

Annual Summary Form



Name:

Membership Number:

Start date of CPD year: 1 Oct 2014 – 1 Oct 2015

a) Date of activity	b) Activity area and Category	c) Description of the activity and benefit gained from undertaking it	d) Formal		e) Informal	
			hrs	crd	hrs	crd
2015-06-20	Self-directed Learning: Reading	<p>Read papers published in Drug Information Association journal in various topics including: current trends in medical information service provision; and implications of not updating product data sheets for off-patent medicinal products etc.</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: This paper on updating product data sheets for off-patent medicinal products gave me a deeper understanding of issues involved, since I hadn't realised that there's no current legal requirement to update the safety data in the product data sheets for off-patent medicinal products.</p> <p>Benefit to service users: Generally, I check a wide range of sources other than client pharmaceutical companies' data sheets (known as Summary of Product Characteristics (SPC) in the EU), in order to provide comprehensive advice to healthcare professionals (HCPs) concerning off-patent prescription only medicines. However, this wider appreciation means that I can better explain and therefore help HCPs (whom I advise in my capacity as a Medical Information Consultant on behalf of client companies) to understand reasons/sources/background for any apparently conflicting info that may be in the public domain against what's provided in the company's SPC.</p>			2 hr	2
2015-03-05	Self-directed Learning: Reading	<p>Read and researched around current therapies for IBD in order to coach a colleague in how to communicate issues around her treatment with her GP, and to help her take responsibility in seeking appropriate help for her condition and diagnosis</p> <p>http://www.medscape.com/viewarticle/818057_4</p> <p>Files: www.medscape_azathioprine-in-IBD.pdf</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: This Medscape article helped me to quickly gain a perspective on current therapies in the treatment of IBD, which in turn I used to sensitively coach a highly distressed and anxious friend/colleague in how to discuss her concerns with her HCPs, and to help her become more self-reliant in seeking professional help. Although dealing with patients always challenging, conducting this activity made me reflect on similar situations encountered in a more formal capacity, when speaking to patients by telephone. Generally, they're highly distressed, anxious or argumentative, which makes it difficult to clarify their issues (particularly those with mental health conditions) and frustrating from them (and me) as they really need to be having the</p>			1 hr	1

		<p>conversation with their HCPs, since pharma co's are prohibited from giving advice about personal medical issues.</p> <p>Benefit to service users: By explaining in general terms some of the risks and benefits of different treatments versus no treatment to my colleague, and putting them in the context of her condition/situation, she was able to have an informed discussion with her healthcare professional in a calm and measured way that resulted in her achieving her desired outcomes (getting her GP/specialist team to listen to her concerns about her current treatment plan and the side effects she was experiencing and to discuss alternatives with her). This activity provided me with an opportunity to review my "methodology" applied in workplace settings, to find less emotive ways to deal sensitively with patients, who find it difficult to express their concerns about their medications.</p>				
2015-03-05	Formal/Educational: Writing Articles or Papers	<p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Wrote a Clinical Summary on behalf of a short-staffed client, for distribution to field teams for a newly launched medicinal product. Gave me an opportunity to learn quickly about the product concerned and the research supporting its licence application. This activity also enabled me to produce new in-depth standard letters in response to customer (HCPs) queries, as I gained an overview of the main clinical research studies in the clinical development programme.</p> <p>Benefit to service users: I provided field teams with a succinct overview of the key clinical research details (including pros and cons of the studies concerned) that they in turn could use to better understand and communicate key points with their customer groups. Customers also experienced no delays in receiving either answers to their questions or requests for overviews of the clinical data from the Med Info Dept (i.e. avoided the usual time lags often associated with a product launch, as new responses usually get written during this busy time).</p>	3hr	6		
2015-03-05	Other: Organisation and Planning Skills	<p>In between projects, I've learnt to use various planning tools (e.g. Trello; Producteev) while researching and evaluating what platforms are available for me to provide online training offerings to my target audience (ABPI exam candidates; med info professionals; medical writers).</p> <p>http://cpd.usefedora.com/courses/abpi-exam-prep</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Having no experience of providing online training programmes, this has been a time consuming, but rewarding activity. With the benefit of a tool like Trello (based on Kanban boards), I've been able to break this project down into manageable chunks, one of which involved comparing several different training platforms to be able to select one with relatively straightforward features.</p> <p>Benefit to service users: Learning to use this new tool to manage my current projects has enabled me to tackle this massively ambitious project, the aim of which is to cost effectively provide professional online courses to my target market. ABPI Exam candidates will have access to a competitively priced, straightforward and easy to use learning platform, as these are the criteria critical to this project.</p>			7hr	7
2015-03-04	Formal/Educational: Training Material Preparation	<p>Currently designing an online course for candidates for the ABPI Level 3 Certificate and Diploma in promotion of prescription medicines.</p> <p>http://cpd.usefedora.com/courses/abpi-exam-prep</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: This is a labour of love that forms part of my business development plan to take my face-to-face training programmes online to a wider audience. I've challenged myself to design sales pages on the platform for my <i>CPD for pharma professionals</i> training school as well as build content. It has involved learning about how to use appropriate language that encourages prospects to sign up for the course, as well as how best to adapt material used in the classroom to an online setting.</p> <p>Benefit to service users: My aim is to give exam candidates access to a training programme with standalone modules that give them the opportunity to practice exam questions and other</p>	4hr	8		

