

Multidisciplinary Partnering

ACME Annual Conference, Orlando, FL
January 21, 2008



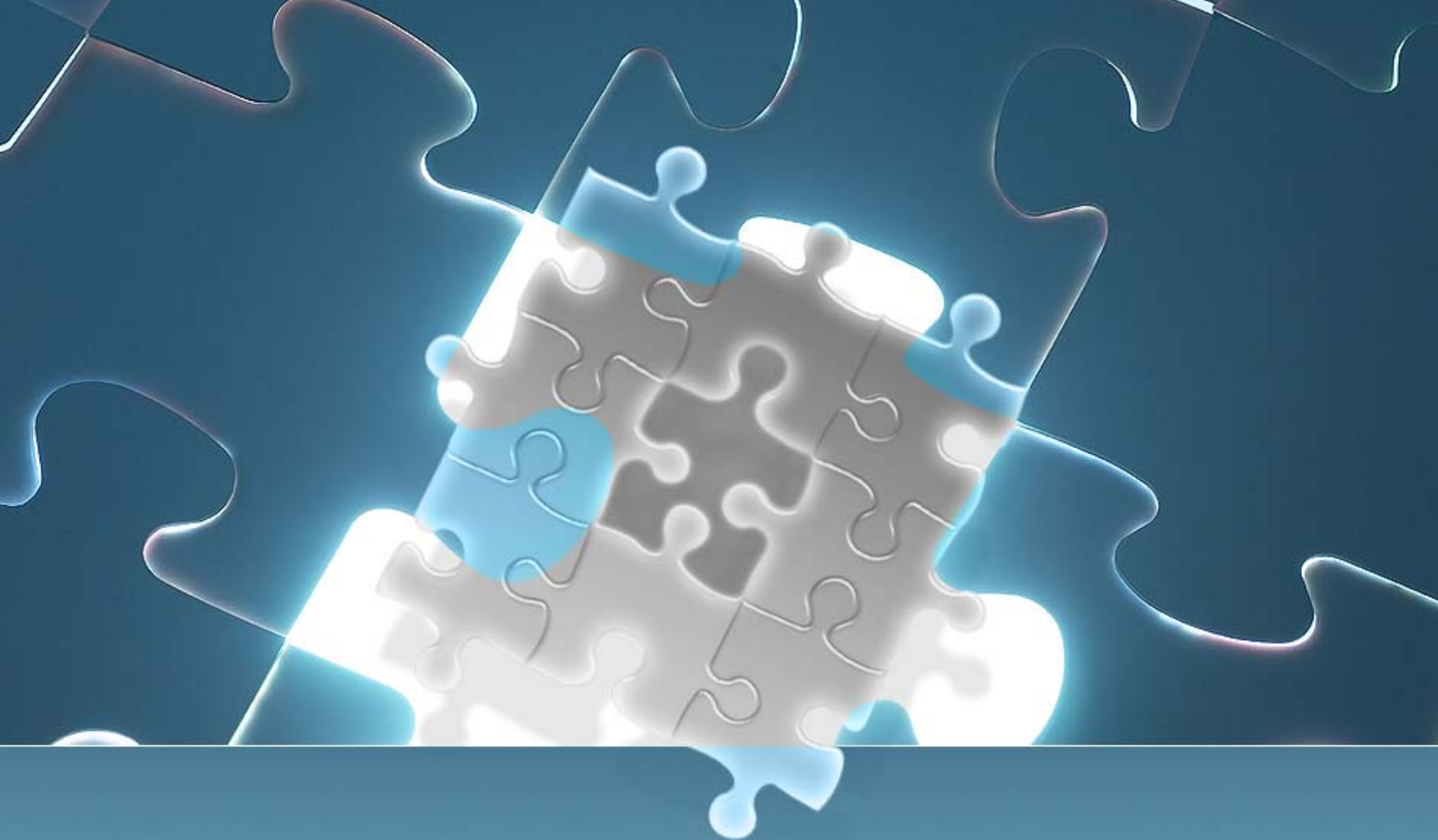
Presenter Disclosures

- Sandra Pinkerton, Ph.D.
Marilyn Peterson, M.A.
Tommy Howell, B.B.A., M.S.
David Mattoni
Do not have an interest in selling a technology, program, product and/or service to CME professionals.
- Laurie Burdine
Does have an interest in selling a technology, program, product and/or service to CME professionals.



