Office of Continuing Medical Education

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Introduction:
The Keck School of Medicine (KSOM) and Keck Academic Medical Center are committed to the delivery of high-quality, state-of-the-art continuing medical education (CME) to physicians and other practitioners to improve medical care for patients and communities. KSOM regards CME as a critical component in the continuum of medical education and is an important aspect of the educational mission of the School. KSOM CME materials and events address professional practice gaps in the community, foster continuing professional development of physicians and other practitioners, enable individuals to satisfy and document CME requirements for maintenance of licensure and, most importantly, can lead to improved outcomes in patient care. The KSOM Office of CME is accredited by the Accreditation Council for Continuing Medical Education (ACCME) and provides direct and comprehensive support to KSOM Course Directors and faculty presenters. The KSOM Office of CME ensures that our CME materials and events meet the highest standards of educational programming and ACCME requirements through well-conceived, effective and innovative teaching models. Use of the simple 6-Step planning guide below with consultation and support from the KSOM Office of CME is intended to facilitate the development and ongoing delivery of high quality symposia by KSOM faculty Course Directors.

☐ Step I: Choose to be a Course Director and Bridge a Gap
Define a theme and the content for a symposium.

Important Considerations:
1. Professional Practice Gaps - The theme and content of a symposium must address existing professional practice gaps, i.e., the difference between health care processes or outcomes currently observed in practice (what physicians currently know and do) and those processes and outcomes that are potentially achievable on the basis of current professional knowledge (what physicians should know and do). The expected result of a CME event is to reduce professional practice gaps by impacting physician competence, performance, or patient outcomes.
2. How do you identify **Professional Practice Gaps**? - Specific gaps in professional practice are influenced, of course, by the specialty of the target audience. Nevertheless, practice gaps may be identified in many ways regardless of specialty. Sources for data that identify current professional practice gaps may include:

1. Statements in the medical literature;
2. New research or technology relevant to healthcare delivery;
3. Emergence of new (or new applications for) diagnostic tools, surgical techniques, or medical treatments;
4. National practice standards;
5. Outcome data from a unit or facility;
6. Practice management, patient safety or quality improvement monitoring or initiatives;
7. Surveys;
8. Policy, legal or ethical issues with implications for healthcare delivery.

- **Step II: Plan the Event (Must be At Least 6 Months in Advance of Delivery)**

Meet with the Office of CME to initiate the process and for consultation:

1. Complete application materials and planning document (examples/guides provided)
2. Plan the event with consultation from the CME Office
   - A. Dates
   - B. Event Site
   - C. Daily Schedule
   - D. Hours of CME offered
   - E. Methods of content delivery
   - F. Methods of evaluation
3. Develop a budget
   - A. Identification of relevant commercial entities for targeted outreach by Office of CME for possible grant support or participation as an exhibitor

- **Step III: Identify and Recruit Faculty Speakers**

- **Step IV: CME Office Activities (Before, During and After an Event)**

Course Director is an informational resource to Office of CME on an as needed basis.

1. **Accreditation Requirements**
   - Ensure compliance with ACCME requirements
   - Planning document review/approval
   - Content review
   - Materials review/approval
   - Issuance of CME credits and management of database of CME recipients
• Event monitoring

2. Event Services Management
• Grant and exhibitor management: targeted outreach and completion of applications and contracts to obtain support from relevant commercial entities for educational grants or on-site exhibitor displays. **Note: acquisition of grant and exhibitor support requires sufficient lead time of at least 6 months**
• Recruitment of Attendees: development, management, and distribution of marketing materials
• Event location: all logistical planning (contract negotiations, space needs and coordination, food services)
• Audio visual coordination
• Database management: tracking of all required CME event elements
• Pre-event (online and via mail) and on-site attendee registration management
• Faculty/Speaker management: disclosure and other forms, presentation slide templates, liaison for travel services
• Program materials (development, management, and distribution), e.g., syllabi
• Onsite event management
• Event evaluations/outcomes management
• Final budget and grants/exhibitor support follow up

☐ **Step V: Oversee the Event**
Course director may provide speaker introductions, give presentations and serve as resource for on-site Office of CME staff to address any issues that arise.

☐ **Step IV: Review Evaluations and Outcomes of the Event and Plan for Future Events**