Elsevier and Peking University Health Science Center develop new China online CME service

EurekAlert

Beijing, P .R. China, 26 May, 2010 – Elsevier, the world-leading provider of scientific, technical and medical information products, tools and services, announced a new initiative for the Chinese market which involves the establishment of a strategic cooperation with Peking University Health Science Center School of Distance Learning for Medical Education (PUHSC). Beijing MEDTIME Technology Development Co., Ltd, a company affiliated to PUHSC and Elsevier, signed an agreement today to form a joint venture to provide education services to Peking University Health Science Center School of Distance Learning. Additionally, Elsevier and PUHSC set up a Development Fund for Senior Management to lay a solid basis for sustainable development.

Peking University Health Science Center is one of the top domestic medical education brands in China. Its School of Distance Learning for Medical Education is one of the only five units that are licensed by the Chinese Ministry of Health to provide online CME to health professionals.

According to China's medical reform, improving the quality of medical professionals is crucial and education is the most significant way of achieving it. The partnership between Elsevier and PUHSC aims to provide top standard education to China's professionals and fully bring PUHSC's high academic base into play. Moreover, this partnership provides global perspectives by adopting CME materials from Western medical content and by introducing better and more current medical information resources into local programmes.

Ms. Ke Yang, Executive Vice President for the Health Science Center at Peking University said, "Elsevier and Peking University have cooperated for several years, and the contract signed today is in line with our continuous commitment to contribute to medical education, clinical and academic research, and healthcare in China."

"Elsevier has extensive experience in offering online CME, based upon our extensive network of accredited organization and societies," said Mr. Hansen, Global CEO Elsevier Health Sciences. "Together with Peking University, we hope to make a real difference to favorably impact the quality of healthcare in China."

The signing ceremony was held today in the BoYa International Conference Centre located at Peking University; attendees included the following:

- Michael E. Hansen - Global CEO, Elsevier Health Sciences
- Gerrit Bos - Managing Director, Elsevier Health Sciences APAC

- Victor Lam - Managing Director, Elsevier Health Sciences, Greater China and Korea
- Ms. Ke Yang - Executive Vice President, Peking University; Executive Vice President, Health Science Center, Peking University
- Ms. Li Ying - Vice President, Health Science Center, Peking University; Chairman, Peking University Health Science Center Investment Management Co. Ltd.
- Ms. Gao Shuping - Dean, School of Distance Learning for Medical Education Health Science Center, Peking University; General Manager of Beijing MEDTIME Technology Development Co., Ltd

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