Evidence-Based Medicine Made Easy

The Council for Continuing Pharmaceutical Education (CCPE)

Talking with Marc Lalande, MSc, General Manager, CCPE

What is the CCPE's latest contribution to the Canadian pharmaceutial industry's credibility?

A self-regulated industry like ours needs credible, rigorous and objective bodies to ensure a balanced approach in the various sectors. The CCPE, the Pharmaceutical Advertising Advisory Board (PAAB) and Rx&D are among these bodies (Figure 1). Ensuring the setting, assessment and maintenance of appropriate professional standards is essential. In line with this idea, we are pleased to confirm that we are currently developing a new course on evidence-based medicine (EBM).

Why EBM?

During Pharma Focus 2009, evidence was presented indicating only half of physicians worldwide agree the industry is trustworthy. There are definitely opportunities for our industry to achieve greater standards of credibility—this is aligned with the CCPE's mission.

In 2005, selling pharmaceuticals and complying with an ethical code of conduct implies the product and service promoters need to be more knowledgeable than ever. More than ever, there is a need for higher standards of credibility and safety among health-care professionals. By promoting the scientific evidence behind clinical support studies and substantiating benefits with third-party proof, the industry can build credibility and gain access to physicians.

The command of clinical reprints and the comprehension of clinical research protocols are some of the key ingredients for credible, evidence-based promotion in the pharmaceutical industry. Critical thinking must be developed to allow drug promoters to recognize the components of a valid study and to answer the following questions:

- What do the authors want to prove?
- How is the proof demonstrated?
- What is the data evidence?
- What is the hypothesis?
- What is the primary conclusion?
- What phase is this study?
- What kind of study design is it?
- Is the data significant?

Self-regulated bodies

	Creation	Focus	Means	Purpose
Rx&D	1956	Promoting	Governance	Credibility
PAAB	1976	Advertising	Approval	Credibility
CCPE	1969	Educating	Accreditation	Credibility

Figure1.

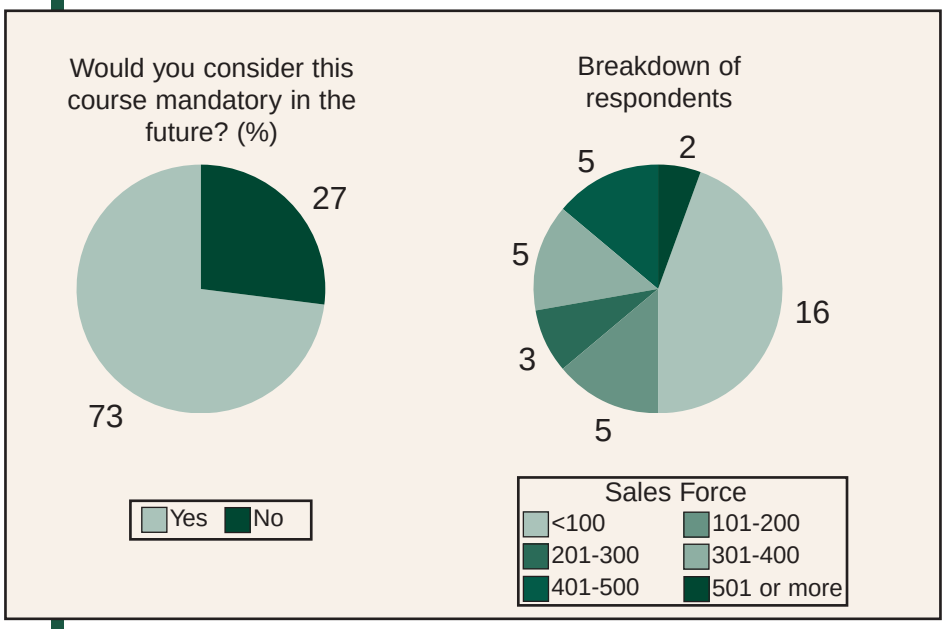

Figure 2. Results of the 2005 industry-wide survey.

