

Following the IMI quality criteria 2 years of healthcare training development

Who we are

- The FORUM · Institut für Management GmbH, based in Heidelberg / Germany
- A commercial training provider with 35 years experience in high-quality training for professionals and executives in various industrial branches
- One department is dedicated to offering training courses for the healthcare industry (pharmaceuticals, medical devices)
- This department organises 350 trainings a year
- The training focus lies on short courses (1 – 3 days)

Our implementation story



Adaption of our processes to the 9 IMI quality criteria

- 1) *University accreditation OR a system for approving, monitoring and reviewing the training offered*
The cooperation with several universities was intensified, accreditation possibilities were used.
- 2) *Quality assurance for teaching staff*
The evaluation system for speakers was expanded to include several internal SOPs and custom-fit training courses for speakers.
- 3) *Regular review of the QA / QC process*
This was done in February 2014 and September 2014 (see below) and is scheduled again for March 2015.
- 4) *Clearly defined and transparent admission criteria*
The admission criteria were laid down more precisely in the brochures / on the webpages.
- 5) *A predefined set of teaching objectives / defined learning outcomes*
All training brochures were reformulated with regard to the "aims and objectives" section to promote clearer learning outcomes.
- 6) *The facilities, infrastructure, leadership and competences needed to promote student learning*
These aspects have been implemented since the formation of the FORUM Institut.
- 7) *Assessment of the students' performance*
The sustainability of our trainings is intensified by case studies, group work, onsite assessments and online tests.
- 8) *A system for collecting, assessing and addressing feedback*
This has been implemented since the formation of the FORUM Institut
- 9) *Availability of appropriate and regularly reviewed reference material*
This has been implemented since the formation of the FORUM Institut

First IMI quality criteria implementation review in February 2014

It was our aim to review the QA & QC processes and at the same time develop the courses further according to the IMI quality criteria.

- IMI criterion 2 (quality assurance for teaching staff) was concretised in terms of admission criteria for speakers and in terms of documentation of the speakers' activities. The presentation skills were enhanced by a voluntary custom-fit training course exclusively offered to the speakers.
- IMI criterion 3 (regulator review of the QA / QC process) was concretised by a predefined accepted minimum mark of 2.5 for each training course. (mark 1 = very good, mark 6 = very poor)
- IMI criterion 9 (appropriate and regularly reviewed reference material): the speakers were sensitised with regard to the quality of the course documentation. They now receive clearer advice on the preparation of their course presentation.

The first internal evaluation period ended in September 2014

We aggregated the evaluation of the participants' feedback of all healthcare trainings over a period of 12 months.

Evaluation basis:

344 trainings **2,741 participants**

Evaluation dimension: "overall impression" from the feedback forms

Evaluation period: 10 / 2013 – 9 / 2014

Result: 1.7 as a calculated average mark (mark 1 = very good, mark 6 = very poor)

Promoting IMI

To further strengthen the idea of CPD trainings according to the 9 IMI quality criteria ...

- we publish them on our website www.pharma-seminare.de and on various course sites on our homepage.
- we communicate our commitment to the IMI quality criteria in our e-mail footers.
- we have created a special page in our course documentation introducing IMI to our clients and describing how we have implemented the quality criteria for the healthcare trainings.

Unser Qualitätsversprechen
Wir arbeiten nach den IMI-Qualitätskriterien. Eine Gesamtbewertung durch 2.741 Teilnehmer in 344 Seminaren ergab die Schulnote 1,7 für unsere Gesamtleistung (Erhebungszeitraum 10/13 – 9/14).

Quality first!
1,7 Unser Qualitätsanspruch - Ihre Bewertung

Quality first
Wir befolgen die Qualitätskriterien von IMI für professionelle Aus- und Weiterbildung

IMI (Innovative Medicines Initiative) ist ein privat-public partnership von Europäischen Union und EFPIA (Beitragender der nationalen Verbände führender Pharmazeutikunternehmen und anderer Pharmazeutikunternehmen).

Ziel der Initiative ist die Verbesserung der Arzneimittel-Forschung in Europa. Ein wichtiger Bestandteil ist dabei die Qualifizierung und Weiterentwicklung der beteiligten Mitarbeiter, wie sie im wissenschaftlich/qualitativen Bereich oder in der Healthcare Industrie.

Hierzu wurde das Konzept des „Continuous Professional Development (CPD)“ entwickelt und Qualitätskriterien für eine professionelle Aus- und Weiterbildung definiert.

Die Kriterien lauten:

- 1) Ausweitung der Weiterkennhaltungsmaßnahmen durch Universitäten oder Standardorganisationen
- 2) Qualitätsicherung hinsichtlich der Referenzen
- 3) Review, regelmäßige Überprüfung des eigenen QA / QC-Prozesses
- 4) Festlegung klarer Teilnehmer-Zugangskriterien, klare Definition des Schulermittleres
- 5) Definition klarer Lernziele – Learning Outcomes
- 6) Assessment der Teilnehmer
- 7) Aktives Einholen des Teilnehmer-Feedbacks
- 8) Qualifizierte hochwertige Fortbildungsmöglichkeiten

Unser Anspruch – Ihre Bewertung:
In den vergangenen 12 Monaten (Zeitraum 10/2013 bis 9/2014) haben wir von 2.741 Teilnehmern in 344 Seminaren Bewertungen zu „Gesamteindruck der Veranstaltung“ erhalten. Sie haben uns die durchschnittliche Schulnote 1,7 (1 = sehr gut, 6 = ungenügend) gegeben – Herzlichen Dank dafür!

Wir bleiben weiter am Ball – Quality first!

The next steps

- The second IMI quality criteria implementation review is scheduled for March 2015.
- IMI criterion 7 (assessment of the students' performance) is receiving special attention: We want to further improve the sustainability of our trainings, for example by means of e-learning modules and online tests.
- We want to further intensify our communication of the IMI quality criteria and our commitment to upholding them.