

Julie Simper, CHCP, CMP

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Professional Profile

International Continuing Medical Education and Certified Healthcare CPD Professional, Experienced Team Leader

Results driven, strategic thinker with an entrepreneurial spirit and passion for leading teams to deliver successful and unique medical education events that achieve objectives, leave lasting impressions, and improve patient care.

- **Medical Education Accreditation:** Expert knowledge of international medical education accreditation systems, with a focus on North American and European CME-CPD requirements. Ability to pragmatically translate requirements into business operations.
- **Meeting and Educational Planning:** 20 years in the meeting and conference industry with exceptional organizational and project management skills. A solid grasp of adult learning and continuing professional development theories.
- **Pharmaceutical/Device Industry Relations:** Strong understanding and practical application of industry codes as they relate to medical education events. Proven success for generating funding through industry grants and sales.
- **Communication:** Exceptional communicator with well-developed presentation and interpersonal skills. Recognized ability to create successful collaborations with all levels of management, staff, partners, and clients.
- **Fiscal Management:** Successful budget management with the ability to maximize resources while consistently achieving objectives and providing exceptional attendee/customer experiences.
- **Leadership and Management:** Appreciated as a dedicated, hard-working leader and team player with strength for developing and managing cross-functional and virtual teams.
- **Professionalism:** Extremely effective when navigating complex, high-stress and fast-paced environments. Keen ability to adapt, learn quickly, and deliver results while enthusiastically taking initiative and requiring minimal direction.
- **International:** Trilingual English/French/Dutch with extensive international experience having lived and worked in several European countries and the United States.

Professional Experience

International CME-CPD Consulting • Amsterdam, The Netherlands

OWNER, INDEPENDENT CONSULTANT

3/2014 – Current

Strategic consultancy and support on CME-CPD accreditation, pharmaceutical/device industry codes, and event management to organizations active in international medical education event planning. Clients include: Union European of Medical Specialists - European Accreditation Council for CME (UEMS-EACCME), BestCities Global Initiatives, Kenes Group, the European Board for Accreditation in Cardiology (EBAC), and the American Society of Regional Anesthesia and Pain Medicine (ASRA, acting Director of CME and Meetings 01/2015-07/2019).

Kenes Education • Amsterdam, The Netherlands

DIRECTOR OF CONTINUING EDUCATION

10/2011 – 02/2014

Responsible for the medical accreditation and pharmaceutical/device industry compliance of congresses and events across global operations. Consultancy and support to international medical association and societies regarding CME-CPD educational strategies and implementation into event planning. Sales, design, development and marketing of online, interactive e-learning initiatives. Responsible for the CME program management of US ACCME accredited provider the American Society of Regional Anesthesia and Pain Medicine. Teaching/presenting during international CME-CPD industry conferences.

- First Professional Congress Organizer (PCO) member of the Good CME Practice Group.
- Implemented an accreditation system for over 40 events annually, across global operations.
- Managed US CME provider from Probation status to achieve Accreditation with Commendation, highest standard for CME in the United States.
- Responsible for training cross-cultural, international event planning operational teams on integration of accreditation and industry code compliance into international event operations.

Scripps Health • San Diego, California, United States

DIRECTOR, CONFERENCE SERVICES & CONTINUING MEDICAL EDUCATION

12/2006 – 10/2010

Head of continuing medical education for one of San Diego's largest and most reputable healthcare systems. As member of the corporate leadership team, contributed towards strategic vision, planning, and implementation. Accountable for medical education compliance with US healthcare regulatory bodies. Managed team of 11 employees and directed operations for 60+ national educational activities annually. Responsible for revenue generation and fiscal management of \$5 million budget. Head of business development and increased joint sponsorships with external industry partners.

- Conducted 2010 ACCME reaccreditation, achieving Accreditation with Commendation.
- Increased workforce from 7 to 11 employees while reducing and maintaining voluntary turnover at 0%.
- San Diego Healthcare Communicators Finest Award (Gold 2008, Silver 2007) for coordination of a multi-day special event.

COORDINATOR, CONFERENCE SERVICES & CONTINUING MEDICAL EDUCATION 10/2002 – 11/2006

Project management of 7-10 national conferences annually with 50-500 attendees and 1-8 days in duration. Accountable for all planning, on-site logistics, and outcomes. Worked closely with clinical experts to identify practice gaps and objectives driving educational design. Lead planning committees, coordinated all conference speakers, and managed project team member roles and responsibilities. Handled venue relations, including site selection and contract negotiations. Created and implemented marketing campaigns to generate attendance. Secured conference funding via registration fees, industry grants, exhibits, sponsorships, philanthropy, etc. Forecasted, managed, and analyzed conference budgets. Implemented and documented all medical education compliance criteria.

- Educational contact for a national research consortium and team lead for a training series visiting 18 cities nationally.

