

## Curriculum Vitae



**Lesley Pocock**  
**Managing Director and Publisher**  
**medi+WORLD International**

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### Biography:

Lesley Pocock's career *prior* to setting up medi+WORLD International in 1998 has been one of 'world firsts':

**At 23 she was (Australian) Publisher of the US company International Data Group (IDG)** and produced for them the first ever publications in the world entirely generated by computer (i.e. desktop publishing, including layout, full pagination, etc) including the Greenbook of Software (Vols 1, 2, 3, 4) and Redbook of Hardware (Vols 1 and 2) and included computers, hardware and software into the AIC (Australian Industrial Classification) and consulted to the Australian government on the same.

**At age 28 she moved from computer publishing to medical publishing at the RACGP (Royal Australian College of General Practitioners)** and introduced, firstly, Quality Assurance for Australian GPs (the check program) and then QA&CPD. In this role she was asked to provide similar programs globally using the interactive multimedia approach she developed for Australian GPs and when the RACGP did not understand the 'future' of the technology, she set up medi+WORLD International (mWI) in 1998 to take this work globally, and as a fully qualified postgraduate medical educator (to maintain this status, training and ongoing accreditation is done triennially via the RACGP).

All mWI education is written by a combination of university based medical educators, specialists, publisher and QA&CPD educators and mWI has worked with most universities in Australia and many overseas.

At medi+WORLD International, work for GPs (family physicians) extended to QA&CPD for Australian surgeons, Pathologists and Obstetricians & Gynaecologists.

**In 2000 she was awarded a global contract by the Regional Cooperative Agreement of the United Nations (RCA)** and their sponsors the **International Atomic Energy Agency (IAEA)** to provide a multimedia medical education program on the Applied Sciences of Oncology (ASO) to overcome a world shortage of oncologists. This is now in its fifth version/release and in 2012 the project was deemed 'one of 5 UN success stories' with over 1600 universities worldwide now using the courseware.

Lesley is both Editor and Publisher/Producer of the ASO courseware.

Currently she is working on an online Moodle version of the same for the RCA and IAEA to extend the work to low income (low bandwidth) countries. This is due for release June 2013. It is available free to all countries in the world via the International Atomic Energy Agency in Vienna.

**In 2001 Lesley approached Wonca (World Organisation of Family Doctors)** and put in a proposal to the World Executive to set up an online service for *all* world family doctors, to extend the work she did for Australian GPs and specialists. The proposal was accepted unanimously by the Wonca World Executive at a meeting in Johannesburg and Lesley was made Executive Director of the resultant service 'Global family Doctor – Wonca Online' which was launched soon after. After setting up the service she donated it back to Wonca.

The work with Wonca highlighted the need for QA&CPD for global doctors in developing nations, so she set up **World CME** and began working with national MOHs/ governments and universities to provide the same free of charge to low income nations; programs have now been developed for Nepal (with successful national trials in 2010) Pakistan, Bangladesh, Indonesia, India and Iraq (unfortunately this was during the 'war' years, so was sent to individual doctors who responded to a notice in MEJFM).

These programs also (and uniquely) address the 'up to 30% MISSING medical education' we have identified, i.e. those medical conditions that affect only low income nations and therefore don't make it into mainstream medical curricula, plus medical education for where socio-economic conditions also affect both medical education and delivery of healthcare.

In Pakistan, for example, where we work with AKU it was found that the CME did not meet current practice in Pakistan, but instead of changing the education, they are changing the system.

The work with Wonca also saw a group from the Middle East (our initial Editorial Board) approach Lesley to assist in setting up a family medicine journal (the MEJFM). This was launched three months later and that publishing work has now extended to the World Family Medicine Journal, Middle East Journal of Age and Ageing, Middle East Journal of Business, Middle East Journal of Nursing, Middle East Journal of Internal Medicine, Middle East Journal of Psychiatry & Alzheimers, and New Paradigm Journal. These are produced free of charge to academics and doctors of the region and all journals are now indexed and have DOIs and are highly read and highly respect regionally and globally. Approximately 50% of MEJFM readers are now 'rest of world', reversing the trend.

## **Work for various nations/MOHs/Medical Boards**

### **Low Income nations**

The work with Wonca highlighted the need for QA&CPD for global doctors in developing nations, so Lesley set up **World CME** in 2002 to provide an affordable *quality assured* medical education service

to doctors and governments in low income countries as well as middle and high income nations and is used by doctors and medical students around the world.

### **High Income nations**

(Commercial in Confidence)

mWI also provide **medical exam bank questions** to the:

Medical Council Canada

US Medical Licensing Board

MOH (HAAD) Abu Dhabi

Advanced Paediatric Life Support (UK)

### **Australian projects**

National Asthma Campaign

Coeliac Society

PEN Paediatric Epilepsy and Neurology educational program (Sydney Children's Hospital)

Brain Foundation

Diabetes Australia

projects with most Australian Unis and medical NGOs

(and much more)

### **Educational work for Pharmaceutical companies**

Clients include: Servier Laboratories (Australia and France) GSK, RPR, Sigma, MSD, CSL, Pfizer

(and many more)

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medi+WORLD International mWI was set up to provide better and cheaper ways to teach medicine (ICT is now the 'default standard' in Australia. It also carries my personal philosophy that the world's knowledge belongs to all people of the world, not just those who can afford it. about 70% philanthropic work with paid work supporting the developing nation's initiatives. mWI also have a range of general philanthropic services, e.g. Save Our Planet, Child-Watch, and Scholarships for Life

(See also mWI education flyer)