



Faculty of Pharmaceutical Medicine

of the Royal Colleges of Physicians of the United Kingdom

ANNUAL GENERAL MEETING 12 November 2024

A. REGISTRAR'S ANNUAL REPORT 2024: Dr Chris Worth FFPM

I am pleased to present my third and final annual report to you as Registrar of FPM. After having served on the FPM Board (in different positions) for many years, I am most reassured in the continuing active FPM developments described below, and elsewhere, within this Report.

The Membership

As of 21 October 2024, there were 1597 FPM members in 38 countries with approximately 80% based within the United Kingdom and 20% based in other countries. This compares with 1599 at the same time last year.

The Board of Trustees

The Board of Trustees met for four full Board Meetings (average attendance 74%) during the last twelve months. Furthermore, the Board of Trustees met for several Extraordinary Board Meetings in the early part of the year.

There are 14 trustees in total, including two lay trustees and three nominated by each of our three parent medical royal colleges. The remaining trustees are elected or appointed from the FPM membership. The Board of Trustees is responsible for the governance of FPM, including setting its overall strategic direction and monitoring progress.

Committees

The work of FPM is supported by the following committees:

- Finance Committee
- Executive Committee
- Remuneration Committee

- Membership Committee
- Education and Standards Committee
- Fellowship and Awards Committee
- Policy and Communications Group
- Trainees Committee
- FPM Global
- Equality, Diversity and Inclusion Forum

Chairs of the above committees, together with the four Officers of FPM (President, Vice-President, Treasurer and Registrar) as well as senior staff, are members of the Executive Committee.

FPM is very fortunate to have the support of so many members and volunteers who join our committees, expert groups and working groups, set and mark our exams, speak at our events, and respond to consultations. On behalf of FPM, I would like to very much thank everyone for their ongoing commitment and for giving so generously of their time and expertise.

Committee vacancies and other opportunities are posted on our website and most applications are open to Affiliate and Associate members as well as to Members and Fellows, so I strongly encourage all members to regularly check the FPM website if you are interested in volunteering with us.

Membership, Fellowship and Awards

In late 2023, FPM embarked on an ongoing project to explore new or revised routes to membership ensuring absolute maintenance of standards. The first part of that project, revised criteria for Fellowship, was agreed by the Board in February.

Under the new criteria, eligibility for Fellowship is based not on time served as a Member but upon experience and seniority in the specialty of pharmaceutical medicine. It is designed to recognise achievement at a high level in the profession and confers peer recognition. The intention in introducing the changes was to bring FPM criteria back into line with those of the Royal Colleges of Physicians, and to open up the possibility of Fellowship to the large pool of very experienced, senior candidates working in pharmaceutical medicine who weren't previously eligible.

This year, the first under the new arrangements, 62 new Fellows were admitted by the Board following the recommendation of the Fellowship Committee. We were delighted to see such high numbers, which we attribute to pent up demand – we hope to welcome many new Fellows in future years.

Also this year, three nominations for Honorary Fellowship, one nomination for Honorary Membership and one Membership by Distinction were successful.

We were also delighted to award the FPM President's Medal to Dr David Jeffreys in recognition of his many years' significant contribution to the specialty of pharmaceutical medicine. In the words of the citation, there could be no more deserving recipient. Dr Renata Crome, meanwhile, was the recipient of our Volunteer Award which is given in recognition of outstanding contributions that have helped FPM achieve excellence in advancing the science and practice of pharmaceutical medicine. And finally,

Dr Rory Taylor received this year's Academic Achievement Awards, which are presented to the candidate with the highest mark in the Certificate and Diploma in Pharmaceutical Medicine exams.

All of these achievements and more were celebrated at this year's FPM's Awards Ceremony, which was held on 3 July in London. I would like to extend my congratulations to all those who received an award and offer my particular thanks to all those who had travelled a long way to join us for the event.

Board elections and appointments 2024

During the last 12 months we completed the following appointment:

- Mr Andrew Kennedy was appointed as a Lay Trustee

At the 2024 AGM, the following will take office:

- Dr Sheuli Porkess as President
- Dr Emma Harvey as Vice-President
- Dr Marc Watson as Registrar
- Dr Karen Mullen as Fellow Trustee (Appointed)
- Dr Stephen Huang as Member Trustee (Appointed)

At the AGM, the following will demit office:

- Dr Flic Gabbay – President
- Dr Chris Worth – Registrar
- Dr Neil Snowise – Fellow Trustee (Appointed)
- Dr Craig Hartford – Member Trustee (Appointed)

Professor Robert Unwin will demit office in December 2024.