		exercises that prepare them for the exam.				
2015-03-03	Work Based Learning: Preparation of Bids	<p>Prepared a response to a Request for Proposal for a prospective client.</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: This activity honed my business negotiation skills, prompting me to standardize my process for dealing with such requests for new clients/projects. Until now, this has been done on a time consuming, case by case basis, where due to time pressures or constraints, I may have omitted certain elements that would have made a stronger business case to help win the business.</p> <p>I now have a formal process in place, which means I can turn around such requests in less time, as well as provide a <i>work breakdown</i> for clients that explains associated unit costs vs client budget etc., since too often clients come with unrealistic expectations of what can be done re their budget or schedules. This process/tool allows me to better negotiate, manage expectations, and clarify/avoid misunderstandings.</p> <p>Benefit to service users: Having a standard document in place, with all the necessary elements, gives my prospective clients a quick turnaround, and a clear understanding of what's involved in the proposed project (scope etc.), so that they can quickly get to a decision about the proposed project vs costs: accept/reject/revise.</p>			1hr	2
2015-02-25	Formal/Educational: Attendance at Conferences or Scientific Meetings	<p>Webinar on Regulations affecting Medical Information practice, provided by Drug information Association, a professional body for medical information practitioners. http://www.diahome.org/</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: I learned a fair bit from this webinar, run by a leading figure in this area of practice, who's been researching a book on this topic for the last 3 years (Dr Sharon Leighton). It reassured me that I'm not the only one concerned about keeping up to speed on current legislation affecting pharma, especially since Med Info forms a key part of my practice/business. I was concerned that the EU regs might have changed, particularly because there are no specific regs about Med Info but several that impact this area (they haven't changed). Sharon presented a good overview of the pertinent regs, which could serve as a useful tool/aide memoire where or when needed in client discussions. I also learned I'm not alone in being concerned about how companies who outsource their regulated operations, are becoming increasingly challenged because they've lost "in-house" knowledge, and are hazy about their responsibilities. As Sharon said in our discussion, companies appear to be in a "race to the bottom" meaning that standards are falling in the rush to outsource critical services. Participants discussed reasons for this: the consensus being that there are too many constraints in the working relationship between companies and their outsourcers that leads to micromanagement, yet despite this, the needs of the end user often fall by the wayside (i.e. HCPs don't get timely or comprehensive responses). I continue to see this as a lack of ethical practice on both sides.</p> <p>Benefit to service users: Having had difficulties explaining to one client why their Med Info and Pharmacovigilance practices were out of compliance with the Regulations governing the Pharmaceutical Industry, Sharon's overview and forthcoming e-book/site will be an excellent resource to educate clients about the Regs that they need to be aware of. It will support me in advising them in how to comply with them. (Update: available at http://www.medinforegs.com/)</p>	1hr	2		
2015-02-23	Other: Strategic Thinking	<p>After nearly 20 years as a business owner, I finally have products in the pipeline that I plan to sell. This is an important strategic development in my business model, allowing me to attract new clients. However, as with many small business owners, my business development plans faced a major setback, due to a change in January, in the VAT arrangements for sales of digital products. I needed to resolve the difficulty presented by the</p>			4hr	4

