



2014
Educational Offerings





A Premier Provider of Medical Education in Specialty Markets

Founded in 2004, Focus Medical Communications (FMC) is a premier provider of medical education in specialty markets. Our programs encompass a wide variety of therapeutic areas, disease states, and educational delivery formats that deliver fair-balanced, scientifically rigorous medical education. Healthcare providers across the country and around the world participate in our programs. Extensive industry experience, professional and personalized customer service, meeting management expertise, and our ability to establish strong relationships with leading physicians in each therapeutic area serve as the foundation to our success. All of our information is supported by an internal proprietary web-based information management application. We are fully compliant with The Sunshine Act.

Summary

Program Title	Description	Key Opinion Leaders	Community based Specialists (ID, GE)	Emerging (New) Treaters	NP/PA	Primary Care
1 Advanced Practicum	A self-paced, online educational initiative targeted towards NP/PA graduate students and NPs and PAs currently in or pursuing a specialty practice in gastroenterology or hepatology				●	●
2 Centers of Educational Expertise	An expert-led working group dedicated to educating healthcare professionals on the latest developments in the management of chronic liver and gastrointestinal disorders.	●	●	●	●	●
3 Hands-on Workshops	Provides a comprehensive course combining theoretical lectures and hands-on training using validated simulation models.		●	●	●	
4 HCV Link to Care	Foster HCV screening to individuals and emphasize the importance of screening, diagnosis and appropriate management to thousands of at-risk individuals and healthcare professionals in targeted areas		●		●	●
5 Focus Premier Alliance	A membership program offering participants exclusive educational opportunities such as expert-led small group discussions, case reviews, treatment updates, conference coverage, web based meetings, video on-demand programs and print materials." Target audience boxes include Key Opinion leaders, Community based specialists, emerging treaters, NP/PA, primary care.	●	●	●	●	●

Program Title	Description	Key Opinion Leaders	Community based Specialists (ID, GE)	Emerging (New) Treaters	NP/PA	Primary Care
6 Mentorship Series	Expand treatment capacity and improve patient outcomes by supporting the development of emerging HCV treaters (CLDF) or IBD treaters (GiHF). Led by the Centers of Educational Expertise (HCE), the mentorship program provides in-depth, structured clinical guidance and support to targeted community based specialists.	●		●		
7 Regional Conferences	Aims to deliver clinically relevant concepts delivered at the annual gastroenterology society meetings. Educates healthcare providers.	●	●	●	●	●
8 Satellite Symposia	Unique satellite symposia program formats that have been successfully rolled out at major society meetings such as ACG, ATC AASLD, DDW and others. Interactive, themed formats such as "Trial by Jury" and "World News Tonight" deliver cutting edge science in an engaging, impactful, and entertaining format.	●	●	●		
9 Small-Group Meetings	Allows for real-time interactions between the speaker and participants. Based on recent learning preference surveys, CME dinner meetings were rated as the most valued educational format versus online courses. As the central component of FMC's educational platforms, thousands of clinicians participate in highly interactive and clinically meaningful CME activities each year.	●	●	●	●	●
10 State Society Partnerships	CLDF and GiHF programs are often rolled out to members of key gastroenterology groups, further enhancing the educational reach of the foundations. In doing this, the groups/ associations provide supplemental value to their members by providing high quality educational programs at no cost to their members.	●	●	●		

SELF-PACED,
ONLINE EDUCATION

1

Advanced Practicum

The Advanced Practicum (AP), is a self-paced, online educational initiative targeted towards NP/PA graduate students and NPs and PAs currently in or pursuing a specialty practice in gastroenterology or hepatology. The broad educational goal of the online courses offered in the Advanced Practicum program is to educate nurse practitioners and physician assistants on the latest scientific information and developments in the areas of gastroenterology and hepatology. Having educated over 1,500 NPs and PAs through the Advanced Practicum since launch, the AP website is now a definitive internet-based portal for topic-specific education about gastroenterological diseases.



2

Centers of Educational Expertise

The CLDF and GiHF Centers of Educational Expertise network is an expert-led working group dedicated to educating healthcare professionals on the latest developments in the management of chronic liver and gastrointestinal disorders. The Centers of Educational Expertise network participates in content development meetings and champions the delivery of all educational programming within their local communities. These programs are tailored to the specific needs of gastroenterologists and allied healthcare providers within their local communities.

Each Centers of Educational Expertise member is provided with an individual homepage, which serves as the portal to all of their educational offerings including live events, web-based education, slides, and printed material. The member homepages are featured prominently on gihealthfoundation.org or chronicliverdisease.org and are individually marketed to each local community. To ensure that the needs of local audiences are addressed, faculty members are asked to identify and recruit attendees that are in greatest need of education.

EXPERT-LED REGIONAL
WORKING GROUPS



Hands-on Workshops

The FMC hands-on workshop platform for gastroenterologists provides a comprehensive course combining theoretical lectures and hands-on training using validated simulation models. The standardized format of these meetings allows a consistent conveyance of procedural techniques and devices. These workshops are tailored for gastroenterologists who have a varied level of expertise in endoscopic retrograde cholangiopancreatography (ERCP) endoscopic ultrasound and simulation of fecal incontinence injections. The training will include the use of ex-vivo simulation models to provide a hands-on training experience in a controlled risk-free environment yet maintaining the realism of performing a procedure on an actual patient.



