



Hybrid Learning – Bridging Tradition and Technology

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ECPM – European Center of
Pharmaceutical Medicine



The ECPM Course



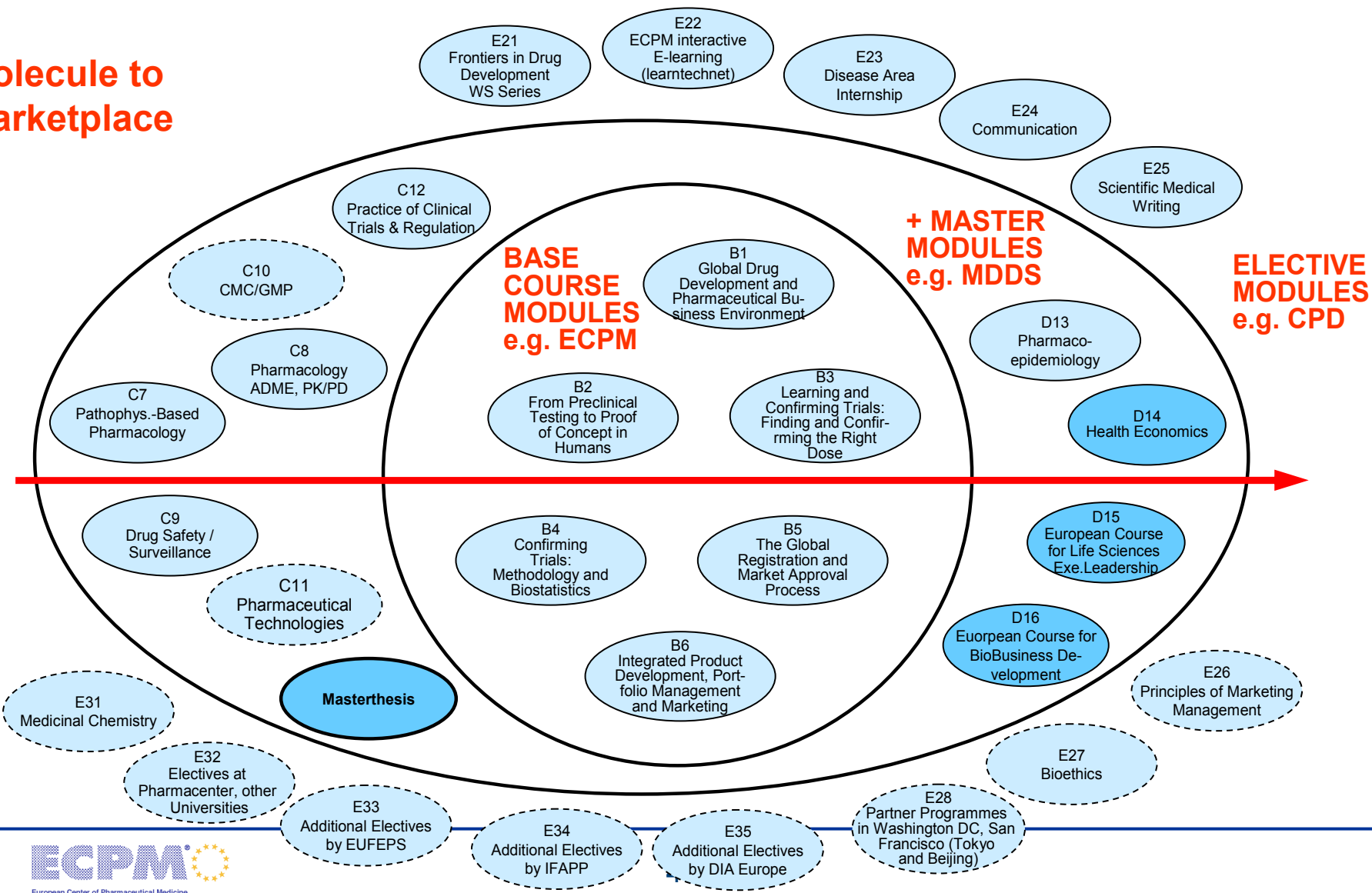
- Postgraduate Educational Programme in Pharmaceutical Medicine
- Established in 1991
- In a partnership between Universities, pharma & biotech industries and regulatory authorities
- Since 2008 part of a training platform offering a Master of Advanced Studies in Drug Development Sciences MDDS
- Since 2008 partner in the EFCPM (European Federation of Courses in Pharm. Medicine) Consortium of IMI (Innovative Medicines Initiative EU & EFPIA) project

