



GAME Conference 2025

Connecting the World - Transforming CPD

Program Resources



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AGENDA - DAILY SCHEDULE - DAY 2

2:00 pm – 3:30 pm **BLOCK III: Leadership in Lifelong Learning in Healthcare**
Facilitator – Celeste Kolanko, MEd

Perspectives on Leadership in the Rapidly Changing World

- **Introductory Plenary**
Suzanne Murray
- **International stakeholder panel reaction with real examples from situational leadership**
Carey Clark; Suzette Miller, MBA, CHCP; Christina Hoffman, MS; Vaibhav Srivastava, M Pharm, PGDBA
- **Cases and questions from your practice – peer discussion**

Post - BLOCK III Session Evaluation & End-of-Day 2 Evaluation

3:30 pm – 4:00 pm **Coffee Break & Networking**

Dinner on your own

BLOCK III: Leadership in Lifelong Learning in Healthcare

After actively participating in these sessions, learners should be better able to:

- Analyze the evolving role of leadership in CPD/CME within a rapidly changing healthcare landscape
- Identify effective situational leadership strategies to navigate real-world challenges in CPD/CME
- Apply leadership best practices in supporting collaboration, lifelong learning, and quality improvement in CPD/CME

BLOCK III: Leadership in Lifelong Learning in Healthcare

Pre-Block Poll Question



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at menti.com use code

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BLOCK III: Leadership in Lifelong Learning in Healthcare

Perspectives on Leadership in the Rapidly Changing World

Suzanne Murray

Founder & CEO

AXDEV Group, Global (USA) and Europe GmbH

Montreal, Canada



Leadership in the new Era of Lifelong Learning in Healthcare

Mind before matter™

Suzanne Murray

CEO & Founder

AXDEV Group International

GAME – February 27, 2025
Princeton, New Jersey



Suzanne Murray, AXDEV Group International

Healthcare and Industry for over 30 years



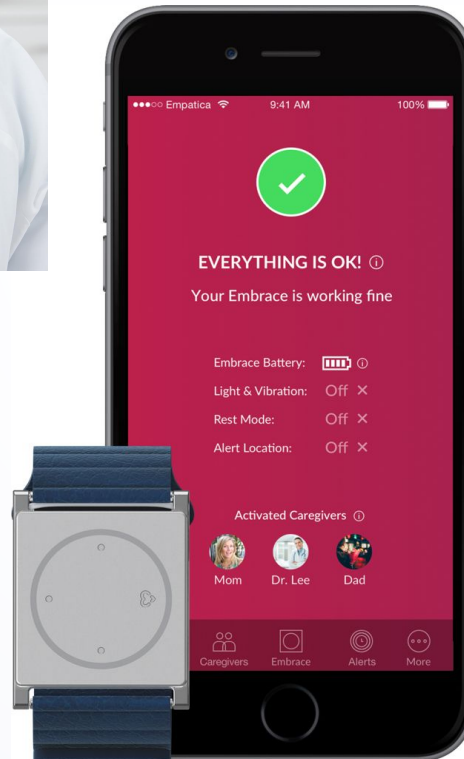
- CEO & Founder, **AXDEV** Group, Global (U.S.), EU GmbH, 25 yrs
- **Board Member:** JECME (Journal of European CME); Past Board Member GAME (Global Alliance for Medical Education) & Co-Founder, Futurist Forum (GAME)
- Evaluator EIT Health, **European Commission**
- Co-Founder, McGill Centre for Studies in Aging, Faculty of Medicine, **McGill University**
- **McGill Hospital** Administrator
- **Published Author** in Performance Improvement, Education and Implementation Research
- Consultant in Learning and Education Strategies, Organizational Management and Implementation science
- **Expert Facilitator** in International Collaborative projects, Faculty training



Global Changes for Healthcare Professionals and in Health Systems



A New Reality



Changes around the world for Healthcare Professionals

– *Their world has changed!*

1. Medical practice changes – workflow, telemedicine, team changes, interaction with patients, decline in manpower
2. Artificial Intelligence (AI)
3. Decline in professional/social engagement
4. Workload and burnouts
5. Overload of virtual/digital



Challenges still to be addressed...

