



## CME OUTFITTERS SELECTED AS WINNER OF ALLIANCE FOR CME 2009 MECCA MEMBER SECTION GREAT IDEA AWARD

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### NEWS RELEASE FOR IMMEDIATE DISTRIBUTION

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Rockville, MD— CME Outfitters, LLC, an independent accredited provider of multidisciplinary continuing medical education (CME) is proud to announce being selected as winner of the Alliance for CME (ACME) 2009 Medical Education/Communication Company Alliance (MECCA) Member Section Great Idea Award, which recognizes outstanding contributions to the field of CME.

Through this award, each of the eight Alliance member sections representing the different providers of CME, like MECCA, recognize an innovative idea and best practice that has made an impact in the CME profession. This award is specific to the provider type and the winner is selected by a group of peers. The MECCA Member Section received eight nominations for the Great Idea Award—the most of nominations of any of the member sections.

The winning entry was an educational collaboration between CME Outfitters and the American Foundation for Suicide Prevention (AFSP), with funding support provided by the New York State Office of Mental Health. The activity was developed to address the gap in primary care in the recognition and care for patients with major depression in light of the recent FDA black box warning on some antidepressants. The activity needed to reach a national audience, so the most appropriate format was a neuroscienceCME TV broadcast developed by CME Outfitters. This platform allows for national reach via satellite TV, Internet (both live and archive), and telephone. The activity, titled *“Evaluating and Managing Major Depression: Linking Assessment Measures and Outcomes in Light of the Black Box Warning”*, premiered on January 30, 2008. The activity utilized “real world” video patient cases and involved both psychiatrists and primary care physicians. The faculty focused on utilizing screening tools and individualizing treatment plans in concordance with patients. An extended “After the Show” segment offered additional interactive Q&A to participants. Since its premiere, this activity has reached over 10,000 healthcare providers.

Participation in this award-winning activity is still available through an online archive at <http://www.neuroscienceCME.com/PR272>.

#### About CME Outfitters:

CME Outfitters develops and distributes live, recorded, print, and web-based educational activities to thousands of clinicians each year and offers expert accreditation services for non-accredited organizations. For a complete catalog of certified activities, please visit <http://www.cmeoutfitters.com>, <http://www.neuroscienceCME.com>, or call 877.CME.PROS (877.263.7767).

#### About neuroscienceCME TV:

Offered as a simultaneous satellite broadcast, webcast, and telephone audioconference, neuroscienceCME TV is a one-hour, live and interactive continuing education (CE) activity where leading experts discuss clinically relevant, evidence-based issues facing healthcare practitioners. Each broadcast’s interactivity is enhanced by offering a Q&A segment during which the faculty presenters can respond to audience comments and questions posed via webcast, email, fax, or phone. CME Outfitters has also developed a web-based instant polling feature that allows live webcast participants a chance to provide real-time input. Online CE credit is offered to participants upon completion of each activity, at [neuroscienceCME.com](http://www.neuroscienceCME.com).