Base Course

- 24 teaching days, 6 modules incl. preparational work
- International Teaching Faculty comprising 130 experts
- Eligibility Criteria: University Degreee, i.e. MDs, PhDs such as Pharmacists, Biologists, Chemists, Statisticians, Medical Writers a.o.
- Participants: Representing 26 different countries of orgin, 90% European, including Switzerland, USA, China, Japan, Australia
- Over 1'100 participants in 17 years
- Title: Postgraduate University diploma
- 30 ECTS points
- Basis to apply for a specialist title or to continue training for postgraduate master title

Master of Advanced Studies (MAS) in Drug Development Sciences, MDDS

Molecule to marketplace



ECPM Base Course Modules

- B1: Global Drug Development and Pharmaceutical Business Environment
- B2: From Preclinical Testing to Proof of Concept in Humans
- B3: Learning and Confirming Trials: Finding and Confirming the Right Dose
- B4: Confirming Trials: Methodology and Biostatistics
- B5: Global Registration and Approval Process
- B6: Integrated Product Development, Portfolio Management and Marketing

MDDS Master Modules

- C7: Pathophysiology-Based Pharmacology
- C8: Preclinical Drug Development: Focus on ADME and Safety, PK/PD, Simulation and Modelling
- C9: Drug Safety and Pharmacovigilance
- C10: Quality Assurance and Quality Management
- C11: Pharmaceutical Technologies and Production
- C12: Practice of Clinical Trials and Regulations
- C13: Pharmacoepidemiology (co-org. with DIA Europe)
- C14: Health Economics
- C15: European Course for Life Sciences Executives
- C16: Ethical Issues in Biomedical Research