How will the program be developed?

During the winter of 2005, 52 participants involved in pharmaceutical training responded to an industry-wide survey to help us assess the expectations of this new study program (Figure 2). The survey results were used to brief our suppliers on the respondents' overall expectations. As a result, we recently mandated Isaix Technologies to develop a learning program that will include the following elements:

- Fundamentals of EBM
- Strengths and weaknesses of clinical trial designs
- The four phases of pharmaceutical research
- Statistical analysis and significance understanding
- Effective use of clinical reprints in the field
- The credibility effect of reprints on clinicians
- Fundamentals of clinical research
- Various clinical research protocols and caveats
- Anatomy of a clinical publication
- Knowledge of EBM to best address PAAB code requirements

The course validation started in August and involves 42 individuals from 31 organizations who have agreed to participate in the content- and design-validation process.

What will the program offer?

We are happy to announce that, based on overall requests, this new course will be significantly different from our current curriculum, as it will include the following blended components:

- Paper-based course material
- A Web-based course complement with case-based material (Figure 3)
- An audio-CD course complement for "windshield time"
- A pre-test, to uncover knowledge gaps
- A final evaluation that will include multiple-choice questions.

A post-course learning toolkit will also be available on demand and will include:

- a toolkit for trainers and managers to observe and assess skills transfer on the job,
- a leader's guide and presentation material for a customizable application workshop to be internally delivered by either a third party or trainers and
- an annual refresher exam to allow organizations to assess knowledge and performance gaps on an ongoing basis, years after course participation.

Who is this for?

The program is designed with the following people in mind:

- Professional sales representatives
- Sales managers
- Product and services marketers
- Publicity agencies
- Medical writers
- Scientific affairs personnel

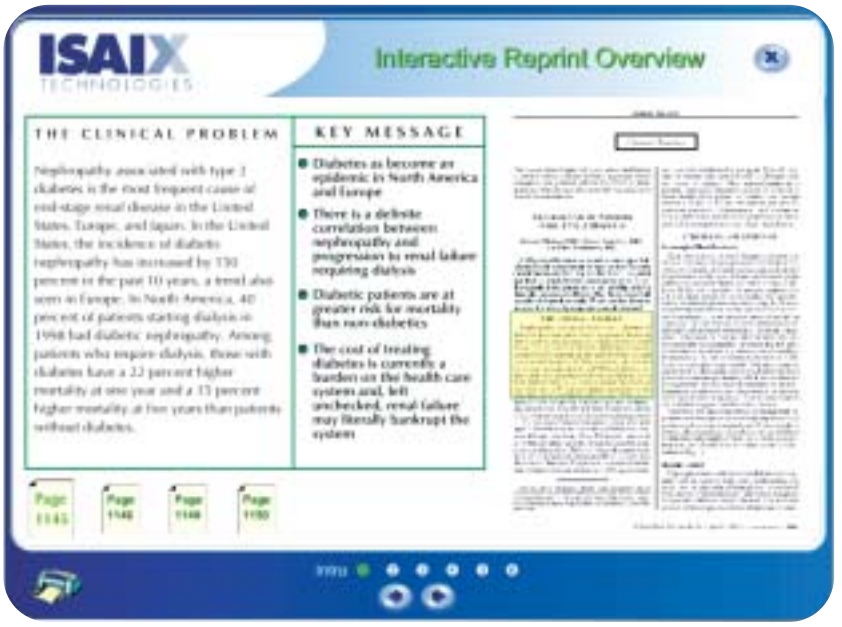

Figure 3. An example of interactive features that would be available from the Web-based course complement.

The program will be another opportunity for the CCPE to fulfill its mission to establish improved professional standards within the Canadian pharmaceutical industry.

When will it become available?

The CCPE will commence registration for the program in November 2005. Once again, CCPE membership will have pricing privileges. CPM

For more information, visit **www.ccpe-cfpc.com** *or* **www.evidence-based.ca**.