As Registrar, I would wish to pass on my very grateful thanks the trustees for their highly significant contributions to our work. There were many significant projects, reports and complex decisions required on a wide range of Faculty activities – these were thoroughly examined in line with the FPM's three-year strategy and its values.

FPM staff

Finally, I would like to offer my personal thanks to all FPM staff for their incredibly hard work in managing and supporting FPM's very varied activities through the last twelve months. They include Chief Executive Marcia Philbin and her team: William Booth, Flora Butler, Musie Gebremariam, Katie Gill, Jola Kosobucka, Andrew Meads, Tony Roche, Alicia Rose, Will Strange, Marianne Whitlam and Amy Woodward, plus new arrivals Emily Abreu, Andrew Byrne, Laura Hachman, Asheet Patel and Jocelyn Richards. We also said farewell this year to Ben Cottam and Joanna Szust: we wish them well.

B. TREASURER'S ANNUAL REPORT 2024: DR KAMLESH SHETH FFPM

I am pleased to present my second report as Treasurer of the Faculty of Pharmaceutical Medicine.

Finance Committee

Treasurer Dr Kamlesh Sheth, FPM Member Dr Prasad Velisetty, Accountant Mr John Speed, Chief Executive Dr Marcia Philbin, and Finance and Governance Manager Asheet Patel.

Financial Period – 1 January to 31 December 2023

FPM's operating loss of £45,707 compares favourably to a loss of £172,3847 in 2022. There were unrealised investment gains of £62,191 in 2023 (2022: unrealised investment loss of £168,027) resulting in the net fund movements of £16,484 (2022: net fund movement - loss of 340,411).

Income received during the period 2023 was £2,106,861, up 14% or £266,676 on the previous year. All the revenue lines were above 2022 levels with Education & standards £199,822 restricted income driving the improved performance.

Expenditure increased by 7% to £2,152,568, an increase of £139,999 on the previous year and less than budgeted expenditure for the year. Expenditure increased due to replacement of customer relationship management and online booking systems. There was a high turnover of staff (60%) leading to increase costs for recruitment and HR services. There was additional expenditure on legal fees relating to FPM providing written response to the COVID-19 inquiry plus consultancy fees to support the professional development off the Board of Trustees.

As at 31 December 2023 FPM's total free reserves amounted to £297,404 representing approximately 1.63 months' operating costs based on the then budgeted expenditure for 2024. The free reserve has been calculated assuming a sum of £297,393 which has been designated in the year as a Tangible Fixed Asset fund and represents the net book value of those assets and is therefore not available to meet future expenditure. The trustees have designated £29,596 of free reserves, which represents the balance of funds remaining from the Development Appeal in 2003, setting these funds aside at the trustees' discretion for development projects. The balance of unrestricted funds £267,904 was general funds available to fund day to day operations.

The full annual report and audited accounts for this period are available on [FPM's website](#).

Current Financial Year January – December 2024

In January 2024, the trustees approved a deficit operational budget for the year of £37,812 (including depreciation). We are currently forecasting an operating surplus of £25,414. The main reason for the operating surplus is exceeding budgeted income targets and expenditure being less than budgeted.

Income is forecast to be £2,225,212 which is 4.09% higher than in 2023 and just above the budgeted income. Expenditure is forecast to be £2,200,000 which is 0.5% higher than in 2023 and under the budgeted expenditure.

Investment values are up by 4.2% (£38,327) as at 30 September 2024 and investment value remains volatile especially due to the global geopolitical uncertainties.

At 31 December 2024 FPM is forecast to have total funds of approximately £594,797 (£777,907 at 31 December 2023) which includes designated development funds of £29,596. Free reserves are forecast to be approximately 2 months' operating costs based on the budgeted expenditure for 2025.

Budget 2025

The Chief Executive is preparing a multi-year plan to bring up our reserves. The budgets for the next three years are being prepared with a view to deliver a modest surplus. The budgets for 2026 and 2027 will aim to deliver a surplus each year. FPM's current office lease, to which FPM is legally bound, will end in November 2025 and moving to a new office is forecast to save about £150,000 per year from 2026.