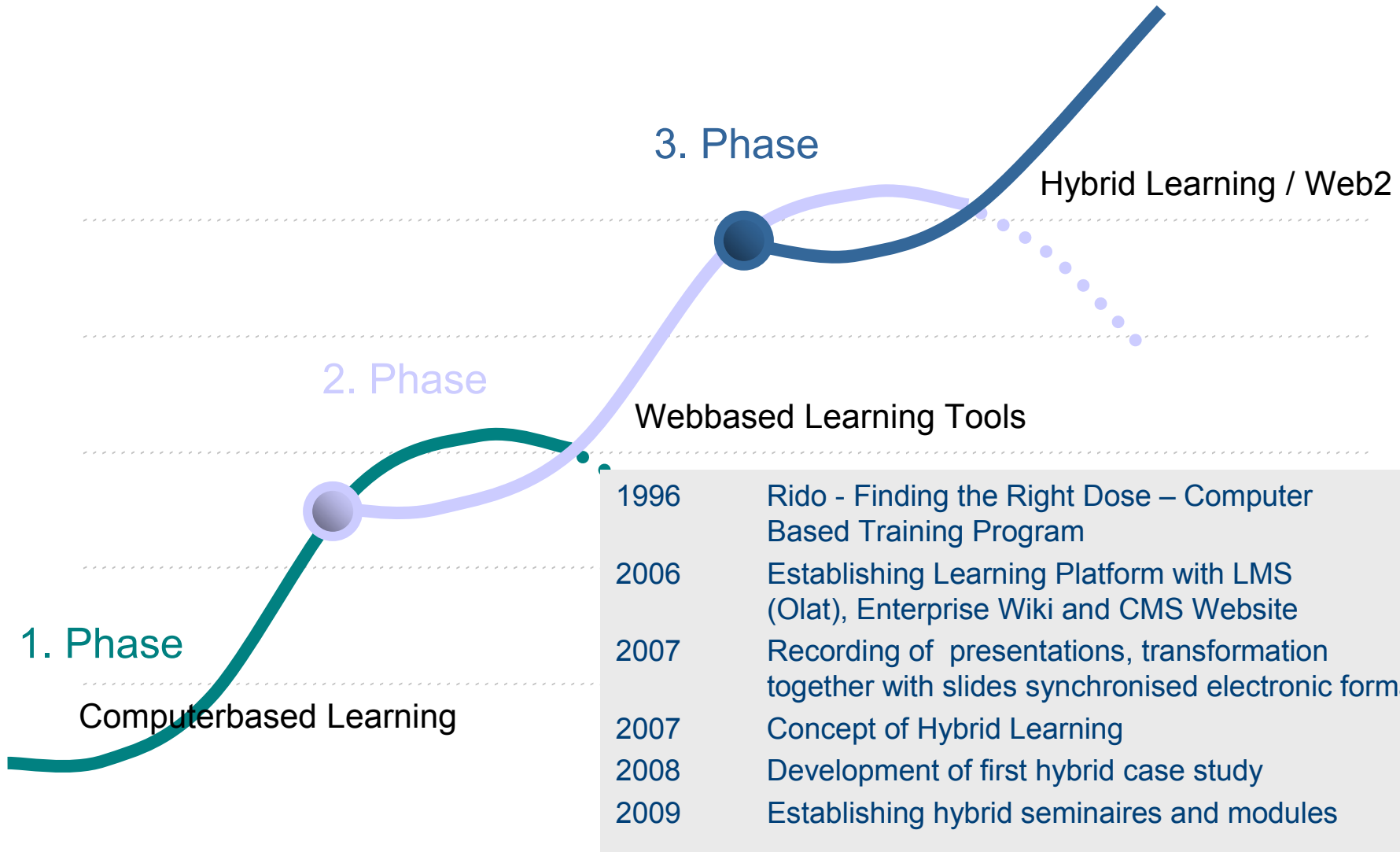
Hybrid Learning



Combination of
on site learning and e-learning elements

- Support of face to face teaching
- Focussing the on-site events
- Self study and preparation of course material
- Better availability of teachers and participants
- Group work between the course modules

ECPM Learning History



ECPM eLearning: First step

Website & interactive System (OLAT)

- Download Presentations
- Material for case studies
- Self assessment tests
- MCQ-tests
- Movies of selected presentations
- Glossary

Website / CMS



- Home
- About ECPM
- ECPM Course
- Frontier Workshops
- Further Courses
- Credit Point System
- ECPM Research**
- i-Learning
- Contact
- Links



ECPM Research

Concept

ECPM Executive Office launched its new franchise ECPM Research on July 1st, 2003.

ECPM Research is providing high quality services in quantitative health care related research.

Objectives

- To conduct high quality research focusing on selected pharmaceutical and non-pharmaceutical research
- To provide a platform for quantitative research
- To establish ECPM as true academic (non v

Key Areas of Expertise

- Pharmacoeconomics
- Health economics
- Disease modelling
- Epidemiology
- Outcomes research
- Observational study
- Biostatistics

Current Areas of Activity

- Oncology/haematology
- Osteoporosis
- Cardiovascular and hypertension
- Adipositas and diabetes
- Asthma
- Health insurance and

Project partners

- Academic and non-academic
- Collaborative Study Groups
- Medical Associations
- Pharmaceutical and non-pharmaceutical
- Insurance companies
- Swiss Federal Office of Health

The Team

Prof. Thomas D. Szucs
Co-Chairman ECPM

- MD University Basel
- MBA University St. Gallen
- MPH Harvard University
- Board specialised Preventive Medicine and Pharmaceutical Medicine

Dr. Matthias Schwenkelen

Magnolia AdminCentral - Microsoft Internet Explorer

Address: http://author.magnolia.medatis.ch/magnolia/pages/adminCentral.html

Page	Title	Status
ecpm	-	●
english	-	●
home	Home	●
whowere	About ECPM	●
ecpmcourse	ECPM Course	●
registration_course	Registration	●
session1	Module 1	●
session2	Module 2	●
session3	Module 3	●
session4	Module 4	●
session5	Module 5	●
session6	Module 6	●
statistics	Statistics	●
workshops	Frontier Workshops	●
furthercourses	Further Courses	●
ecpmplatform	Credit Point System	●
ecpmresearch	ECPM Research	●
iLearning	i-Learning	●
contact	Contact	●
confirm_course	Confirm Course Registration	●
confirm_workshop	Confirm Workshop Registration	●
confirm_mailinglist	Confirm Mailinglist Subscription	●
confirm_account	Confirm Account Interest	●
confirm_eole	Confirm ECOLE	●
confirm_eabd	Confirm ECBD	●
links	Links	●

