



Navigating the New Global Regulations for Physician Travel to Medical Meetings

Welcome!

November 30, 2017

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www.HRSONline.org

About The Heart Rhythm Society

- Professional medical society with 6,500+ members in more than 70 countries
- Annual Scientific Sessions draws 7,500 scientific attendees and 12,000 total attendees (~40 percent of scientific attendees are from outside the U.S.)

Learning Objectives

- Understand the details of these new regulations and what's driving the Medical Device Industry to put them in place.
- Learn how to adhere to both international and ACCME regulations for commercial support that apply to CME Providers.
- Identify and discuss potential solutions to preserve international physician attendance at your medical meeting.

What we know...

Ethical MedTech, APACMed, China AdvaMed, abimed

- Effective January 2018, physicians can no longer accept direct funding from the medical device industry to support travel to educational conferences.
- Funding must go through a HCO or PCO.
- Companies cannot designate individuals by name to receive funding.
- Not government regulated in Europe, industry will self-regulate.
- Regulations are being adopted globally but there are variations.
- Industry can provide direct funding to physicians attending their industry-hosted/sponsored education and training programs, but only for the day(s) of their course.

What we know, continued...

ACCME Accredited Providers in the U.S.

- CME Provider can only provide funding via commercial support to delegates with a defined role in the conference (e.g. invited faculty). Fellows-in-Training are also eligible to receive funding via commercial support.
- CME Provider cannot have knowledge of delegates receiving travel support via commercial funds. This applies to all attendees, even non-U.S. attendees that do not collect CME credits.

ACCME Links

[1. Appropriate Use of Commercial Support](#)

[2. News: AACME Guidance Statement for CME Providers](#)

The Politics

European vs US Regulations

- Comparisons to U.S. regulations and level of government oversight
- Stakeholder reactions
 - Physician delegates
 - Medical societies
 - Exhibitors

Our Approach

HRS Process to Understand Impact of Regulations

- Meetings with global societies at 2017 scientific sessions
- Attendee survey
- Board appointed task force of past presidents to seek out information and have conversations with key stakeholders, including industry leadership
- Understand the regulations and seek out solutions; meet with medical device companies for open and constant dialogue
- Presentation to Executive Committee, Board of Trustees and Program Committee

The Impact

What if 40 percent of our attendees didn't show up?

- Conservative forecasting and budgeting
 - Assumed 25 percent reduction in international attendees (\$1 million in registration revenue)
- Brainstorm with Program Committee to create new defined roles within the program
- Feedback from other medical societies

Solutions

Develop plans to mitigate risk

- Apply for approval through the Conference Vetting System
- Seek grant funding to provide travel scholarships
- Identify independent non-profit organization to facilitate applications and travel scholarships to delegates, (i.e. those without a defined and qualifying role)
- Determine what to manage internally vs outsourcing
- Managing financials
 - Identify areas to reduce expenses
 - Put conference vendors on alert
 - Develop “what if” scenarios and contingent scenarios
- Be nimble and accept trial and error in year 1
- Gain buy-in from key stakeholders
- Get commitments from industry, if possible

Communication Plan

- Key Message Development
 - Highlights from new regulations
 - Potential impact to your organization/meeting
 - Proposed solutions
 - How to activate
- Target Audiences – seek buy-in and provide resources
 - Exhibitors
 - Board of Trustees and Program Committee
 - International Ambassadors
 - Delegates, Faculty, Abstract Presenters
- Tactical Plan
 - Map out communication channels
 - Frequency customized by audience

Other Resources

- [Ethical MedTech Europe](#)
- [APACMed Code of Conduct](#)
- [China Code of Ethics](#)
- [abimed Brazil](#)
- [ACCME Standards for Commercial Support](#)
- [HCEA Impact Report October 2017](#)

Speakers' contact info

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Thank you!

Q & A