Learning Objectives

- Following this presentation, participants should be able to:
 - Discuss online CME program compliance with ACCME/AMA guidelines
 - Specify the components of an online CME system
 - List the roles of online CME system development teams
 - Characterize the benefits/challenges of multi-disciplinary partnering
 - Describe appropriate program evaluation measures



Overview

Sandra Pinkerton, Ph.D.



CME Program Context

- **Texas Health Resources (THR)**

A 13-hospital system with 4000+ physicians having active staff privileges

- **The Research and Education Institute for Texas Health Resources (TREI)**

A 501(c)3 institute that is responsible for research and physician education at THR.

- **TREI's CME Program**

TREI -- an ACCME Accredited Provider offering over 700 activities per year to 30,000 participants.



TREI's Online CME

TREI's online CME captures live presentations, publishes them online in an interactive multimedia format and manages learner access and activity completion.



TREI Online CME Project History

- Physician Survey September, 2004
Develop Mechanism for online registration
and online CME
- Project Rollout April, 2006
- Continued Evaluation and
Improvements 2006-present



Site Tour

www.texashealth.org/CME

CME Participant Process Tour



Development Goals

Online CME

- Leverage CME activities at one THR facility for wider distribution across THR's 13-hospital system
- Remove physician geographic and scheduling barriers through 24/7 Internet access to CME activities
- Find **"Partners in Crime"** for development and implementation



Why We Thought We Could Do It

- Requests from physicians for online registration and online CME activities
- Volume use of CareGate, THR's Physician Portal
- Available CME activity speakers
- THR-IT and videoconferencing infrastructure and support
- Experienced media specialists



"Partners in Crime" Development Team

- Physicians
- Educators
- IS Providers
- LMS and Online Registration Specialists
- Help-Desk Specialists
- Multimedia Specialists





"Partners in Crime"