Faculty of Pharmaceutical Medicine Development Appeal Fund

FPM will continue to address possibilities for fundraising including the Appeal Fund. The FPM is grateful to individuals and organisations that have donated funds to support the development of FPM. Donations to the Development Fund are welcome. Members who are UK taxpayers and wishing to Gift Aid any donations or who are considering leaving a legacy to FPM are invited to contact myself or the Chief Executive for further details.

Thank You

I would like to take this opportunity to thank Dr Marcia Philbin, Chief Executive; Asheet Patel, Finance and Governance Manager; Andrew Meads, Operations Manager; and Dr Prasad Velisetty, Finance Committee member for their support; and for the helpful advice of John Speed of JS2, our accountants, and of Joanna Pittman from Sayer Vincent, our Auditors.

I would also particularly like to thank the FPM membership for its continuing support, advice and its varied activities which, as a charitable organisation, work to improve the health of patients and the public.

C. REPORT ON PROGRESS AND ACHIEVEMENTS IN 2024: Dr Flic Gabbay, FPM PRESIDENT

As I complete the final year of my Presidency of FPM, I look back on the past 12 months as a busy and productive period. The two priorities from my manifesto were focused on “Providing science support and medical education” and delivering “Robustness of growth, governance and financial stability”. These were translated by the then Board in 2022 for our 2023-2025 Strategy to be grouped into Trust, Sustainability and Relevance.

Trust in 2023/24

The investment in the modernisation of the Diploma in Pharmaceutical Medicine (DPM) Training Programme (initiated in 2022) started to emerge as an essential success and this has continued in 2024 to substantially underpin revenue. It not only delivers training to candidates intending to sit the DPM exam but also to many others who wish to update their skills for professional development. This latter group comprises members of FPM, non-members, and even non-physicians.

The DPM Part I exam in 2024 for the first time had non-physician candidates, and the number of physicians taking the exam continues to hold up. We have a new Chair of the Board of Examiners, Dr Tina Strutt, who is working closely with the Board of Examiners to maintain standards. The migration to the new PMST Curriculum has continued, based on our leadership of the update of the PharmaTrain syllabus. Pharmaceutical Medicine Specialty Training, like with many other specialities, continues to face challenges for growth. We continue to work closely with our Deanery in NHS England and the three RCPs to ensure we deliver high quality specialty training as efficiently as possible.

FPM is a GMC approved Designated Body and has seen its highest number of connected doctors since it began, many of whom are Affiliate members whose CCT may have been initially in another specialty. We are also continuing to work towards routes to GMC Registration for International Medical Graduates (IMGs) as I know many IMGs have requested.

A group of viral respiratory disease subject matter experts worked with the highly skilled FPM education staff team to develop a package of e-Learning, predominantly for GPs and other healthcare professionals. Sponsored by Pfizer, it evolved from the cross disciplinary work we did during COVID and was recently launched on the NHS e-Learning for Health platform. Further details of this initiative can be found in the Education section of this report.

There have been extensive external affairs contributions to the life sciences ecosystem, including collaborations through the Academy of Medical Royal Colleges (AoMRC), the NHS, the GMC and UK Department of Health and Social Care (DHSC), to represent our interests at various party and cross-party political meetings in the year running up to the UK General Election.

Meanwhile, FPM has maintained its high profile in national consultations on various therapeutic topics and continues to support the FSRH Hatfield Vision project on equitable access to emergency contraception. We are also engaging with the UK COVID Inquiry, including making a witness statement submission for Module 4, *vaccines and therapeutics*.

Sustainability in 2023/2024

My second manifesto priority, “Robustness of growth, governance and financial stability”, fell entirely under the broad heading of sustainability and is critical to the long-term resilience of our organisation.

The Faculty has updated its office infrastructure which, in recent years, has included a new website, Learning Management System, and a move to remote invigilation for our Examinations. FPM also migrated to a new CRM System and membership portal, making it easier for members to make payments and book onto events. These major updates required a considerable investment both financially and by staff and has resulted in substantial benefits to the way FPM interfaces with its members.

The improvement to our financial management system has resulted in more accurate forecasting and this will contribute to achieving financial resilience in the future and start to replenish the reserves used by the investments in office infrastructure.

2024 has also seen the launch of our new mentoring platform *FPM Connect* which has proven very popular since its launch.