		<p>requirement to gather buyers' details and to account for VAT in the buyers' country and not the place of supply by my business (i.e. UK). http://www.payhip.com/mmp4pharma.com BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Despite having had a business website since launching my business, my hosting package did not give me the capability to satisfy the new reporting requirements for VAT. Given this was a business critical issue for me, I researched the implications of the VAT changes, which helped me better understand the increased paperwork and costs to my business of non-compliance with these requirements. After considerable research, I decided that using two 3rd party platforms for my product sales (training workbooks, and workshops) rather than selling via my own website provided an equitable solution. Using 3rd party sites to host my training products means I can continue to develop and sell products rather than shelve the idea. Although, this approach means the 3rd party platforms deduct their fees (on a percentage basis) from my sales, my business does not have to account for VAT, since buyers pay the platforms directly. Benefit to service users: Most host platform offerings are expensive at face value, which in turn affects the price at which I can offer products, but hopefully the choices I've made will prove cost effective, in that the tools available on each of the platforms I've selected allow me to build professional offerings that buyers will find easy to use and value for money.</p>				
2015-02-19	Work Based Learning: In-service Training	<p>Watched a series of 3 videos produced by pharmaceutical client for use by healthcare professionals in a therapeutic area that is under resourced within the NHS etc. http://Confidentialclientintranet BENEFIT TO MY PRACTICE/SERVICE DELIVERY: These videos helped me to understand the types of patients and issues with which they present to HCPs. With this appreciation of patients' issues I have a better understanding of ways alcohol dependent patients may present, and appropriate treatment pathways. Benefit to service users: In turn, I'm able to advise HCPs of the value and availability of these videos as an educational resource, in order to train their staff/teams to recognise issues faced by alcohol dependent patients, and available treatment pathways etc.</p>	2hr	4		
2015-02-03	Work Based Learning: Review of Case Studies and Literature	<p>1-Minute Diagnosis: 70 yr M w/ Episodic Light-headedness and Abnormal ECG: online CPE module http://www.quantiamd.com BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Increased my knowledge and awareness of issues related to a family member's health issues. Benefit to service users: While I'm not entirely sure where this learning fits in terms of CPD, it's been informative re diagnostic criteria, and helped me manage family concerns re a close family member's health, which we then discussed with his GP.</p>	— —	— —	1hr	2
2015-02-03	Work Based Learning: In-service Training	<p>Client-associated disease area and product online training http://Confidentialclientintranet BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Needed a refresher about a therapy area (alcohol dependence) and a client's product in order to prepare for more customer queries, which are anticipated in the near future. Benefit to service users: By reminding me of the salient points in this therapy area, this training meant that I was able to give healthcare professionals (HCPs) more comprehensive contextual information about how the product fits into the therapy area that could help them treat their patients, since HCPs seem to be confused about its positioning in terms of which patients might benefit.</p>	2hr	4		
2015-02-03	Other: Other	<p>Participated in Oxford University Hospitals NHS Trust elections. Read three candidate statements and cast vote to elect a governor. http://www.uk-engage.org/oxford-university-hospitals-nhs-trust-elections/ BENEFIT TO MY PRACTICE/SERVICE DELIVERY: As a member of the OUH NHS</p>	1hr	1		

