

**EXAMPLE OF CPD FOR THE CME LEADERSHIP TEAM  
PROVIDED BY STEVE WEINMAN**

# **CME 101: A CRASH Review of CME & the ACCME Essential Areas**

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# Assessing the Need for CME Education of CME Staff

- Interview (new employees/partner staff)
- Survey (formal/informal)
- Test
- Direct observation
- Request of staff/educational partners
- Others...

# How Comprehensive Should the Education Be?

- Essential Areas
- Standards
- Policies
  - Provider unit policy review
  - ACCME Policies
  - State medical association policies
- CME Environment and Players (ACCME, AMA, PhRMA, OIG, AAFP, etc.)
- CE Environment and Providers (ANCC, ACPE, etc.)

# Who Needs to be Educated?

## PRIMARY AUDIENCE

- CME provider unit staff
- Editorial/content development staff
- Faculty (good luck)
- Project management staff

## SECONDARY AUDIENCE

- Financial Folks
- Graphic designers
- IT/Multimedia programmers
- Organization executives

# CME 101 Sample Content

- What is CME
- CME “Players”
- ACCME Essential Areas
- Standards for Commercial Support
- Where does to AMA fit in to all of this?
- Pitfalls in CME content development

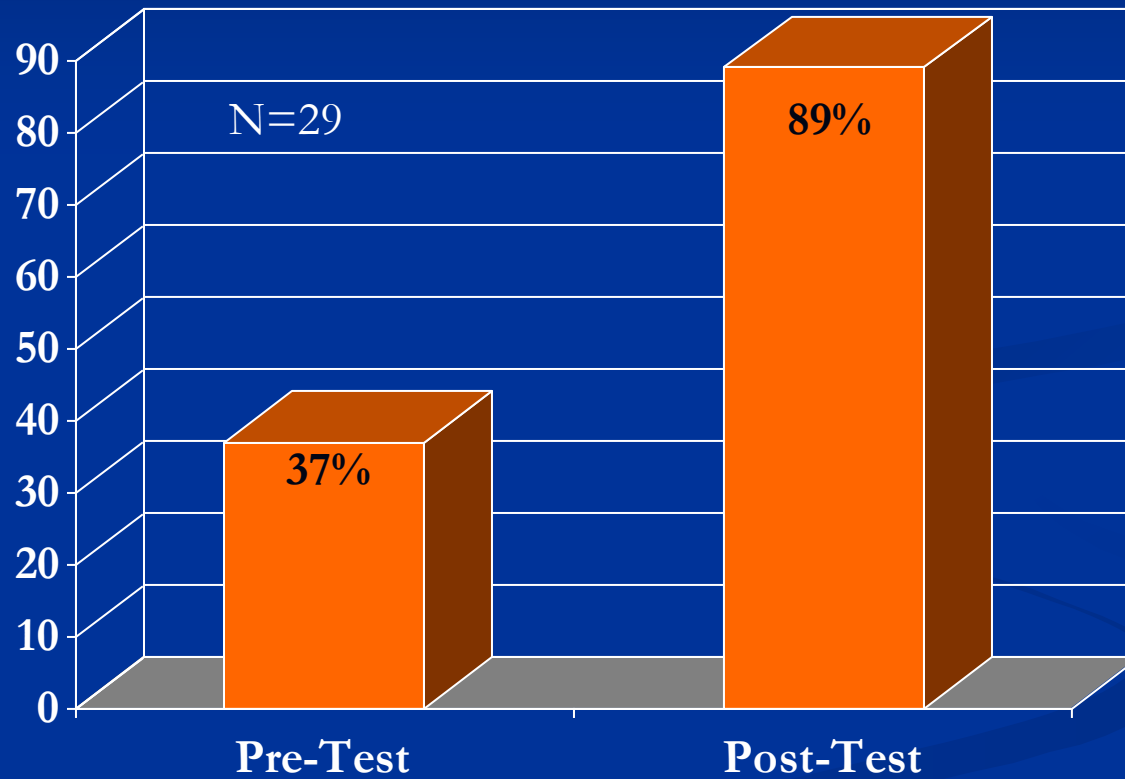
# CME 101 Format

- Didactic: Lecture-based with interactive components
- 2, 4, & 6 hour formats (based on “need to know”)
- Attendance as a MANDATORY event
- Attended by parent company president
- Assessment of pre-post knowledge or ongoing competence of content
- A basic evaluation tool was used to assess overall comments from participants