Finally, many HR policies for employees (Staff) and Non-Staff have been worked on. Handbooks and policies for Staff are constantly updated in compliance with employment law and FPM has started work on Non-staff approaches to ensure safeguarding is reviewed for Non-staff roles.

Relevance 2023/2024

It is critical that FPM remains fit for purpose as the membership and funding of the organisation depends upon it. The Routes to Membership project that was set up in 2023 resulted in a new Direct route to Fellowship of FPM, which now sits alongside a Membership route. This aligns FPM with other colleges and further work is continuing on routes to membership for those who may already have a CCT in another specialty and have completed in house training in a large pharma or equivalent qualifications to DPM from overseas.

Engaging with our overseas colleagues has been underpinned with presentations to the Middle East Association of Pharmaceutical Medicine Professionals (MEAPP) and to the American Academy of Physicians In Clinical Research (APCR) and our continuing relationship with International Federation of Associations of Pharmaceutical Physicians and Pharmaceutical Medicine (IFAPP).

And Finally...

I hand over the baton to Dr Sheuli Porkess at the AGM this year and have to thank so many people who have enabled FPM to successfully travel through a particularly difficult time in so many ways.

This includes our Chief Executive Dr Marcia Philbin and her team who I thank for their work over the last three years.

I must also say that the Non-staff support in FPM is immense, and we could not survive without their dedication. So I would like to say a big thank you to the following individuals who have played key roles in supporting me particularly in the last few months.

My Fellow Officers, including the incumbents:

- Dr Sheuli Porkess (Vice-President),
- Dr Kamlesh Sheth (Treasurer), and
- Dr Chris Worth (Registrar).

All Trustees, including the following who were in post as at my last Board meeting on 17 October 2024:

- Professor Robert Unwin,
- Dr Frank Armstrong,
- Dr Gerard McKay,
- Mr Andrew Kennedy,
- Mr Alastair McCapra,
- Dr Ado Muhammad,
- Dr Neil Snowise,
- Dr Rav Seeruthun, and
- Dr Craig Hartford.

Finally, the Committee Chairs,

- Prof Penny Ward (Chair, Education and Standards Committee) along with:
 - Dr Tina Strutt (OBoE Chair),
 - Professor Peter Stonier (Director of Specialty Training),
 - Dr Sharon McCullough (Director of Training and Development),
 - Dr Ulrike Lorch (Director of Human Pharmacology),
 - Dr Tony Lockett (Chair of the Educational Supervisors), and
 - Dr Don Nwose (Director of Experimental Therapeutics)
- Dr Susan Bews (Responsible Officer for the FPM Designated Body),
- Dr Birge Berns (Chair, Policy and Communications Group),
- Dr Viraj Rajadhyaksha (Chair, FPM Global),
- Dr Graça Coutinho (Chair, Trainees Committee),
- Dr John Ndikum (Chair, EDI Forum), and
- Dr Liz Clark and Ms Trishna Bharadia (Co-chairs, Working in Partnership with Patients and Communities Forum).

D. FPM Summary

Overview

2024 has been the second year of delivery against the strategy 2023-2025 which is underpinned by three key pillars: Trust, Sustainability and Relevance. In 2024 we have focused on the core activities as part of the plan to increase financial as well as operational resilience. The staff group has stabilised following the high turnover in 2023 and this is reflected in the improved operational performance.

We continue to consolidate on the investment into the digital infrastructure to streamline processes to deliver greater effectiveness and efficiency. A new financial accounting system has been introduced to modernise the financial processes which will provide up to date information on financial performance. Another key objective was to launch new routes to membership with maintenance of standards, and, as mentioned previously, a new route to Fellowship was launched in early 2024 with success.

Supporting the membership is always a key focus and this year, FPM Connect was launched as a member benefit. It is a digital platform to connect members who are seeking advice from other members willing to offer support. To date it has been a successful in connecting mentees with mentors and we hope to see further professional connects built regardless of geography.

The online DPM Training Programme continues to be huge success and The Physician and Scientist Induction Programme is now in its third year. FPM was awarded a grant to develop an eLearning programme on respiratory diseases and this has been successfully delivered and will be an important resource to healthcare workers in the NHS.

