

For Immediate Release

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PeerPoint Wins The Alliance of Continuing Medical Education Award for Outstanding Programming

Evanston, IL – *What's Best For My Patient*, a CME initiative created by the PeerPoint Medical Education Institute, LLC was recognized by the Alliance of Continuing Medical Education (ACME) and given the 2009 Award for Most Outstanding Certified Enduring Material CME Activity. Every year, the Alliance, through its award selection process, acknowledges individuals, companies and activities that exemplify the best practices in the CME profession.

“We are proud the Alliance has selected us for this very significant honor,” said Dr. Rick Kennison, president and general manager of PeerPoint. “It is our goal to create the best work that provides the best results possible. We are happy to be recognized and believe these awards have raised the bar for excellence in CME programming.”

What's Best For My Patient is a program that combined the world of medical and surgical oncology in order to narrow practice gaps as they relate to colorectal cancer. According to Dr. Gary Bird, medical editor, PeerPoint, a primary focus was on improving coordinated care for patients suffering from colorectal cancer, while considering other hot topics, such as the pros and cons of adjuvant therapy in these patients.

Bird added, “The outcomes data has shown the educational benefit of conducting this program, now the Alliance has confirmed that our instructional design was a good example of the way interactive, technologically-based CME should be created.”

About PeerPoint Medical Education Institute

Headquartered in Evanston, IL, the PeerPoint Medical Education Institute, LLC, (www.peerpt.com) is an ACCME-accredited provider of continuing medical education to physicians, nurses, pharmacists, dietitians, and other healthcare professionals. It is focused on improving the delivery of healthcare through performance and quality improvement initiatives that combine evidence-based data, practice management theories, adult learning principles and quality improvement processes in order to create programs that may change the behavior of healthcare providers, reduce variability in delivery and improve patient outcomes

About The Alliance for CME

The Alliance for CME is a membership organization that provides professional development opportunities for CME professionals, advocates for CME and the profession, and strives to improve health care outcomes.