		Trust for many years, I decided to actively participate in this election, since I'm interested in what's involved (with a long term view to volunteering as a governor). Benefit to service users: Having participated in this way, not only makes me feel more involved, but helps me to convey more about the process when training my ABPI course participants about the workings of a Foundation Trust.				
2015-02-03	Formal/Educational: Distance Learning	Jayne Packham webinar - med info up-to-date series (13/1/15): This webinar updated med info professionals about various info resources (incl: new NICE Evidence search website; UKMi). She advised Med Info professionals to check that their product info was up-to-date; she also conducted a Poll to understand what query databases are being used by Med Info Depts, and how they're handling formulary requests from hospital formulary committees. https://attendee.gototraining.com/11g50/recording/7738407180566215170?branding=11g50 BENEFIT TO MY PRACTICE/SERVICE DELIVERY: As ever, Jayne raised my awareness of new and developing resources that I will incorporate into my practice (e.g. with search routines, when looking for answers to Med Info customer queries). Benefit to service users: Jayne highlighted a new booklet from the ABPI that's aimed at the public, which may provide some helpful ways for me to update standard responses to patients when they contact client Med Info Depts etc., so that we can be more sensitive in our interactions with them (i.e. when directing them back to their HCPs to answer their health specific questions, and better explaining why currently such matters remain the domain of the HCP).	1hr	2		
2015-02-03	Self-directed Learning: Reading	Read Pharmaceutical Information & Pharmacovigilance Assoc (PIPA) Journal 45 to catch up with current thinking etc. in practice of medical information. http://www.pipaonline.org/ BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Gained insight from various articles in the PIPA magazine highlighting examples of best practice. One article in particular reminded me of client issues last year, where the close relationship between Med Info and pharmacovigilance (PV) and their role in risk management was poorly understood i.e. re needing to have plans in place to capture off label use of medicines in order to monitor effects as part of routine PV. This is an area of concern if not well managed, and such articles provide me with a framework for discussion with poorly informed clients. Benefit to service users: Can now provide references from an industry professional source to advise clients.			1hr	1
2015-02-02	Work Based Learning: Review of Case Studies and Literature	Gout http://www.gponline.com BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Learned about gout and current treatments, and participated in online tests. Benefit to service users: This information helped me to advise a family member considering treatment options following her diagnosis.			1hr	2
2015-01-23	Self-directed Learning: Reflective Practice	Read paper about patient engagement by pharma by Dewulf, 2014 pushed by DIA. <i>Files: Therapeutic Innovation & Regulatory Science 2015-Dewulf 9-16.pdf</i> BENEFIT TO MY PRACTICE/SERVICE DELIVERY: This paper Benefit to service users:			1hr	4
2014-12-04	Self-directed Learning: Reading	Read a summary report of a Patient Safety event, organised by the ABPI's Pharmacovigilance Expert Network as a stakeholder event in London to discuss delivering excellence in medication safety across the UK. The day brought together representatives from MHRA, Pharmaceutical Industry and NHS groups to discuss ways in which collaboration could be improved to help improve awareness of the safe use of medicines and safety monitoring. <i>Files: One stop shop- Delivering excellence.pdf</i>	1hr	1		

		<p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: Reading this report has helped me appreciate wider issues faced by stakeholders. It has also confirmed for me the need to continue to raise awareness about the critical importance of adverse event reporting, particularly among those HCPs who fail to appreciate their role in this gathering/reporting this data.</p> <p>Benefit to service users: This report helps me to support clients, by providing a succinct update on current thinking re pharmacovigilance best practice, which seems to be an area lacking consensus in how best to implement it, particularly for companies working with outsourced PV/Med Info. It updated my knowledge to take forward in my discussions with clients about how we can better work together with healthcare professionals to support patient safety re use of medicines during medical information calls, in compliance with Risk Management Plans agreed with Regulatory Authorities.</p>				
2014-10-29	Work Based Learning: In-service Training	<p>Client associated: undertook in-house online course concerning client's global policy and code of conduct. http://ConfidentialClientintranet</p> <p>BENEFIT TO MY PRACTICE/SERVICE DELIVERY: I found this course an excellent example of the type of online learning that I'm aiming to develop independently for candidates of the ABPI Exam (i.e. case studies presented simply using silhouettes and speech bubbles etc.). In terms of the course content itself, I didn't learn anything new as such, but it was reassuring to see that there were no conflicts between this client's operating values and the professional practice of Medical Information. Nevertheless, reflecting on this course gave me some perspective on the challenges and practicalities of implementing ethical codes of conduct, which was well-timed. In particular, it got me thinking about the need to raise the issue of sharing the PIPA Med Info standards more widely than just the membership, especially following my recent discussions with a number of senior industry contacts (including this client's Managing Director) about the concerning trend among companies to provide very basic Med Info to HCPs that doesn't extend beyond the SPC (the <i>raison d'etre</i> of a pharma company's Med Info service). Given my experience of this with a recent client, whose staff had no training or grounding in PIPA's Med Info standards, it made sense to share them, but the challenge remains in how to educate such less experienced companies. It might be a case of getting active again on LinkedIn, in the various Med Info groups, when I have a bit more time.</p> <p>Benefit to service users: With its use of scenarios, which tested and validated knowledge of how fundamental ethical principles should be implemented in this regulated business environment (pharmaceutical industry), taking this course gave me some ideas about how I might adapt my training material to test and validate my prospective ABPI exam candidates' knowledge. Although, it remains to be seen how I'll make it work in practice, as I'll need to investigate what software or platforms are available that would help me do this. In terms of benefits to the client from taking this course: my client continues to be assured that my knowledge of ethical practice has been validated, which is recorded within their training records, and available for regulatory inspection/audit.</p>	1hr	2		
					f) Total Credits	52-1=51

By submitting this form, you declare that the information provided above is a true and accurate account of your CPD activities