Infitel International • Nieuwegein, The Netherlands

MARKETING COMMUNICATIONS MANAGER 03/2001 – 03/2002

Collaborated on international marketing efforts to include: direct mail campaigns, events, conferences, writing/editing of marketing collateral and industry white papers, internal communications initiatives, and corporate branding guidelines.

- Project manager for the successful implementation of Customer Relationship Management (CRM) software.

Global TeleSystems, Inc. • Hoeilaart, Belgium

WEB MARKETING MANAGER 03/2000 – 02/2001

Responsible for the web marketing strategy and content of the corporate web site's sales pages. Streamlined information flow between corporate headquarters, regional sales offices, and international key customers using web technology.

- Successfully introduced a customer retention/key account development program.

EXECUTIVE SALES AND MARKETING ASSISTANT 12/1998 – 02/2000

Provided comprehensive administrative support to 3 international sales and marketing executives and 25 departmental team members. Served as direct liaison between the vice president of sales and the European and US sales forces. Organized multiple sales and marketing events for up to 120 employees. Collaborated with the marketing communications team on international trade show and client hospitality events.

Education and Professional Certifications

Certified Healthcare CPD Professional (CHCP) • National Commission for Certification of CME Professionals, 2010

Certified Meeting Professional (CMP) • Convention Industry Council, 2005

Graduate Certificate in International Marketing • Boston University Brussels, Belgium, 2001

Bachelor of Arts in Sociology • Université Catholique de Louvain, Louvain-La-Neuve, Belgium, 1998

Languages

English • native speaker, excellent written and presentation skills

French • fluent spoken, strong written

Dutch • intermediate spoken and written

Computer Skills

Microsoft Office • Internet • Social Media • Adobe Acrobat XI Pro • Survey Monkey • Audience Response System (TurningPoint) • CRM Software • Event Planning Software • Proficient in learning and integrating new software

Speaking Engagements

- *Compliance: Navigating Regulations on Both Sides of the Atlantic; IPCAA, ICCA, IAPCO Medical Compliance Half-Day Workshop* • International Congress and Convention Association 58th Annual Congress • Houston, Texas, United States, October 2019
- *9th Annual Meeting of the European CME Forum: Good CME Practice Compliance Workshop* • European CME Forum, Amsterdam, The Netherlands, November 2016
- *Second UEMS Conference on CME-CPD in Europe: View of the Provider* • European Union of Medical Specialists-European Accreditation Council for CME (UEMS-EACCME), Brussels, Belgium, February 2014
- *6th Annual Meeting of the European CME Forum: Good CME In Practice (panel)* • European CME Forum, London, United Kingdom, November 2013
- *From CME to CPD* • American Society for Regional Anesthesia and Pain Medicine (ASRA) 38th Annual Regional Anesthesiology and Acute Pain Medicine Meeting, Boston, Massachusetts, United States, May 2013
- *Beyond PCO to Medical Education Provider* • International Pharmaceutical Congress Advisory Association (IPCAA), Vienna, Austria, April 2013

- *Lifelong Learning: From the Classroom to the Point-of-Care* • International Association for Medical Education in Europe (AMEE) Conference, Lyon, France, August 2012
- *Continuing Medical Education as a Bridge to Quality Accreditation Workshop* • Accreditation Council for Continuing Medical Education (ACCME), Chicago, Illinois, April 2010, May 2009
- *Trends and Challenges in the Group Meeting Market* • San Diego Convention and Visitor's Bureau Workshop, San Diego, California, July 2009
- *Continuing Medical Education Partnership Opportunities* • Medical Service Society of San Diego, San Diego, California, May 2008

Publications

- Cologne Consensus Conference: Providers in Accredited CME-CPD 11–12 September 2015, Cologne, Germany. *Journal of European CME*, [S.I.], v. 5, apr. 2016. ISSN 2161-4083. Available at: <<http://www.jecme.eu/index.php/jecme/article/view/31437>>.
- SIMPER, Julie et al. European Board for Accreditation in Cardiology (EBAC) 2015 CME-CPD Survey Summary. *Journal of European CME*, [S.I.], v. 5, Jan. 2016. ISSN 2161-4083. Available at: <<http://www.jecme.eu/index.php/jecme/article/view/29757>>.
- Cologne Consensus Conference, Management of Conflict of Interest, 12-13 September 2014, Cologne, Germany. *Journal of European CME*, [S.I.], v. 4, Jan. 2015. ISSN 2161-4083.
- Proceedings from the second UEMS Conference on CME-CPD in Europe, 28 February 2014, Brussels, Belgium. *Journal of European CME*, [S.I.], v. 3, Sep. 2014. ISSN 2161-4083.
- Quarterly CME-CPD Column in "The PCO" • International Association of Professional Congress Organizers (IAPCO) Newsletter, 2012 and 2013