

SACME FALL MEETING 2011—NOVEMBER 5-8

Transforming CME – Transforming the Fall Meeting! SACME @ AAMC!

By Julie A. Brown, CCMEP
Program Chair, SACME



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In our continuing effort to benefit members, interested colleagues, and the CME profession, SACME has fully coordinated its fall meeting program with the AAMC Annual Meeting! Join us in Denver, Colorado, November 5-8, 2011.

Rather than a separate, one-day “stand-alone” meeting that takes place at the same time as the 2011 AAMC Annual Meeting (November 4-9), the SACME Fall Meeting 2011 will be held jointly with the CME section of the AAMC’s Group on Educational Affairs. The new format allows us to meet, interact with, and learn from other educators and clinical leaders across the medical education continuum.

Among many new and tangible features, such as the opportunity to attend more sessions and a more flexible format, there is a new and improved registration process. Attendees to the 2011 SACME Fall Meeting need only register once and pay only one registration fee to attend AAMC and SACME sessions, exhibits, and keynotes!

Registration is now open. To register and find other preliminary meeting details like schedule and hotel arrangements, visit www.sacme.org.

Appropriately, the broad theme of the AAMC meeting and the SACME/CME section is: ***Transforming Health and Healthcare Systems –The Role of CE, CPD and Performance Improvement.*** The program will cover topics such as integration with the AMC, quality and patient safety, regional health care, effective new formats in CE and CPD and other hot topics. The Research

Workshop – a popular staple of the fall meeting, will take place Saturday, November 5 from 11:00am-3:00pm.

For the SACME Fall Meeting program and Research Workshop content, visit here [<http://www.sacme.org/Events?eventId=313114&EventViewMode=EventDetails>] and look for announcements via email.

As a SACME Fall Meeting attendee you will have access to many more resources and education through the AAMC this year. The AAMC Annual Meeting

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will feature keynotes by enlightening personalities such as acclaimed performance artist and actor **Anna Deveare Smith** who is currently performing her medicine and health focused

solo production *Let Me Down Easy* across the nation. The theme of transformation will be addressed among other charismatic presenters and luminaries through presentations such as *“Transforming Our World”* by **Dan Tapscott**, author of *Macrowikinomics*; *“Transforming Our Community”* by **Chip Heath**, author of *Switch*; and *“Transforming Ourselves”* by **Joseph Grenny**,

author of *Crucial Conversations*, *Influencer*, and *Change Anything*.

Additional thought leaders will be: **Johnetta Cole**, Director, Smithsonian’s National Museum of African Art (invited), **Patty Gabow**, CEO, DenverHealth (invited), **Francis Collins**, NIH Director and **Rachael Remen**, Clinical Professor of Family and Community Medicine, UCSF and author.

Don’t miss this opportunity to network with and learn from leaders in academic medicine in the United States and Canada.

We look forward to seeing you in Denver in November!

Visit the SACME website today to register, and check back often.

PRESIDENT’S COLUMN: COLLABORATION AND SCHOLARSHIP – OUR WAY FORWARD

By Gabrielle Kane, MB, EdD, FRCPC

It is an honor to be president of SACME at such a dynamic period in our Society, and in CME/CPD. I can capitalize on the extraordinary hard work, energy, and creativity of previous presidents. Of course, following in Todd Dorman’s footsteps is very daunting, and I will need every bit of help I can get to meet even a fraction of his achievements. Already, Jim Ranieri and my colleagues on the Board have been very generous with their time, but I would especially appreciate tapping into the collective wisdom of all SACME members. Please feel free to send me your suggestions on how to better serve the Society, and please forgive my occasional stumbles – including the unwitting use of the extra U in humour.

As a result of the hard work of Julie Brown and the Program Committee, the spring meeting in New York City was very successful. It is always risky putting on a meeting in a large and expensive venue, but the great program, the high quality content, the lively exchange of ideas and the opportunity to meet both new and old faces, meant that the event had a great buzz. It was also so much fun being in the Big Apple.

Conferences have been the mainstay of continuing educational activity for years, so naturally, we do them well. (We also do a lot of other things well.) What we may not always do is to practice what we preach, i.e., apply the CME evidence to our practices, and use our practices to inform the body of CME evidence. In other words, we need to continuously learn from other people in our field and improve our own practices; we need to generate high quality data on topics such as evaluation, effectiveness, and instructional design that strengthen the body of scholarship for the discipline of CME. We also need to actively maintain strong alliances and collaborations within CME, as well as develop new ones. Our meetings provide many of these opportunities.