# Case Study - CME 101 MECC

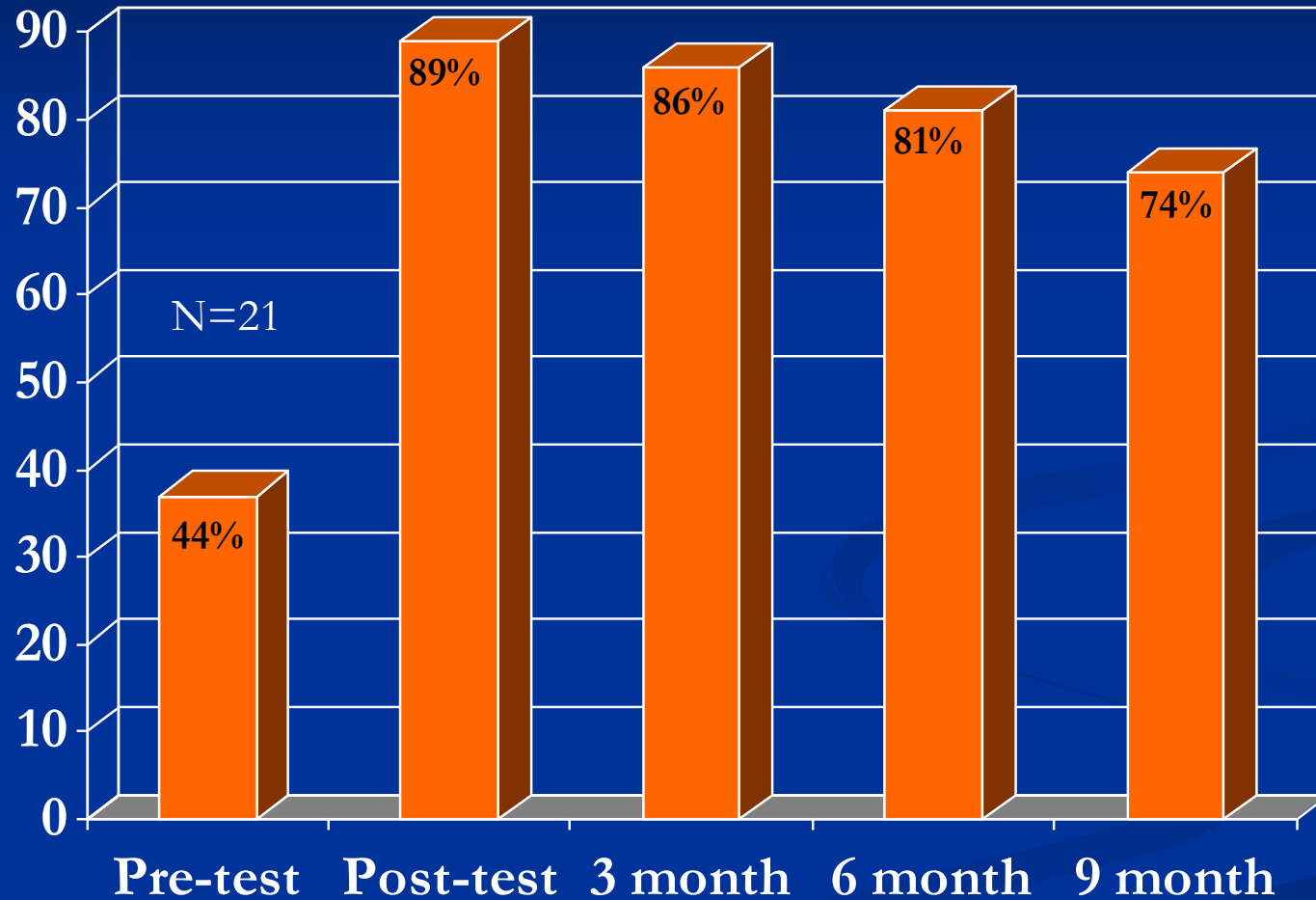
- CME Question of the Month continues
- CME FAQ's are hit and miss
- Data compiled for all attendees and tracked beginning February 2008
  - Initial participants tracked = 14
  - Final participant tracking = 12
  - Staff turnover occurred but minimal data was lost

# Data from pre/post





# Pre/Post/3,6,&9 Month Data



# Interactive Reminders to Enhance Knowledge Retention

- CME Question of the Month
- CME FAQ's were added to the organization's intranet

## *CME Question of the Month* *January 2014*

*Which organization requires that a CME activity is linked to valid content?*

- A) The American Medical Association (AMA)*
- B) The American Board of Medical Specialties (ABMS)*
- C) The Accreditation Council for Continuing Medical Education (ACCME)*
- D) The American Academy of Family Physicians (AAFP)*

**CMEFAQ**  
common questions, clear answers  
[\*\*info@imne.com\*\*](mailto:info@imne.com)

# CME 101 - Summary

- CME 101 works
- Needs to be tailored to your organization
- Pre/Post testing gives a good barometer of staff knowledge
- Knowledge retention (> 80%) only lasts about 9 months
- Use of occasional knowledge boots (CME question of the month or CME FAQ) may increase retention