University - Microsoft Internet Explorer

Address: http://author.magnolia.medatis.ch/magnolia/pages/Board/University.html

Board	Members
University Board	<p>Dr. Ruth Amstein University Hospital Zurich</p> <p>Dr. Gerd Adler German Diabetes Centre, Albert-Ludwigs University, Freiburg i.Br.</p> <p>Prof. Alan Arends Faculty of Pharmacy, Louis Pasteur University, Strasbourg</p> <p>Prof. Rudolf Bruppacher School of Pharmacy, University of Basel</p> <p>Prof. Dr. h.c. Fritz R. Bühler (Chairman) University Hospital Basel</p> <p>Prof. Adam Galani Centre for Human Drug Research, University of London</p> <p>Prof. Gerd Falke Department of Pharmacy, ETH Zurich</p> <p>Prof. Niklaus Gyr Division of Internal Medicine, University Hospital Basel</p> <p>Prof. Jean Louis Imbs Institute of Pharmacology, Louis Pasteur University, Strasbourg</p> <p>Prof. Stephan Krähenbühl Department of Clinical Pharmacology, University Hospital Basel</p> <p>Prof. Hans Leuenberger School of Pharmacy, University of Basel</p> <p>Prof. Herbert Haer-Lenz Pharmacokinetics</p> <p>Prof. Urs A. Meyer Department of Pharmacology, Baselstaden, University of Basel</p>
Steering Board Members	University
Pharmaceutical Industry	Pharmaceutical Industry
International Science Board Members	International Science Board Members

Download presentations

ECPM i beta
European Center of Pharmaceutical Medicine

Home [Groups] [Learning resources] [Group administration] [User management] [Administration] Feedback Logoff

Home

Settings
Notifications
Bookmarks
Personal folder
Notes
Evidence of achievements
Other users

Welcome to ECPM

My personal ECPM learning programme
ECBD 08
ECLE 08 Course
ECPM Course 0507
ECPM Course 0709

My notifications
There are no news available for you

My bookmark
You have no bookmarks

ECPM i beta
European Center of Pharmaceutical Medicine

Home ECPM Course ... [Groups] [Learning resources] [Group administration] [User management] [Administration] Feedback Logoff

ECPM Course 05/07

Sessions & Workshops
The following course is part of this group.

12 Entries

Type	Title of learning resource
[L]	05/07-1 Session ECPM
[L]	05/07-2 Session ECPM
[L]	05/07-3 Session ECPM
[L]	05/07-4 Session ECPM
[L]	05/07-5 Session ECPM
[L]	05/07-6 Session ECPM
[L]	05/07-2 Workshop ECPM
[L]	05/07-3 Workshop ECPM
[L]	05/07-4 Workshop ECPM
[L]	05/07-5 Workshop ECPM
[L]	05/07-6 Workshop ECPM
[L]	05/07-1 Workshop ECPM

ECPM 05/07 Session 1

- Programme
- Lectures
- Teaching Faculty
- Case Studies
- Multiple Choice Test

ECPM i beta
European Center of Pharmaceutical Medicine

Home ECPM Course ... 05/07-1 Sess... [Groups] [Learning resources] [Group administration] [User management] [Administration] Feedback Logoff

ECPM 05/07 Session 1

Modifications: [Subscribe](#)

Course tools

- Course editor
- Group management
- Rights management
- Archive tool
- Assessment tool

Tutored groups

- ECPM Course 05/07

General

- Detailed page
- Personal notes
- Set bookmark

/ Lectures

Name	Size	Type	Modified	Meta data
[P] Presentation_Arlington_S105.pdf	4 MB	PDF file	5/7/07 2:53 PM	[D]
[P] Presentation_Causey_S105.pdf	264 KB	PDF file	5/7/07 2:53 PM	[D]
[P] Presentation_Cout_S105.pdf	696 KB	PDF file	5/7/07 2:53 PM	[D]
[P] Presentation_Hartmann_S105.pdf	3 MB	PDF file	5/7/07 2:54 PM	[D]
[P] Presentation_Hoerning_S105.pdf	1 MB	PDF file	5/7/07 3:02 PM	[D]
[P] Presentation_K?ch_S105.pdf	1 MB	PDF file	5/7/07 3:02 PM	[D]
[P] Presentation_Kaitin_S105.pdf	2 MB	PDF file	5/7/07 3:02 PM	[D]
[P] Presentation_L?scher_Part1_S105.pdf	4 MB	PDF file	5/7/07 3:03 PM	[D]
[P] Presentation_L?ufer_S105.pdf	8 MB	PDF file	5/7/07 3:02 PM	[D]
[P] Presentation_Luescher_Part2_S105.pdf	8 MB	PDF file	5/7/07 3:03 PM	[D]
[P] Presentation_Luescher_Part3_S105.pdf	8 MB	PDF file	5/7/07 3:04 PM	[D]
[P] Presentation_Notegen_S105.pdf	502 KB	PDF file	5/7/07 3:04 PM	[D]

Select all Deselect all

Move Copy Delete Zip Unzip

Edit quota

MCQ-tests

The screenshot displays the ECPM i beta website interface. At the top, the ECPM i beta logo is visible, along with navigation links for [Groups], [Learning resources], [Group administration], [User management], and [Administration]. Below the logo, there is a breadcrumb trail: Home > ECPM Course ... > 05/07-1 Sess... > [Feedback] [Logoff].