There will be several changes to the fall meeting in Denver, Colorado, which starts November 5th. Not only will it have a new look but also provide great opportunities to build new collaborations. Instead of being an outside add-on event to the larger AAMC meeting, SACME will now



be an integral part of the program, networking with not only our colleagues in GEA, but also other groups, such as the Group on Faculty Affairs and Chief Medical Officers' Group. This will provide an increased exposure to many other perspectives and ideas, such as faculty development and quality improvement. Perhaps this will also increase our exposure to the Council of Deans. The change will affect your pocket too – for once saving you money rather than costing more. We will no longer have to double register for SACME and AAMC, and the overall duration of stay for many SACME attendees will be shorter. This move was made possible by Dave Davis, MD, who is such a staunch ally of SACME, and of course, the champion of CPD/CME in academic medicine, and we are grateful to him for this. The other person who deserves recognition again is Julie Brown, who has been a very important and active participant in these negotiations. She has spent many hours in meetings, has developed a new template, and is now putting together another great program. The meeting will take place in the Colorado Convention Center, which has great capacity, plenty of space for break out rooms and will allow innovative program delivery – something not always possible when space is at a premium. However, the best advantage of all, I believe, will be the opportunity for cross-pollination of ideas and the enrichment of our scholarship.

Our next spring meeting will be CME Congress 2012: Advancing the Learning and Assessment of Health Professionals, which has been occupying much of my time and thoughts. Fortuitously, it will be held in my old stomping ground - Toronto, Ontario, and I am very fortunate to co-chair this meeting with my friend Ivan Silver, PhD, Vice Dean of Continuing Education and Professional Development at the University of Toronto Medical School. The dates are Thursday, May 31 until lunch-time on Saturday, June 2, 2012, giving people a chance to either return home with part of the weekend intact, or to stay on in Toronto and have fun exploring one of the most diverse multicultural cities, visiting with friends or watching the Blue Jays play ball from your hotel room (how I hope they have a home game!). Congress is a joint venture of SACME, The Alliance for CME, AHME, and the Canadian Association for Continuing Health Education (CACHE), and the University of Toronto, our local hosts. All partners are contributing to the design and the marketing of the meeting, and we hope to welcome many international participants, as we have in the past. The

program for the plenary sessions is nearly finalized, and the call for abstracts has been released – a very exciting time.

The over-arching theme of Congress is Learning and Assessment in CME/CPD, and this is woven through the five sub-themes, each of which will have a plenary session. The plenary on Medical Simulation will explore the role of this approach in CME with international, specialty society, and individual perspectives, and is organized by Debbie Sutherland. The keynote speaker will be Amitai Ziv from Israel's medical simulation center who will address research generated evidence of what works in educational simulation. The second theme is Safety and Performance Improvement, examined from a human engineering perspective, and the third theme is The Role of Inter-professional Education on Life-long Learning. The plenary will feature the most prominent scholars in the field - Scott Reeves, Joan Sargeant, and Maddie Schmitt, moderated by Jann Balmer. Another plenary theme will examine innovations in assessment of the competency of practitioners from the perspective of regulatory authorities – we have the great fortune to have Dame Leslie Southgate coming from the UK. Betsy Williams and Craig Campbell will also be speaking, and will be moderated by Bernard Marlow. Jocelyn Lockyer will address the major theme of “Learning” from the perspective of curriculum design, and the respondents, Maureen Doyle-Scharff and Dave Pieper, will examine the practical implications. Finally, Don Moore has agreed to be our “closer”, and will step up to the plate (er, podium – sorry, I'm useless at sporting metaphors) to provide his unique, erudite final thoughts on the whole Congress. Sounds great, doesn't it?

The design of the concurrent sessions – workshops, research presentations, best practices, symposia etc., will, of course, depend on the submitted abstracts. We plan to have varied and innovative formats to accommodate a wide range of learning styles. Later on, there will be a second call, this time for works-in-progress. Thus the abstracts are the very heart of the Congress, and the success of the meeting depends on lots of high quality, innovative, imaginative, thoughtful, and relevant abstracts to be submitted for peer review. The deadline is September 30th. This is a wonderful way for SACME to enrich the scholarship of our field.

