



FACT SHEET

NATIONAL FACULTY EDUCATION INITIATIVE

Launch Date: October 2008

Sponsors: The Alliance for CME (the Alliance) and The Society for Academic Continuing Medical Education (SACME), in collaboration with the Association of American Medical Colleges (AAMC)

Goal: To help medical education faculty understand the differences between certified CME activities and commercial marketing/promotional programs

Components: An online educational activity (<http://www.nfeinitiative.org/>) and a verification database

Hosts:

- Dr. Douglas Kamerow - Chief Scientist at Research Triangle Institute (RTI) International and Professor of Clinical Family Medicine at Georgetown University
- Valarie Clark, MPA - Director of Faculty Development, leader of the Women in Medicine Program, and head of Group on Faculty Affairs for the AAMC

Content Developers:

- Jann Balmer, PhD, University of Virginia
- Lois Colburn, University of Nebraska
- David Davis, MD, Association of American Medical Colleges
- Beverly Hughes, University of South Florida
- Melissa Newcomb, MBA, University of Rochester
- Mark Schaffer, EdM, Professional Postgraduate Services
- Deborah Sutherland, PhD, University of South Florida
- Walt Wolyniec, MS, formerly of Boehringer Ingelheim

Supporters:

- Audio Digest Foundation – sole development of the online educational program content
- Pfizer, Inc – development of the Verification Database

#

#

#