The main content area is titled "ECPM 05/07 Session 1" and includes the subtitle "The Future of Drug Development, Sept. 26–29, 2005". A message states: "Information will be available after completion of the course".

On the left side, there is a sidebar menu with the following items: Programme, Lectures, Teaching Faculty, Case Studies, and Multiple Choice Test. The "Multiple Choice Test" item is highlighted.

On the right side, there is a "Course tools" box with the following options: Course editor, Group management, and Rights management.

The bottom section of the screenshot shows the "Multiple Choice Test Session 1" interface. It includes a progress bar showing "Actual score: 0 / 22" and buttons for "Finish test" and "Suspend test". The test content is organized into sections and questions:

- Multiple Choice Test Session 1**
 - 1. Section 1**
 - 1.1. Question 1
 - 1.2. Question 2
 - 1.3. Question 3
 - 1.4. Question 4
 - 1.5. Question 5
 - 1.6. Question 6
 - 1.7. Question 7
 - 1.8. Question 8
 - 1.9. Question 9
 - 1.10. Question 10
 - 1.11. Question 11
 - 1.12. Question 12
 - 1.13. Question 13
 - 1.14. Question 14
 - 2. Section 2**
 - 2.1. Question 15
 - 2.2. Question 16
 - 3. Section 3**
 - 3.1. Question 17
 - 3.2. Question 18
 - 3.3. Question 19
 - 3.4. Question 20
 - 3.5. Question 21
 - 3.6. Question 22

A warning message is displayed: "Warning: Please do not use the 'Reload' or 'Back' button of your browser." Below the warning, the "Question 1" is presented: "Progress and innovation in today's basic research of pharmaceuticals are mainly the result of" followed by five radio button options:

- the use of genetic engineering and monoclonal antibodies.
- the use of immunology.
- a more rational drug design due to the aid of computer technology.
- the substantially increased level of R&D spending by the pharmaceutical industry.
- simulation of the development process.

A "Save answer" button is located at the bottom of the question area.

Movies

ECPM 05/07 Session 3

- Programme
- Lectures
- Teaching Faculty
- Video presentations**
- Case Studies
- Multiple Choice Test-old
- Multiple Choice Test

Video presentations



Doug Altman:
Introduction to Biostatistics

Video



Andrew Grieve:
Planning and Analysis

Video



Stephen J. Senn:
Statistics and Clinical Trials

Video

Course tools


- o Course editor
- o Group management
- o Rights management
- o Archive tool
- o Assessment tool

Tutored groups

- o ECPM 05/07-3 Sess...

ECPM | Video - Microsoft Internet Explorer

Doug Altman: Introduction to Biostatistics



00:04

155KB/s

ECPM eLearning: Second Step

- ECPM Portal
- Courses and modules
- ECPM Enterprise Wiki / Web2
- Hybrid and Online-Workshops
- Hybrid and Online-Modules
- Webinars

