

Rick Kennison, DPM, MBA
President, General Manager, PeerPoint Medical Education Institute, LLC
Phone: (847) 563-9520
e-mail: Rick.Kennison@Peerpt.com

Venkat Venkat Gullapalli, MD
CEO, Gullapalli and Associates
Tel: 201 984 3332
e-mail: vgullapalli@gullapalliandassoc.com

PeerPoint Medical Education Institute and Gullapalli and Associates Collaborate to Advance the Quality of Healthcare Through Ground-Breaking Medical Education Activities

Evanston, IL – The PeerPoint Medical Education Institute LLC, an accredited provider of continuing medical education, together with Gullapalli and Associates, a firm specializing in the development of collaborative educational strategies for healthcare providers, announce the formation of a partnership to improve the overall quality of healthcare through the development of unique and innovative CME activities. The partnership combines PeerPoint's quality improvement (QI) methodologies with G&A's expertise in developing educational strategies with key stakeholders--medical societies, associations, patient advocacy groups, academic centers of excellence and research centers—to provide more effective educational programs.

Dr. Rick Kennison, president and general manager of PeerPoint, states, "As a leader in QI-based CME, we are committed to pioneering the application of true QI to improve medical education. We constantly seek transformative educational opportunities and approaches that positively impact the health care community, individual health professionals, and, ultimately, patient care and outcomes. We are confident this partnership with G&A brings us closer to that goal."

"I believe a partnership such as this will lead to a fundamental shift in how continuing medical education is provided to health care professionals," states Dr. Venkat Gullapalli, CEO of Gullapalli and Associates. "Having both organizations integrate their expertise ensures that healthcare providers receive and participate in practice-impacting educational activities that truly deliver measurable results at the patient level."

He adds, "we believe that a critical success factor in the development and implementation of medical education is a collaborative framework where each partner brings their core competency to the table. This partnership furthers that philosophy in new and exciting ways."

About PeerPoint

The PeerPoint Medical Education Institute, LLC, (www.peerpt.com) is an ACCME-accredited provider of continuing medical education and an independent, fire-walled subsidiary of MedPoint. PeerPoint develops accredited educational programs for physicians, nurses, pharmacists, dietitians, and other healthcare professionals through strategic partnerships with professional organizations and with the support of leaders in the biopharmaceutical industry.

About Gullapalli and Associates

Gullapalli & Associates (G&A) is a leading consulting firm specializing in the development of collaborative educational strategies with a variety of CME stakeholders, ensuring consistent educational strategy, goals and objectives. G&A identifies and manages a range of strategic partnerships, channels, and resources to augment the impact of the services provided.

For additional information on G&A, please visit www.gullapalliandassoc.com