

Title:

Innovation in Collaboration: The Paradigm for the Future in Research Partnership Between Multiple Public and Private Organizations

Conference:

Alliance- January 17-20, 2007

Author(s):

Suzanne Murray, President, AXDEV Group, Montreal QC

Bernard Marlow, Director, CPD/CME, College of Family Physicians of Canada (CFPC)

Seema Nagpal, Associate Director, Epidemiology, Office for Public Health, Canadian Medical Association (CMA)

Jeff Sidel, Director, Health Education, Merck Frosst Canada

Mary Phaneuf, Director, Professional Education, AstraZeneca Canada

Bob Chester, Regional CHE Manager, Sanofi-Aventis Canada

Robin Key, National CME Manager, Wyeth Pharma, Canada

Elizabeth Lyndsay, Associate Director, Medical Communications, Pfizer Canada

Walid Aldoori, Medical Director, Wyeth Consumer Healthcare Canada

Erika Salter, CNS CHE Manager, Janssen-Ortho

Lisa Ashley, Public Health Agency of Canada

Objectives:

This workshop is designed to highlight the success and challenges experienced by eleven profit and not-for profit organizations working together. The multiorganizational panel (research, medical, commercial, and government organizations) will speak to the learnings that emerged and the value of this type of approach. Specifically, the model used to identify and agree upon clear research outcomes that supported the objectives of all stakeholders will be shared. The workshop will further address the legal and ethical considerations that must be taken into account when traditionally competitive groups select to work together in unison.

Key points:

This workshop shares with participants the learnings and best practices of 11 public and private organizations that formed a collaborative research initiative, forging a new paradigm for impactful CME research partnerships