Raising FPM's profile has been important this year and FPM were invited to speak at the 2nd conference organised by the Middle East Association of Pharmaceutical Professionals. FPM was delighted to host the medical devices clinician CPD day in April which demonstrated the growing convergence of medical devices with medicines. FPM received recognition from its industry peers too where it was shortlisted for two awards at the Memcom Excellence Awards and for three awards at the Association Excellence Awards (AEA), with a win for Deputy Chief Executive Will Booth in the category of Memcom Future Leader. The AEA ceremony takes place in November 2024. This recognition is testament of the important work being delivered by staff and volunteers to advance the specialty of pharmaceutical medicine, which we will build on for 2025.

Revalidation and appraisals

In October 2024, 698 members had a prescribed connection to FPM as their designated body. As in recent years, this is the highest number of connected doctors since the introduction of revalidation at the end of 2012. During the 2023/24 appraisal year, 93 doctors connected and 97 disconnected. There has continued to be a strong focus on health and well-being at appraisals since the pandemic and, with NHS England (NHSE) and GMC backing, there continues to be considerable flexibility in revalidation for doctors whose lives have been impacted either personally or professionally by the pandemic and other circumstances. The GMC's updated Good Medical Practice 2024 came into effect on 30 January 2024 and our online portfolio, PReP, was updated shortly after to reflect this.

We have almost completed the most recent appraiser training for new appraisers having received an excellent response to our recruitment advertisement and will shortly be welcoming this new cohort of doctors to add to our 78 highly enthusiastic appraisers. Our online introduction to appraisal and revalidation continues to be popular with newly connecting doctors. We continue to hold quarterly meetings with the Appraisal Leads, providing consistency, training plans and quality improvement ideas. Quarterly Responsible Officer Advisory Group (ROAG) meetings with our Lay Advisor also continue and are very valuable in bringing an external lay perspective, and meetings with our GMC Employment Liaison Advisor regularly provide GMC updates, perspectives and advice.

We have welcomed two new members to the office team: Andrew Byrne, who is ably covering Katie's Gill maternity leave, and Emily Abreu, who has taken on the Revalidation Co-ordinator role very effectively.

Education and Standards

This has been a very productive year for Education and Standards, with some of the resourcing and operational changes of 2023 bedding down and some exciting initiatives under way.

Specialty training

Reconstruction has been the theme of the year for specialty training. January saw the arrival of a new Specialty Training Manager and by early summer the backlog of queries and applications to join the specialty training programme or register new training sites had been eliminated and operations were once again running smoothly. Some 11 new doctors have joined the programme since January, and the current overall number of trainees is 82, which is very encouraging.

The early part of the year saw discussions get underway with NHS England about the potential migration of at least some Deanery functions to NHSE, bringing specialty training in pharmaceutical medicine into line with practice elsewhere. This is a complicated issue, with a number of questions around roles, structures, and resourcing to resolve. The discussions continue.

Meanwhile, significant progress has been made in restoring some of the governance structures around specialty training which had faltered over the past two years. February saw the arrival of a new Chair for the Specialist Advisory Committee (SAC), while the autumn saw work on reviving the dormant Trainees Committee come to fruition. Recruitment will take place in the final weeks of 2024, and the replenished Committee is expected to meet in early 2025 and regularly thereafter. Work is also underway on recruiting new Specialty Advisors (SAs) to the programme.

We have also been looking at how we can improve communications with trainees. July saw publication of the first edition of "PMST Focus", a new quarterly newsletter for current trainees, Specialty Advisors and ARCP panellists, among others. The newsletter included the first information on the updated PharmaTrain syllabus which will be rolled out in 2025–26.

Training

FPM's training portfolio continues to go from strength to strength, particularly our digital and in-company training.

The DPM Training Programme has had an exceptional year, with some 91 delegates on the programme and income considerably ahead of forecast. The programme is designed to prepare candidates for the Diploma in Pharmaceutical Medicine (DPM) examinations and its success bodes well for our ability to bring people into FPM via training, through the exams and thence into membership.

Another significant project this year has been the development of e-learning to support clinicians with the diagnosis and treatment of respiratory diseases. The programme comprises four modules – an “Overview” plus individual modules on Coronavirus, Influenza and RSV. The e-learning was developed by subject matter experts and review teams overseen by a clinical lead, with the build work undertaken by an external team of instructional designers. A launch event was held in September and the programme went live on the eLearning for Health (eLfh) Learning Hub platform in late October.

