



EXCELLENCE

in **Rheumatology**

Cutting edge findings into clinical practice

2012

## **A novel approach to a truly translational conference for rheumatologists...**

At the heart of the Excellence in Rheumatology (EiR) vision is the quality and relevance of our scientific programmes. They are designed by leading experts to arm rheumatologists with the latest usable knowledge that will ultimately improve the standard of patient care across the board. **In EiR, we believe that to educate we must enthuse and this is why we have focused on deploying the latest session formats that focus on interaction within, and between, our community, both during the conference and throughout the year.**

### **Key features of the 2012 programme include:**

- **Truly educational content** that focuses on specific topics covered in breadth and depth
- **Short and to the point presentations**, with a maximum 20-30 minutes duration
- **Clear pre-defined objectives** of sessions published on the EiR website in advance
- **A clear practice-changing deliverable** from most sessions
- Topics selected for inclusion are **covered in their full spectrum and by the top Key Opinion Leaders**
- Limited attendance to 1,500 to **maximize interaction, debate and networking**

### **Just some of the highly interactive session formats being deployed include:**

**'Hot Therapeutics':** Focused on the latest developments in therapies, in any rheumatological disease entities, not limited to the thematic streams of EiR. As cutting-edge and up-to-date as they can get and delivered by leading global experts!

**"How to" Sessions:** Designed to be as interactive and practical as possible. There will typically be a very small number of participants in each session (20-30), to ensure the successful dissemination of knowledge from the presenter to the audience. The focus is on transferring the theoretical aspects of clinical practice to the audience.

**Workshops:** Developed to demonstrate how the latest thinking can be translated into instantly usable clinical practice. Techniques, such as the use of Ultrasound, will be shared with the audience in a 'small group' environment, allowing time for questions and practical demonstration of best practices.

**State of the Art Lectures:** Not to be missed, on topics that have resonance for all conference attendees: delegates, faculty and sponsors alike. The 2012 State of the Art lectures will be delivered by: Juan Jesus Gomez Reino, Chair of the Host Country Committee, on *"Collaboration across different registries. The BIOBADAMERICA example"* and Jack Watters, Vice President for External Medical Affairs, Pfizer on the topic of *"Pharmaceutical Research and the Emerging Economies – A New Day"*.

### **Additional initiatives enhancing the Scientific Programme**

**EiR Schools:** An excellent opportunity for fellows and trainees from the developing world to present their work to EiR Faculty and gain feedback and professional development advice. Taking place on the pre-conference day.

**Patients Meeting:** It instigates dialogue between the medical community and patient organizations, allowing participants to further shape the EiR institute's activities. The meeting is designed by patients and takes place in parallel to the EiR main conference. Bursaries are offered by the Institute to allow attendance to the event by patients from all over the world.

**Summit:** A constructive dialogue between Key Opinion Leaders, representatives of patient organizations and the pharma industry to identify a common direction for the future. Policy making and concrete action plans are the main deliverables of the Summit.



## Sponsorable opportunities to educate, enthuse and interact...

**Lunch with the Faculty:** EiR fully understands that interacting with the top global KOLs is an essential part of successfully developing and launching new treatments and that is why we have developed this 75 minute Lunch with the Faculty session. This is your chance to share your latest research, ideas and therapies to at least 50 of our eminent faculty and speakers. In short, you can present to, network with, and inform the leading rheumatologists in the world about your latest approaches to improving patient care.

**Peer to Peer programme:** Peer to Peer programmes can help establish continuous dialogue among the healthcare community. Through such dialogue, future developments and guidelines in rheumatology can be nurtured. A peer to peer programme involves live meetings of groups of 15-20 people, held in cooperation with the EiR Institute and national societies. The topics are chosen in a way that will stimulate dynamic and interesting discussions among the target audience. Key Opinion Leaders in rheumatology are brought on board to develop and moderate these meetings. Following the live meetings, conclusions will be disseminated – and the continuation of the dialogue encouraged – via webcasted discussions/ round tables, interactive e-newsletters, on-line publications and e-surveys

**Community Symposium:** The topic and speaker/s are proposed by the sponsor and the community is then invited to submit their questions online pre-conference. The community's feedback is then instrumental in shaping the structure and direction of the session. *(Live streaming via the EiR website and the distribution of a post session report through the EiR faculty to their networks around the world are also key features of this novel approach)*

## The year-round approach to helping our community improve patient care...

On-line **"Have your say" surveys** are frequently carried out to provide the Scientific Organising Committee the latest feedback from the EiR community. The surveys are critical for the development of the programme, as well as shaping the direction of the various initiatives carried out by the Institute (regional programmes, think-tanks, schools etc). In addition, experts from the faculty are available to answer the community's questions through dedicated **on-line interviews** that can address the concerns of the community throughout the year.