



Fields of Opportunities

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MARK BOWDEN
EXECUTIVE DIRECTOR

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FOR IMMEDIATE RELEASE

CME courses available on pharmaceutical marketing

More than 40 courses are available on a web portal (www.fsmb.org/re/open/aboutus.html) providing physicians with access to accredited continuing medical education courses about pharmaceutical industry marketing techniques. Most of the courses are available free of charge and many may be taken for CME credit.

The portal, hosted by the Federation of State Medical Boards Foundation, includes an educational resource center (www.fsmb.org/re/open/resources.html) of relevant statutes, reporting mechanisms for adverse events related to medications, and databases of information about the safety and efficacy of prescription medications.

Funded by a grant from the U.S. Attorney General Consumer and Prescriber Education Grant Program, the portal is part of a national initiative to educate health care professionals about the impact of pharmaceutical industry marketing techniques on prescribing practices. The program was created as a part of a 2004 consumer protection settlement with Warner-Lambert (a division of Pfizer Inc.) that resolved allegations of deceptive off-label marketing of the drug Neurontin, a pain medication.

For more information, please contact Kelly Alfred, the Federation's director of education services, at kalfred@fsmb.org or (817) 868-5160.