- ◆ Cognitive fatigue, isolation
- ◆ Over supply of education
- ◆ Social learning needs
- ◆ Translation of learning into performance
- ◆ Evaluation of learning, competence and performance virtually, more difficult
- ◆ Evaluation on improved patient care



We often hear the following:

*Education to improve
patient health outcomes*

Is that really what we are doing?



What is our real purpose?

Education is a tool...

Our purpose is to improve competencies, to improve performance



Leadership in the new Era of Human & Artificial Intelligence

Who will I be leading over the next 10 years?

Humans, Robots...Both!

What competencies will I require to be an effective Leader moving forward?

Will the old competencies be sufficient?

How will I prove my value as a CE/CPD/CME/PI/QI Leader moving forward?



Communityship – Henry Mintzberg

Core principles of effective leadership remain unchanged:

Leadership is fundamentally about ***building and nurturing communities***

Collaboration

Empathy

Shared purpose

– qualities that are even more critical in the interconnected 5.0 world.



Some of the literature focusing on Digital Leadership

- Adaptability and Agility
- Human-Centric Approach
- Focus on Innovation & Growth
- Leverage Tech
- Customer-Centricity
- Embrace Digital Transformation
- Develop a Global Mindset
- Foster Culture of Excellence
- Leading with Purpose



The Digital Cognitive Strategy: The Bridge to 5.0 Success

In the 5.0 world, a **digital cognitive strategy is not optional; it's essential.**

This strategy involves leveraging AI tools like
Google Gemini 2.0,
Microsoft Copilot AI, and
Google AI Studio
to enhance leadership capabilities.

These tools provide leaders with unparalleled access to information, insights, and creative potential.



Global Learning Interventions

Diversity

- ◇ Cultures
- ◇ Generational
- ◇ Gender
- ◇ Disciplines



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Leadership in the New Era of Human-AI

Multiculturism

Best Practices capturing

Practice Situational judgement

Lead authentically

Prepare Organizational breaking point

Cultivate a growth mindset



Conclusion

The AI-powered strategy for Leadership, not just adopting technology – HUMAN and AI

Transforming Leadership to ensure support internally & externally

Fostering Innovation – Research on impact on learning and performance

Create a sustainable future

Let us now hear from our panel!



Any Questions, Thoughts, Comments ?



Mind before matter™

Suzanne Murray

email: murrays@axdevgroup.com



BLOCK III: Leadership in Lifelong Learning in Healthcare



Cary Clark



Suzette Miller, MBA



Christina Hoffman, MS



Vaibhav Srivastava, M
Pharm, PGDBA

Cases and Discussions from Your Practice

Instructions:

- As a group, you'll work through three questions about leadership in CME/CPD. Each person can jot down their thoughts on a Post-it and add them to a flip chart.
- Once you've collected ideas, work together to narrow down your key insights and organize them into themes.
- At the end, each table will share one key takeaway.

Cases and Discussions from Your Practice

Discussion Questions:

1. **Leadership in a Global Context:**

What's the biggest leadership challenge you face when working across different regions or cultural settings in CME/CPD — and what's one leadership approach that might help address it?

2. **Navigating Complexity in the CME/CPD landscape:**

When you're faced with competing demands — from learners, industry, and your own organization — what leadership strategy has helped you find balance or resolve tension?

3. **The Future of Leadership in CME/CPD:**

Based on what you've heard today, what's one leadership competency that will be most important for success in CME/CPD over the next 5 years — and why?

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Block III, End of Day 2, & Overall Conference Evaluation



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Wrap-up Day 2

3:30 pm – 4:00 pm COFFEE & NETWORKING



Breakout discussions

We will now breakout into small groups to discuss your experiences with communities of practice