Hybrid Learning Tools



On site events

- ECPM course
- Workshops
- Seminars
- Trainings
- Examinations

Virtual events

- Webinars
- Net-events
- Video-conferences

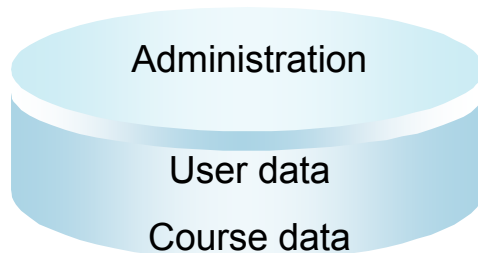
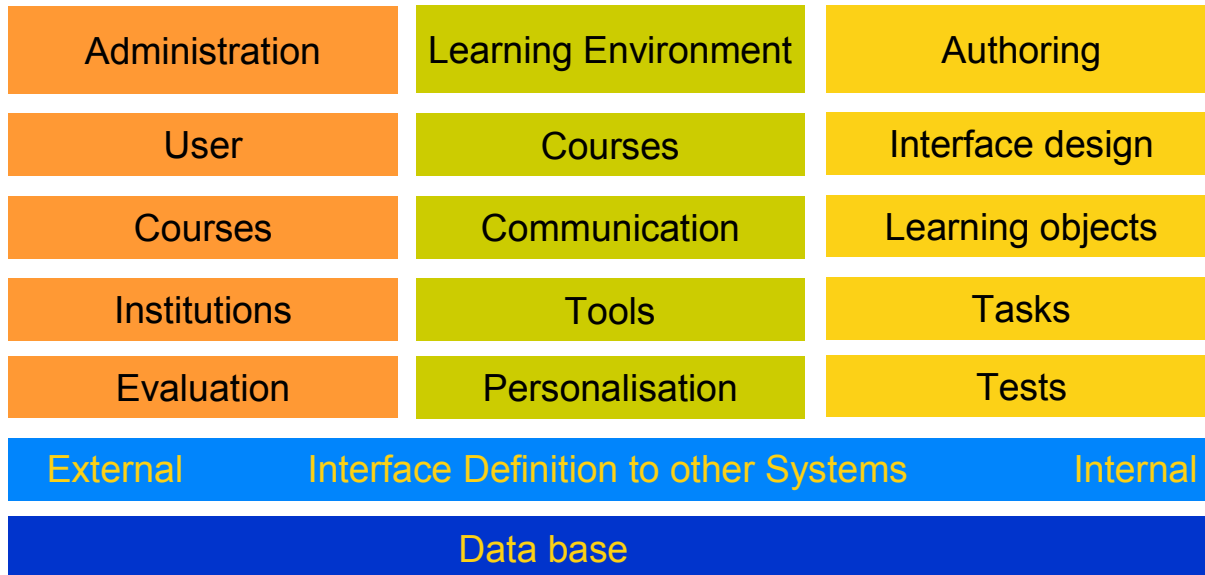
On demand

- Interactive content
- Presentations
- Recorded lectures
- Self assessment
- Quiz
- Tests
- Ebooks
- Podcasts
- ECPM Player

Self study

- Case studies
- Library
- Cinematheque
- ECPM Wiki
- Forum

Structure of ECPM eLearning



Functions

Function	Supported Activities	Admin	User
Authoring tools	Content generating, MCQ-tests, presentations	x	
Course administration	Content management, definition of filters and and schedules	x	
Participants administration	Application, forming working groups, invitation to workshops	x	
Roles and rights	Rights for tutors, participants, access to courses and content	x	
Communication functions	Synchronal functions (chats, audio, video-conferences, webinars), asynchronous functions (forum or email, posts)	(x)	X
Cooperation functions	Working groups, whiteboards, shared documents	(x)	x
Personalisation	Bookmarks, calender		X

Technology

- CMS and Database based on Java (Magnolia) and php (typo3)
- Image oriented navigation based on flash
- LMS Learning Management Systems in Java (OLAT) and php (Trainonline) with SCORM / SCORM2 interface
- Development tools for efficient e-learning modules and microsites with Powerpoint functions, based on xml standards
- Player to show presentations: real film and slide texts on one surface with search functions
- Enterprise WIKI Software for communication and cooperation functions
- Library in different formats up to podcasts
- On demand functions, glossary, libraries
- Server for Terabyte Traffic

Forecast

												
												
		Overview										
	No	1	2	3	4	5	6	7	8	9	10	11
		Basel	Brussels	Dublin	Essen	Freiburg / Lahr	Lyon	Stockholm	Surrey	Barcelona	Belgrad	Berlin
												
Base course												
1.3	How many modules?	6	8	10			5	14	2			
1.5	ECTS	30	30	60			36	30				
1.4	Degree/Title	UP	Dipl.	PG Dip PM			MSC / Dipl	Dipl	MSC			
1.6	Total teaching hours incl. teaching hours on site, reading hours, preparation	300	240	600			518	350				
							300.-	€ 16'000.-				
								25	40			
									9		12	1
											60	6
											UP	M
									1800		359	
									€ 12000		€ 2100	€
									24		23	

- EFCPM – European Federation of Courses in Pharmaceutical Medicine
- Comparable overview of courses
- Modular system of courses, that can be chosen at different Universities

Thank you for your attention!

www.ecpm.ch
www.efcpm.org

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