

### Medical Education: Our Mission and Our Success

It seems fitting, as *The Primary Care Companion to The Journal of Clinical Psychiatry* completes 5 years of publication, to examine the important role we play in providing the worldwide medical community with educational activities about CNS disorders. Our scholarly editors, reviewers, and expert staff are devoted to bringing our readers the latest and most important clinical research. This dedication has yielded dividends, as the *Companion* has grown and flourished.

Our commitment to education extends beyond the publication of peer-reviewed research to the provision of CME certification for select articles in each issue of the *Companion* and a wide variety of instructional programs. To support our role as a provider of scientifically rigorous educational information in all of our endeavors, we have created the CME Institute, a groundbreaking solution to the complex issues facing today's world of physician learning. The CME Institute will administer all of our CME activities with the same commitment to excellence you have come to expect with the *Companion*.

The Founding Directors of the CME Institute—Michael H. Ebert, M.D., chair; Alan J. Gelenberg, M.D., editor in chief of *The Journal of Clinical Psychiatry*; David L. Dunner, M.D.; John M. Kane, M.D.; David J. Kupfer, M.D.; and Philip T. Ninan, M.D.—were chosen because of their breadth of knowledge, their stellar reputations as scholars and clinicians, and their dedication to education. We are humbled by their determination to assist in the creation of an entity that will lead the field in providing balanced and cogent information to physicians around the world.

The need for funding of scientific research has long outpaced the federal government's dollar allocation and made alternate sources of revenue a mainstay of clinical investigation and education. While the collaboration between medicine and industry yields fruitful gains, the risk of bias and undue influence has tainted an otherwise practical alliance. The CME Institute provides the key to resolving the regulatory skepticism about the objectivity of the educational endeavors funded by industry. Through a multitiered review process, full disclosure, and adherence to principles of objectivity and fair balance, the CME Institute creates a new framework for these collaborative efforts.

The mission of the CME Institute is to facilitate educational collaboration between researchers, clinicians, and industry—who are its stakeholders—and Physicians Postgraduate Press, Inc., publisher of *The Journal of Clinical Psychiatry* and *The Primary Care Companion* as well as associated enduring media. Each group has a unique perspective as to the subject areas to be addressed via CME activities. The CME Institute will continually assess the needs of all stakeholders. The Institute will ensure the fair balance of each educational activity by maintaining control over its design, planning, and execution. The Directors of the Institute will, on occasion, identify special topical issues and convene a study session of

recognized faculty to explore the issues in depth. The proceedings of these study sessions will be published and disseminated electronically or in print.

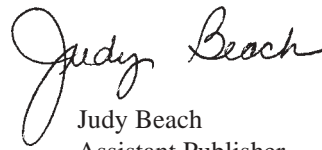
The CME Institute will rely on established and upcoming thought leaders to chair and serve as faculty for its activities. Our commitment is to search for the best and brightest to interpret and articulate what is, while stretching our imaginations as to what can be. The respected position of *The Journal of Clinical Psychiatry* and *The Primary Care Companion* in the worldwide community of mental health professionals is a testament to the diligence of our editorial boards, advisors, and faculties. The CME Institute is the natural extension of this effort and will yield dividends to all.

Promotion must be delineated from education. An environment that relies on scholarly scientific assessment, continuous needs analysis, literature reviews, and input from thought leaders ensures that this separation will be maintained. At the same time, however, we do not measure the validity of an idea by its source but rather by its ability to meet the test of impartial scrutiny and fair balance within our carefully designed and executed review process.

Thus, our journals along with our derivative electronic and print offerings reflect our goal—to faithfully serve the continuing medical education needs of our readers with uncompromising rigor. Our approach is to focus on enduring materials rather than the live activities most commonly provided in the medical school milieu. By serving the clinician who has moved beyond the classroom into clinical practice and research, we become a true partner in the lifelong pursuit of knowledge.



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