E-learning development is also under discussion for the undergraduate programme on drug discovery and development. Work in 2024 has comprised two strands: the continued delivery of a series of live lectures for students at Brighton & Sussex and Kent & Medway Medical Schools, and the trialling of e-learning content for one module of the programme. The trial is expected to start in late 2024 and if successful could pave the way for the whole programme to be available digitally to a wider number of medical schools. There are some significant issues to be resolved but the outlook is promising.

Two more sessions of the Physician and Scientist Induction Programme were delivered for a US-based client for in May and November 2024 respectively, and outline agreement reached to continue the programme through 2025. We are also in discussions about further in-company training.

Finally, our small portfolio of one-day training courses also attracted healthy numbers. New to the portfolio this year are “Pharmaceutical Medicine in a Day”, a ‘taster’ course for those interested in what pharmaceutical medicine has to offer, and “Understanding and Interpreting Real World Evidence”, which is run in association with the Drug Safety Research Unit (DSRU).

Examinations

This has also been a successful year for FPM’s examinations, not least with the arrival in March of a new Chair for the Office of the Board of Examiners (OBoE), the first since the departure of the previous Chair in late 2022.

There are some vacant roles on OBoE still to be filled, among them a Deputy Chair and paper convenors, but the arrival of a new Chair and new committee members following 2023’s recruitment drive has helped to stabilise the work in this area. Once again, we are grateful to OBoE for their hard work and dedication to maintaining high standards during this period of transition.

This year also saw numbers for FPM’s exams rise after a sluggish 2023. Some 89 applications were received, a higher number than in recent years, and they included applications from non-physicians who were for the first time eligible to sit the Multiple-Choice Question (MCQ) paper for the Certificate in Pharmaceutical Medicine. Sixty-five candidates in total sat the CPM exam, of whom nine were non-physicians – a good start. The number of candidates sitting the Diploma exams was also robust, at 38 for the Short Answer Questions (SAQ) paper and 28 for the Critical Appraisal Paper (CAP) respectively.

Policy, Communications and Events

Policy

Over the past year, FPM has advanced the role of pharmaceutical medicine in public health through targeted policy initiatives, ensuring our expertise influences healthcare policies globally.

FPM submitted recommendations to NICE on COVID-19 treatments, provided feedback on the ABPI 2024 Code of Practice, and advised on multiple MHRA consultations. We also contributed evidence to the UK COVID Inquiry's Module 4 on Vaccines and Therapeutics, aiming to improve the UK's future pandemic response.

We hosted policy events, published blogs, and marked World Cancer Day and World AIDS Day, highlighting pharmaceutical medicine's role. These efforts have expanded FPM's influence, ensuring our insights shape healthcare policies and patient care.

Communications

FPM's Digital Communications channels have been as vital as ever in driving awareness of the specialty of pharmaceutical medicine, and in promoting FPM. LinkedIn remains the key social media platform for us, driving sales, web traffic and interactions. Quarterly follower acquisition rates of 3.8%-5.2% rank well against platform benchmarks. We have additionally had success with paid social campaigns on LinkedIn, driving awareness of our Annual Symposium to a tailored audience of individuals most likely to register.

Facebook, YouTube, Instagram and Threads are additional channels for FPM. Like many other professional bodies, we have wound down our activity on Twitter/X as the platform no longer matches our values.

The monthly e-Bulletin was redesigned to meet the needs of an organisation that has an increasing amount of information to pass on to its members. Following best practice, the formerly flat hierarchy or news has been updated to become a single 'hero' item followed by multiple short notices.

An additional innovation has been the re-purposing of e-Bulletin content as a LinkedIn newsletter. Delivering this content natively on our most active social network has boosted its prominence to a much-expanded audience.

The website has been diligently maintained and updated to meet emerging needs of the business. The high-traffic PMST pages were given particular attention during 2024.