HCV Link to Care

The HCV Link to Care Campaign will help physicians, community based organizations, and other institutions properly screen patients for HCV, capture screening data for future publication and use, and then link the patients that require follow-up care with the appropriate resources. Rolled out in synergy with FMC's ongoing CME programs that aim to prepare the HCV professional workforce for a new era in the management of HCV, the Hep-C-Link to care program aims to:

- Establish an CLDF sponsored HCV Physician Resource Network, comprised of local gastroenterologists, hepatologists, and HCV center(s) to be published on CLDF portal
- Foster HCV screening to individuals and emphasize the importance of screening, diagnosis and appropriate management to thousands of at-risk individuals and healthcare professionals in targeted areas via a public awareness campaign
- Capture data on the number of persons testing positive, follow up rate of these identified persons, frequency of recommended diagnostic tests, and number that went on to treatment over a two year period



Focus Premier Alliance

The Chronic Liver Disease Foundation (CLDF) and Gi Health Foundation (GiHF) are proud to announce their partnership in establishing the Focus Premier Alliance (FPA). This membership-driven initiative was created to provide in-depth clinical coverage on disease-specific topics for the healthcare provider currently managing patients with chronic gastrointestinal disorders such as HCV, IBD, FGIDs, cirrhosis, and HBV.

Program benefits include:

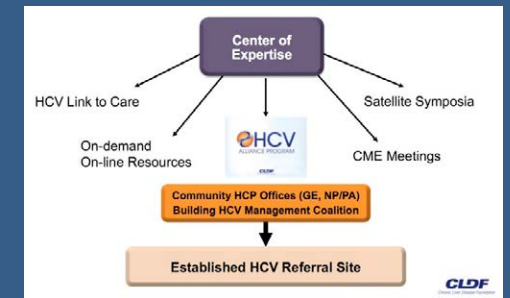
- Live small-group meetings
- Daily clinical newsfeed focused on topics of greatest interest to the individual member
- National and local CME web meetings led by experts in Gastroenterology and Hepatology
- Educational video on-demand library with congress highlights from ACG, DDW, EASL, and AASLD; CME updates, case studies, and expert reviews
- Attendance at a CLDF/GiHF e-poster reception at the 2014 Congresses: ACG, DDW, EASL, and AASLD
- Access to funded GiHF hands-on workshops for GI procedures



Mentorship Series

The goal of the mentorship series is to expand treatment capacity and improve patient outcomes by supporting the development of emerging HCV treaters (CLDF) or IBD treaters (GiHF). Led by the Centers of Educational Expertise (CoEE), the mentorship program provides in-depth, structured clinical guidance and support to targeted community based specialists. FMC will work with faculty members who will recommend 2-4 community practice sites that have the interest, office support (NP, PA, RN) and capacity to treat more patients with complex diseases/disorders such as HCV and IBD. These practices might include gastroenterologists, infectious disease specialists, and primary care providers.

The mentorship program series will provide a “hands on” consultative approach to education and training. The curriculum will focus on the appropriate use of current and emerging HCV therapies for patients with chronic gastrointestinal and liver disorders. The series will offer sequential learning opportunities via small group discussions that can occur in-person or via web based video conferencing platforms.



Regional Conferences

FMC's regional conference format aims to deliver an educational update from renowned clinicians focused on clinically relevant concepts delivered at the annual gastroenterology society meetings. The benefits of this program include educating healthcare providers involved in the diagnosis and management of gastroenterology disorders, improving the level of competency for a wide range of healthcare providers who care for tens of thousands of patients with gastrointestinal disorders.

Parallel but separate series will be offered by the GiHF and CLDF focused on chronic gastrointestinal disorders and chronic liver disease respectively. Accordingly, the GiHF and the CLDF will cross-promote the events to clinicians within the targeted audience. Through these two conference series, FMC feels that a compressive and clinically focused educational offering will be made available to healthcare providers in need across the US.



Satellite Symposia

FMC proudly offers unique satellite symposia program formats that have been successfully rolled out at major society meetings such as ACG, ATC AASLD, DDW and others. Interactive, themed formats such as "Trial by Jury" and "World News Tonight" deliver cutting edge science in an engaging, impactful, and entertaining format.

From the initial stages of recruitment to the time participants exit the symposium, participants will feel that they have been part of a unique educational experience. Using audience response systems (ARS), the audience participates in carefully crafted clinical decision situations. These clinical decisions are featured in cases that offer the opportunity for expert faculty to provide educational guidance that is tailored to the specific needs of the audience in real-time based on responses to the case questions.



Small-Group Meetings


The GiHF and CLDF understand the important opportunity a small-group meeting format offers for real-time interaction between the speaker and participants. Based on recent learning preference surveys, CME dinner meetings were rated as the most valued educational format versus online courses. As the central component of FMC's educational platforms, thousands of clinicians participate in highly interactive and clinically meaningful CME activities each year.



State Societies

FMC's proprietary database of gastroenterology societies, gastroenterology associations, and large group gastroenterology practices includes a detailed profile of hundreds of local groups/associations. The profiles in this database include educational and sponsorship opportunities offered by each group. In addition to maintaining this database, FMC has established and continues to build relationships with prominent groups across the country. Accordingly, the CLDF and GiHF programs are often rolled out to members of these groups, further enhancing the educational reach of the foundations. In doing this, the groups/associations provide supplemental value to their members by providing high quality educational programs at no cost to their members.

Educational Partner to National and State GI Societies and Gut Clubs

Society Management	Educational Engagement
	American College of Gastroenterology
	Louisiana Gastro Society
	Florida Gastroenterologic Society
	Texas Gulf Coast Gastroenterologic Society
	Michigan GI Society
	SUNY Downstate
Northern California Society for Clinical Gastroenterology	Triangle Gut Club - North Carolina
	Southern California Society of Gastroenterology
	Northern California Society for Clinical Gastroenterology
	Texas Society for Gastroenterology and Endoscopy

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CLDF
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Gi **GastroIntestinal**
Health Foundation
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