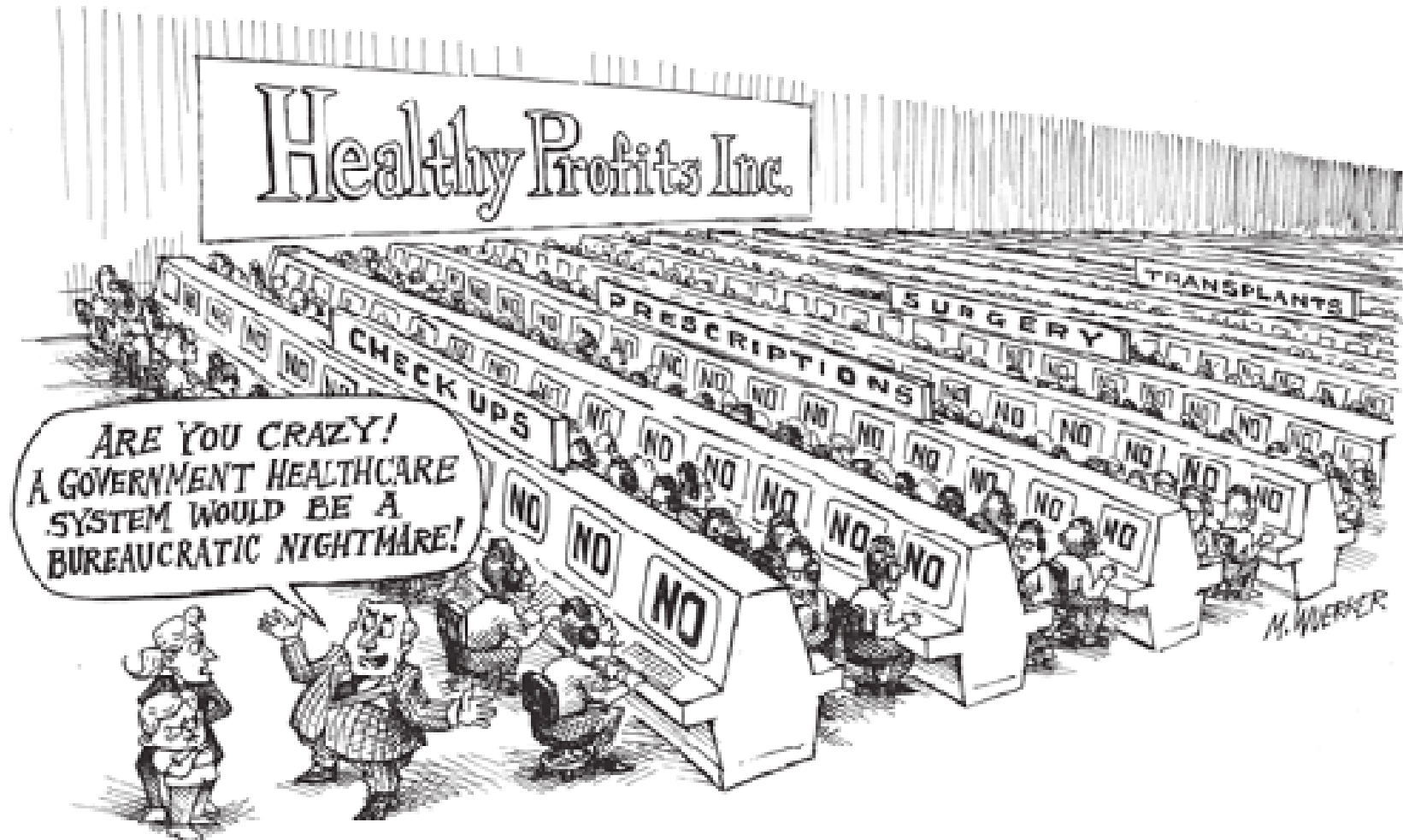
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Focus on quality & trust

> Setting ambitious CME standards focused on quality

> Pharma will continue playing an important role in funding CME,
  but with better controlled quality standards

> Focus on improving clinical skills and patient outcomes instead of
  CME credits based on learning hours

> Qualified (=trained) CME managers

> Transparency

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![univadis - medical and more]

"thank you"

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