

**Program Title: Field Medical MasterClass**

**Date: June 24-25-, 2024**

### **INSTRUCTIONS ON HOW TO RECEIVE IACET CEUS**

Check in at the registration desk each day of the program and show your valid ID. Participants must review the IACET CEU information below attend the activity and complete the post program evaluation using the link/QR code provided.



### **IACET CEUS**

Medical Affairs Professional Society (MAPS) is accredited by the International Association for Continuing Education and Training (IACET). MAPS complies with the ANSI/IACET Standard, which is recognized internationally as a standard of excellence in instructional practices. As a result of this accreditation, MAPS is authorized to issue the IACET CEU.

### **CEU Statements**

As an IACET Accredited Provider, MAPS offers CEUs for its programs that qualify under the ANSI/IACET Standard.”

MAPS is authorized by IACET to offer 1.10 CEUs for this program.

Participants/attendees must complete 100 % of the program and receive a minimum of 80% on the post program assessment.

### **DISCLOSURE/CONFLICT RESOLUTION**

#### **Planning Committee/Faculty Disclosure**

The following speakers and/or planning committee members have disclosed they have no relationship(s) with industry to disclose relative to the content of this continuing education activity:



- Helen Kane
- Ralph Rewers
- Lonra Fergusson
- Andreas Gerloff
- Mark Rees-Saunders
- Femke Zwerts
- Sian Carr
- Amanda Wan
- Steve Medhurst
- Niki Georgiou
- Andrew Hewitson

The following speakers and/or planning committee members have disclosed that they have relationship(s) with industry. The presentations were reviewed by the Learning and Development Director who found that there were no conflicts of interest.

- N/A

### **PROGRAM DESCRIPTION**

- Learning Assessments- Case Studies, workshop templates, guided facilitation, expert Q&A with remediation by program faculty.
- Event logistics-In person, 2-day course in Amsterdam, The Netherlands
- Special technical requirements- N/A

### **LEARNING OBJECTIVES**

At the conclusion of the program, attendees will be able to:

- Define integrated strategic plans for Field Medical that deliver on asset objectives and support the development and evolution of the function.
- Explore the skills and capabilities that are critical for Field Medical success now and in the future.
- Apply processes to maximize the strategic outcomes that can be gained from insights delivered by field medical.
- Assess and apply metrics and data to communicate the value of Field Medical through data-driven storytelling and identify opportunities

### **LEARNER OUTCOMES**

- List the core elements of an integrated strategic plan for Field Medical.
- Identify changes in the fundamental aspects of field medical skills and capabilities – scientific exchange, insight generation and cross collaboration – that will be needed for future success.
- Recognize 3 key outcomes that can be achieved from Field Medical insights
- Describe the process of creating an audience-centric data driven story of Field Medical Value
- Recognize the different ways that measurement can be used to drive continuous improvement for Field Medical teams

### **PROGRAM EVALUATION and HOW to CLAIM CREDIT/CERTIFICATE**

Complete the online evaluation at the conclusion of the program each day. Complete the post course assessment and score 80% or better. Certificate/credits will be available 72 hours post



program in the Professional Development in Your Membership section of the MAPS website. After 72 hours, log into your MAPS YM account and download your credit certificate.