Collaboration and scholarship – these will be our way forward.

UPDATE ON THE ACTIVITIES OF THE CME SECTION OF THE AAMC GROUP ON EDUCATIONAL AFFAIRS

By Barbara E. Barnes, MD, MS, Chair, CME Section of the GEA

The CME Section continues to have a busy year, with initiatives on many fronts. At each of the four regional meetings conducted this spring, our representatives attempted to create a higher profile for CME. In the Central Region, Ginny Jacobs made significant contributions to improve the conference evaluation, with the feedback received being actively used to plan next year's program. In the Southern Region, Bonnie Miller has been successful in creating an award to recognize presentations related to CME. Bob Morrow was actively engaged in the planning and implementation of the North East meeting and encourages members from that area to submit ideas for innovation in education grants. The Western Region has developed close relationships with the faculty affairs and student affairs groups, enriching their annual sessions.

The Section is actively collaborating with SACME leadership and other groups within AAMC to plan sessions for the annual meeting in November, with hopes that the proposed scheduling will encourage CME colleagues to attend sessions that address other parts of the continuum and network with colleagues from other groups, such as chief medical officers, regional campus leadership, and faculty affairs deans.

In order to gain more useful information and streamline the completion process, the Harrison Survey is undergoing several modifications. The instrument will no longer include data that are redundant with those collected by the ACCME and there will be a customized version for Canadian schools. In addition to medical schools, the survey will be sent to CME units of members of the Council of Teaching Hospitals.

As we mentioned in the past, the Alignment and Education for Quality (ae4Q) initiative will assist medical school CME units to better integrate with performance improvement initiatives. We are very happy to report

that 11 institutions have so far agreed to participate in the program. Dave Davis and Nancy Davis have conducted telephone interviews with all participants to better understand their needs and interests, with live site visits that began in late June. There will also be development of a web site (as part of the larger CE-PI resource) to assist CME providers in evaluating quality metrics.

Dave Davis and I have convened a series of calls with Steve Singer from the ACCME, Al Aparicio from the AMA, and Barbara Schuster and Ron Cervero from the Medical College of Georgia to discuss opportunities to award Category 1 credit for the CPD that occurs through teaching of medical students and residents. We have spent a lot of time reviewing current accreditation and PRA requirements and hope to develop a pilot project that will provide more insight into the impact of these teaching activities on community-based preceptors.

We continue to assess opportunities to assist medical school CME units in complying with accreditation requirements. Two AAMC summer interns, Kristen Chou and Nathan Johnson, performed interviews with CME directors over the summer and we hope that this information will assist us in designing tools and other interventions to help our colleagues succeed in the ACCME system.

The CME section is seeking nominations for a Chair-Elect. We invite you to consider putting forth your name or that of a colleague for this position. Please send all nominations to Carol Goddard (cgoddard@aamc.org)

We look forward to seeing you in November and welcome any suggestions you may have on the many initiatives that are under way.

MEET YOUR NORTHEAST REGION REPRESENTATIVE

Mila Kostic is Director of the Continuing Medical Education at the recently renamed Perelman School of Medicine at the University of Pennsylvania. She joined academic CME in 2002 after running a growing CME Program at a leading New York City medical education company. Mila has championed dramatic changes and growth of Penn's CME program where she leads the quality improvement efforts which resulted in ACCME accreditation with commendation for the last two accreditation cycles.

Mila's current interests lie in the area of educational research focused on the effectiveness of the delivery of continuing professional development in medicine. She is involved in designing and delivering performance improvement initiatives and innovative curricula that include simulations, virtual patient cases, and use of standardized patients. These educational strategies aim to position physician training in the context of team-based delivery of medical care, which includes the patient perspective.

Mila completed her undergraduate education in Economics with orientation in Marketing, and English Linguistics and Literature with orientation in Teaching at the University of Osijek, School of Economics and the University of Belgrade, Faculty of Philology respectively. As an active member of the CME community, Mila has served in many leadership roles and currently serves on the Membership Committee of the Alliance for CME and on the Board of the Society for Academic CME. She has been a reviewer for *Journal for Continuing Education*

in the Health Professions (JCEHP), has published in the professional literature, and has presented widely at national meetings. Mila is a Distinguished Member of the Alliance for CME, the recipient of the President's Award 2010 as well as several other rewards.



