

IAPCO MEMBER INSIDE STORY

IAPCO Member Inside Stories highlight events of excellence which are brought to you by accredited members to showcase quality, initiative, innovation, creativity and success.



SMART TOOL SUPPORTS FELLOWS' COMPLIMENTARY ATTENDANCE

Company Name: ICOM for Organisation, Marketing and Research, Egypt
Company website: www.icomgroup.org

KEY FACTS



5000+ fellows complimentary attendees in 44 medical events within 6 months covering 8 medical specialties

THE CHALLENGE

The challenge put to ICOM was for them to create a system of enrollment to support medical education for young doctors in Egypt and the Middle East.

To achieve this, and continuing ICOM's role in supporting such education, the company's management set up an important initiative in 2018, 'Continuing Medical Education for Young Doctors and Fellows'.

The main objective of this initiative was, and is, to support Fellows to attend several impressive workshops and conferences in many sub-specialities, letting them gain interactive experiences and complying with all codes and rules of ethics for pharma companies who supported their attendance, and all in a smart way

A number of work teams were formed who created a robust system to select the young doctors for the events and to find financial support for the cost of their attendance and registration as well as the technical logistics system which effectively confirmed both their participation and their presence.

The various teams in the unified system, 'Nominations Platform' as it was named, managed to exceed the level of 5000+ fellows and young physicians from different governorates of Egypt and a number of Middle Eastern countries in 44 conferences/activities during the first half of 2018.

A major achievement and an important step in the success of the ICOM initiative and its role in the social responsibility and medical education of young doctors in Egypt and the Middle East.

CARDIOALEX-REP FOUNDATION CVREP
CardioVascular Research, Education, Prevention
26-29 June 2018
Bibliotheca Alexandrina

CardioAlex 2018
CONNECTING CARDIOLOGISTS

Fellows

- Tuesday, 26 June 15:30-16:30 Hall C**
Fellows @ CardioAlex
Fellows meet the general practitioners
- Wednesday, 27 June 12:30-13:30 Hall C**
Fellows @ CardioAlex II
Fellows Cross talk (Moderated dialogue...)
- Thursday, 28 June 09:30-10:30 Hall C**
Fellows @ CardioAlex III
Education by competition session (Fast Response)

www.cardio-alex.com



Learn more about IAPCO and what its members can do for your organization by visiting our website: www.iapco.org or by contacting us: info@iapco.org