Main FPM Digital Comms facts and figures

Channel	Facts and figures	Commentary
Website	<p>Website pageviews (all from 01 Jan to 30 Sep)</p> <p>2021 – 235,325</p> <p>2022 – 221,605 (<5.8%)</p> <p>2023 – 230,979 (>4.2%)</p> <p>2024 – 251,765 (>9.0%)</p>	2024's YTD increase of 9.0% vs last year is a significant jump. Promotion of revised Fellowship criteria and associated web traffic was a contributor to this increase.
Email	Average open rate of FPM Bulletin: 53%	<p>Compares very well against benchmarks*:</p> <p>Medical, dental and healthcare: 34.6%</p> <p>Professional Services: 32.7%</p> <p>Non-profit: 40.0%</p> <p>*source, Mailchimp (2024)</p>
LinkedIn	<p>7573 total followers (30 September 2024)</p> <p>845 new followers YTD (1 Jan – 30 Sep, vs 727 new followers for same period in 2023)</p> <p>Typical monthly analytics: Impressions: 10,000 – 40,000 Clicks: 500 – 3,000</p>	LinkedIn is our most prominent public-facing channel and the main traffic referrer to our website.
Other social media (X, Facebook, YouTube, Instagram, Threads)	Modest reach and engagement figures across these channels.	FPM is joining with other colleges to phase out X account. Instagram development slower than hoped. Threads profile recently launched.

Equality, Diversity and Inclusion Forum

The FPM Equality, Diversity, and Inclusion (EDI) Forum has continued engaging underrepresented groups. In November 2023, a Fireside Chat with Kim Sowemimo discussed the challenges of being a Black female leader in pharma. Blogs highlighted the link between diversity and innovation, with Dr John Bolodeoku and Dr Bu Siakpere stressing inclusive medical research and the role of pharmaceutical physicians in humanitarian crises.

Recently, FPM has addressed gender imbalances, launching a gender bias survey to encourage more women to apply for fellowships. Through blogs and events, FPM continues promoting inclusivity for better patient care.

Events

This year, we have hosted a diverse range of events tailored to our members' varied interests and needs. Our flagship event, the FPM Annual Symposium, will take place on Thursday 21 November at the Royal Society, with the theme "Pharmaceutical Medicine: Tackling Global Challenges." The symposium will focus on how health systems must adapt to the growing prevalence of chronic physical and mental health conditions, highlighting pharmaceutical medicine's role in understanding impacts and developing solutions. The event will cover pioneering treatments for infectious diseases, equity and access challenges, patient co-design in healthcare, and it will equip delegates with relevant tools and knowledge.

Delegate numbers are growing steadily and as of 21 October, 120 delegates have registered to attend either in person or online. Sponsorship has also been a success, reflecting the event's growing appeal to partner organisations. For 2025, our focus will be on encouraging non-members working in or with an interest in pharmaceutical medicine to attend, offering them a valuable opportunity to explore the field.

Our online events have also been well-received. In February, we hosted "AI and Rare Disease: With Great Power Comes Great Responsibility!", focusing on AI's transformative role in healthcare. Our Fireside Chat series included a conversation with Dr Emma Harvey in March on the challenges of trying to develop a successful career whilst also having a family, and in October, we explored how to recognise vulnerability and to initiate a supportive conversation with guest speakers from Samaritans and Dr Marc Watson.

In April, the FPM Journal Club, hosted by Dr Liz Clark, discussed meaningful patient and public involvement in pharmaceutical industry research. That same month, we hosted a CPD day on behalf of Medical Devices Clinicians, exploring the latest thinking in regulatory science and its impact on professional standards for clinicians regulating medical devices.

Looking ahead to 2025, we plan to enhance our events with more networking opportunities, fostering a stronger sense of community among our members.

Global Engagement

In 2024, FPM enhanced its global presence in pharmaceutical medicine by fostering partnerships that promote best practices and cross-border collaboration, positioning itself as an international hub for physicians in the field.

FPM collaborated with two US-based members to create videos highlighting their experiences as pharmaceutical physicians in the US, helping to dispel the notion that FPM is UK-centric.

In September 2024 the Middle East Association for Pharmaceutical Professionals (MEAPP) invited FPM's President Dr Flic Gabbay, Vice-President Dr Sheuli Porkess, and Chief Executive Dr Marcia Philbin to address MEAPP's 2nd annual conference.

E. FPM objectives for 2025

1. Developing the new strategy for 2026-2028
2. Relocate to a new office as the lease on the current office ends in November 2025
3. Modernise the operational delivery and governance of Pharmaceutical Medicine Specialty Training.
4. Modernise education and training provision.

F. Thank You

Finally, once again FPM would like to extend thanks to all our members who have contributed to our activities this year, whether as committee members, specialty advisers, educational supervisors, appraisers, examiners or by supporting raising awareness and advocacy events and policy projects. We truly value your participation and support.

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