Message to the Members:

In my role as SACME Northeastern Region Representative, I would like to help the members of our region and all SACME members get the best experience out of their membership. Please let me know your ideas or comments about how to improve, expand and focus our activities and benefits to you. I will bring your ideas to the appropriate committee or our Board on your behalf.

Additionally, I invite you to think about your colleagues such as, for example, faculty, quality improvement experts, and education researchers who could benefit from SACME membership; while also assisting SACME in our ongoing efforts to advance our field. I would be happy to formally invite them to join our Society.

I look forward to seeing you all at the fall meeting in Denver in November.

Please contact me at any time with your ideas and comments at mkostic@upenn.edu.

SACME Spring



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NEWS FROM THE AMERICAN MEDICAL ASSOCIATION

By Alejandro Aparicio, MD, FACP

At the time this column is being written, the AMA is preparing for its 2011 annual meeting.

Multiple issues and policies will be debated and voted on by the House of Delegates. Probably of greatest interest to the members of SACME are those reports and resolutions related to medical education in general and continuing medical education in particular. Those reports and resolutions will be discussed at Reference Committee C before being voted upon by the full House of Delegates. The Council on Medical Education reports include CME Report 9-A-11, "Opposition to Increased CME Provider Fees." The resolutions include topics related to MOC and MOL. For a full text of the reports you can visit the AMA web site at: <http://www.ama-assn.org/ama/pub/meeting/reports-resolutions-listing.shtml>. You can also view at the website the report of Reference Committee C, which will include a synopsis of the testimony heard at the reference committee hearing and the recommendations to the full House. In addition, you may also want to look at Council on Ethical and Judicial Affairs (CEJA) Report 1-A-11, titled "Financial Relationships with Industry in Continuing Medical Education." The summary of the discussion at the Reference Committee on Constitution and Bylaws, and the recommendation of the Reference Committee to the House of Delegates, will be found there as well.

There were two major changes in the leadership at the AMA as of July of this year. James L. Madara, M.D., was named as the new Executive Vice President and Chief Executive Officer. An accomplished academic medical center physician, medical scientist, and administrator,

Dr. Madara assumed leadership of the AMA on July 1. More information on Dr. Madara's distinguished career may be found at: <http://www.ama-assn.org/ama/pub/news/news/ama-names-new-evp-ceo.page>. Also on July 1, Howard C. Bauchner, MD, a Boston University School of Medicine graduate, pediatrician, and professor became the 16th editor-in-chief of *The Journal of the American Medical Association*. He has served since 2003 as editor-in-chief of *Archives of Disease in Childhood*, which is co-owned by the British Medical Journal Group and Royal College of Paediatrics and Child Health in the United Kingdom. You can find the official announcement and more information on Dr. Bauchner at <http://www.ama-assn.org/amednews/2011/03/07/prsd0310.htm>

The 22nd Annual Conference of the National Task Force on CME Provider/Industry Collaboration, titled "Collaborating to Improve Professional Education and Health Outcomes," will be held September 21-23 in Baltimore. William Carey, MD, Dean of CME at the Cleveland Clinic, will provide the keynote address. Douglas Henley, MD, Executive Vice President and Chief Executive Officer of the American Academy of Family Physicians, will present the Shickman Lecture, "Collaborating for Advances in Professional Education and Patient-Centered Care." More information, including how to register, is available at www.ama-assn.org/go/cmetaskforce.

The *CPPD Report*, published since 2000 by the Division of Continuing Physician Professional Development, will also be undergoing a change this year. As we seek to reinforce the concept of the continuum of physician



education, the AMA is combining four of its existing communications on medical education and health professions into one e-newsletter, titled *AMA MedEd Update*, which debuted in July. This e-newsletter will be published monthly and will feature news, updates, and information from four different areas:

Continuing Physician Professional Development, Health Care Careers (featuring trends on education and careers among the many health professions that are allied to the practice of medicine and play indispensable roles on the patient care team), Medical Schools, and Graduate Medical Education. If you already receive one of those publications, you will automatically receive the *AMA MedEd Update*. If you do not currently receive any of them, you can go to the following link to signup, free of charge, at <http://www.ama-assn.org/ama/pub/education-careers/continuing-medical-education/subscribe-to-cppd-information-network.page>?

