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FOR IMMEDIATE RELEASE

**ALLIANCE FOR CONTINUING MEDICAL EDUCATION ANNOUNCES NEW
MISSION TO INCLUDE ALL HEALTH PROFESSIONS**

- The Alliance To Be the Voice For Professional Healthcare Education -

BIRMINGHAM, AL, FEBRUARY 1, 2011 -- The Alliance for Continuing Medical Education (“Alliance”) announced at its 36th Annual Conference that the organization dedicated to quality, independent medical education will broaden its mission by offering programs and services to all persons interested in utilizing education to improve health outcomes. The Alliance decision to become the all-inclusive education platform reaching the full spectrum of healthcare professions is in direct response to education, quality, and clinical care efforts focused on improved patient care.

“The Board determined that today’s healthcare environment requires that we move beyond our traditional role of assisting individuals and organizations that offer continuing education designed primarily for physician audiences,” said Dr. George Mejicano, President of the Alliance.

“Inter-professional education is the new reality as various healthcare professionals increasingly structure team-based approaches by working together to facilitate solutions and drive change that ultimately, benefit patient outcome.”

The Alliance will expand its focus beyond continuing medical education (CME) to address healthcare-related continuing education and continuing professional development. The new Alliance mission is intended to facilitate the transformation of a coordinated system of continuing medical education, informatics, and performance quality improvement. In 2011 and going forward, the Alliance commitment will advance the platform of healthcare training and professional development through research, new collaborative program offerings, and scholarly initiatives.

Dr. Mejicano emphasized that “a new healthcare learning environment has emerged. We hope to build upon cooperative relationships with individuals and organizations to collectively embrace the shared goal of improved, quality patient care.”

The Alliance was founded in 1975 to serve those individuals that design and implement certified continuing medical activities for physicians. The Alliance constituents and stakeholders will now embrace the broadest universe of medical and healthcare professions, including nurses, nurse practitioners, physician assistants, pharmacists, technologists, and technicians, among others.

About the Alliance

The Alliance is a community represented by the healthcare organizations and medical professions dedicated to accelerating excellence in healthcare performance through quality education, advocacy and collaboration. For more information, visit:

www.acme-assn.org