



## Member Spotlight Series



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ecosystems across the globe. India being a developing country, has a need to better understand and adopt good CME practices from global trends. Being member of GAME, I immensely benefit by learning best practices from global CME leaders and experts. My knowledge has been enhanced by attending GAME annual conferences and by participating in various education initiatives hosted

by GAME. Also the support and encouragement provided by the organization has allowed me to plan regional meetings in India; bringing us one step closer to “bridging the gap” and establishing good CME practices in our region.

#### ***Tell us about your role at Insignia***

As the Founder & Managing Director of Insignia Learning in India & the Middle East, I along with my leadership team are aiming to build the most credible medical education company in our region. At Insignia, my responsibilities include building a highly professional and passionate team (at every level in the organization), to ensuring we deliver against our standards of excellence, and to develop global strategic alliances with academic centers. We work closely with our education partners to leverage and adopt core competencies (content and subject matter experts) to enhance local HCP skills for better patient treatment and clinical outcomes. As a leading medical education company in our region of the world, we’ve passionately brought many innovative learning initiatives and CME solutions (across therapy areas) that have impacted more than 50,000 HCPs.

#### ***Why did you join GAME?***

Knowing about my interest in the field of medical education, one of my friends recommended that I join GAME. I have been part of GAME since 2011, and strongly associate GAME as “the organization” that connects you with key professionals working in the CME world from whom you can dialogue with, learn global perspectives, and get updates on CME-CPD

#### ***What do you want to accomplish as a Board Member?***

I would like to see a uniform approach and equal participation from global CME-CPD stakeholders in our organization. As a board member and Chair of Regional Meetings, I strive to spread the vision and mission of GAME to global stakeholders, and I am aiming to build a prototype to develop and deploy GAME regional conferences in different regions of the world. This concept would surely leverage our organization’s core competencies and widen its global education presence attracting more members to the organization from around the world.

#### ***What would you tell other professionals who entering our industry or who are just starting their careers?***

If anyone wants to establish presence, aims to grow, learn, and excel in medical education (especially in the CME-CPD domain), GAME is the best learning and networking platform for them!