Finally, a reminder. In my previous column I mentioned that one of the actions taken by the AMA Council on Medical Education at our June 2010 annual meeting was to approve a new version of the “The Physician’s Recognition Award and Credit System: Information for Accredited Providers and Physicians” booklet. At that time I also reviewed with you the changes contained in the 2010 revision. The booklet was published in electronic format and can be found at www.ama-assn.org/go/prabooklet. The new requirements went into effect July 1, 2011. If you have any questions about the new requirements, you can find additional information in the most recent CPPD Report (www.ama-assn.org/go/cppdreport), by participating in CPPD webinars (www.ama-assn.org/go/webinarscppd), or by calling the Division of CPPD.



SACME LAUNCHES NEW WEB SITE

By Jim Ranieri, MPH, MBA
Executive Secretariat



If you have not visited www.sacme.org in the past couple of months, you have missed some great new features. Be sure you are signed up for our weekly electronic update that includes notices on new research publications, grants, RFPs, job listings, conference announcements, and more in one quick, easy, weekly recap.

One of the great features with the new site is an online membership application that has helped to attract several new members since the launch. We will be highlighting several other features of the web site in the coming months – via our weekly e-update – to acclimate you with the options that the site provides. If you have any trouble logging in, the system will send you an email to assist. If you prefer, feel free to contact the SACME Office at 205-978-7990 or info@sacme.org to verify your email and password.

We certainly appreciate hearing feedback about the site to continue to improve our service to the membership.

DON'T MISS THE SACME 2011 RESEARCH WORKSHOP: “MIXED METHODS RESEARCH IN CME- CPD”

By Betsy Williams, PhD, MPH

Research Committee Chair



The 2011 Research Workshop is a great opportunity to gain practical knowledge of current research methodology in an interactive setting. We are excited to have Joan Sargeant, PhD, Director Research and Evaluation, CME Professor, Division of Medical Education at Dalhousie University, and 2011 Phil R. Manning Award winner to serve as the workshop facilitator.

So what exactly is mixed methods research? I'm glad you asked. Mixed methods research is being used with increasing frequency in medical education research, especially continuing education, professional development and knowledge translation research. Education researchers are discovering that not only is it important to learn the outcome of an education intervention, but it is equally important to explore the factors and conditions which influence that outcome. Unlike basic science and clinical trials research in which external factors can be controlled, education takes place in a social environment in which, try as we can, all influences cannot be controlled. Hence it's important to understand them and their influence on learning and performance change.

Research workshop participants are encouraged to bring their own research and evaluation questions with them, which may be appropriate for study through mixed methods. It will be an interactive practical workshop in which participants will begin to develop a mixed methods research design for a real research problem, and debate pros and cons of the approach.

Research Workshop objectives:

1. Explore the nature and uses of mixed methods research
2. Identify the types of mixed methods designs, with practical examples from CE-CPD.
3. Describe the strengths and weaknesses of using mixed methods approaches in CE-CPD research.
4. Begin to develop a mixed-methods research design for a specific research question.
5. Discuss strategies for addressing challenges in conducting mixed methods research; e.g., recruiting your research team, selling your proposal to funders and ethics boards, getting your study published.

For more information and to register for the SACME Research Workshop and the 2011 SACME Fall Meeting, visit www.sacme.org.



Congratulations to
Joan Sargeant, Ph.D.
Dalhousie University

**Winner of the 2011-2012
Phil R. Manning Award**

For the research project
“Performance feedback to
inform self-assessment and guide
practice improvement: Developing
and testing a feedback
facilitation model”

GREAT VOLUNTEER OPPORTUNITY

Would you like to give back to your organization? Are you interested in becoming more active in SACME? If you answered yes to either question, we invite you to consider the volunteer role of Assistant Editor of the newsletter - *Intercom*. Interested members please contact the SACME Headquarters Office at info@sacme.org or Brenda Johnson, Editor-in-Chief at br2johns@utmb.edu.

INTERCOM

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UPCOMING EVENTS

SACME Fall Meeting

November 5-8, 2011

Denver, Colorado

www.sacme.org

CMSS 2011 Annual Meeting

November 18-19, 2011

Washington, DC

www.cmss.org

37th (2012) ACME Annual Conference

January 21-24, 2012

Orlando, Florida

www.acme-assn.org

CME Congress 2012

May 30 - June 2, 2012

Toronto, Canada

www.cmecongress.org

See www.sacme.org for updated events.