THR/TREI Internal Partners

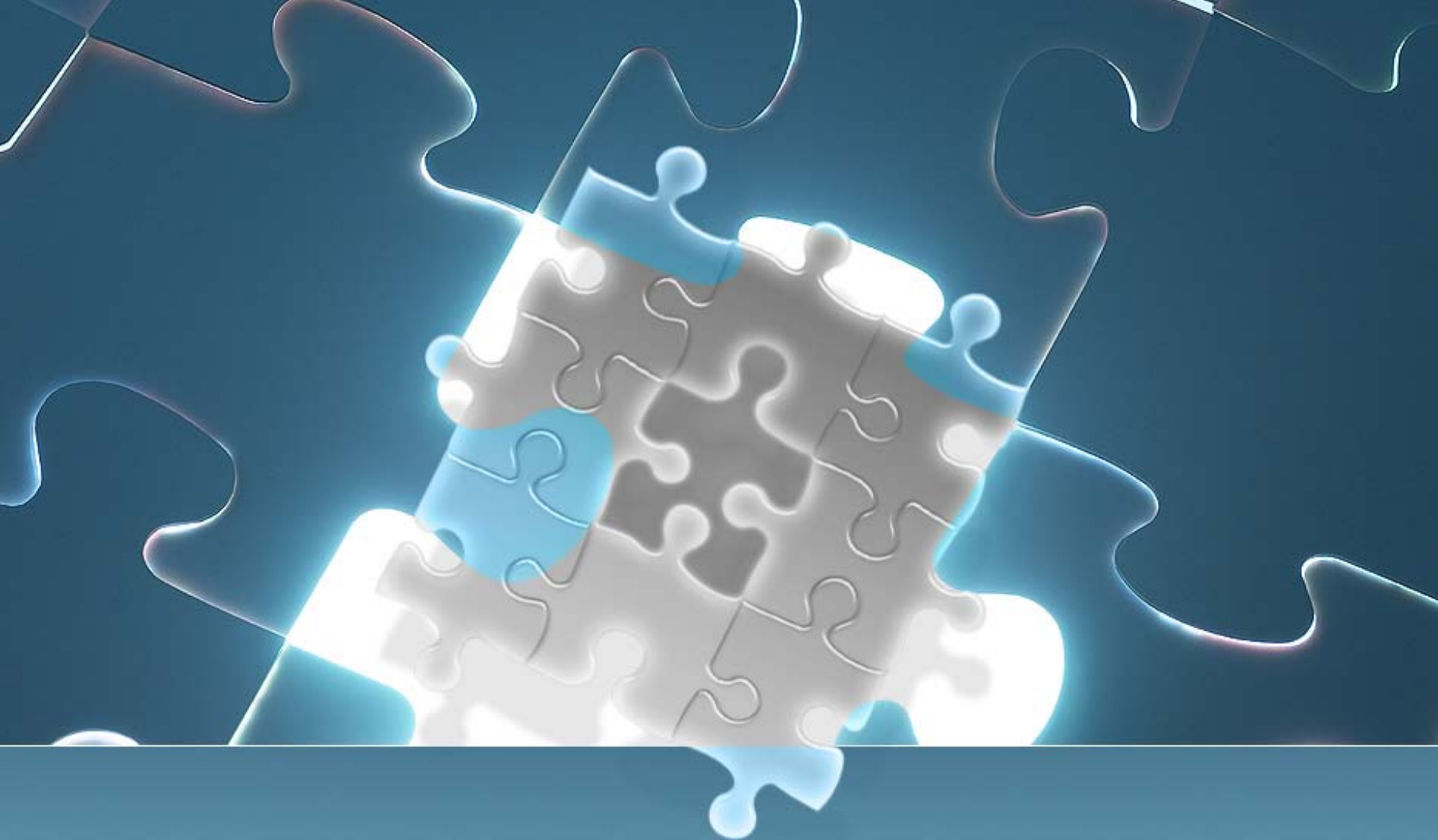
- Sandra Pinkerton, Ph.D., TREI, Director, Curriculum Development and Distance Learning
- Marilyn Peterson, M.A., TREI, Director, CME
- David Mattoni, TREI, Media Specialist
- Tommy Howell, B.B.A., M.S., THR, Director, Information Services/E-Development
- Beverly Kellow, THR, Help Desk
- Sandy Reeves, THR Liaison to PayPal



"Partners in Crime"

External Partners

- Laurie Burdine, Coordinator's Choice
- Doug Jones, K2Share
- James Andrade, Accordent



CME Requirements

Marilyn Peterson, M.A.



Online CME Requirements

- ACCME

- Essential areas and elements
- Standards for commercial support
- Accreditation policies
 - Enduring materials
 - Internet CME

- AMA

Requirements for enduring materials



ACCME

Enduring Materials

- Prior to start of activity communicate to learner
 - Principal faculty and their credentials
 - Media used
 - Method of participation
 - Estimated time to complete activity
 - Dates of original release and most recent update
 - Termination date



ACCME

Enduring Materials

- Activity cannot be certified for more than 3 years without review
- Provider may not have commercial interests provide or distribute materials to learners
- Verify learner participation
(Does not require post-test)
- Evaluate all CME activities



ACCME

Internet CME

- Providers may not place CME activities on a website owned or controlled by a commercial interest
- Need clear indication that learner is leaving educational website for that of a commercial interest
- Required ACCME information transmitted prior to the educational activity



ACCME

Internet CME

- Advertising is prohibited within an activity; not visible, not interleaved
- Front Matter
 - Hardware/software requirements
 - Provider contact information
 - Policy on Privacy and Confidentiality
 - Copyright
- Save out of date online activities on a CD as part of activity documentation requested by ACCME



AMA

Enduring Materials

- Provide clear instructions on how to complete activity
- Provide access to appropriate bibliographic sources for further study
- Provide learner interaction or self-assessment
- Establish estimate of amount of time to complete
 - 60 minutes equals 1-hour *AMA PRA Category 1 credit* TM
 - May choose to make credit contingent on a post-test but not required



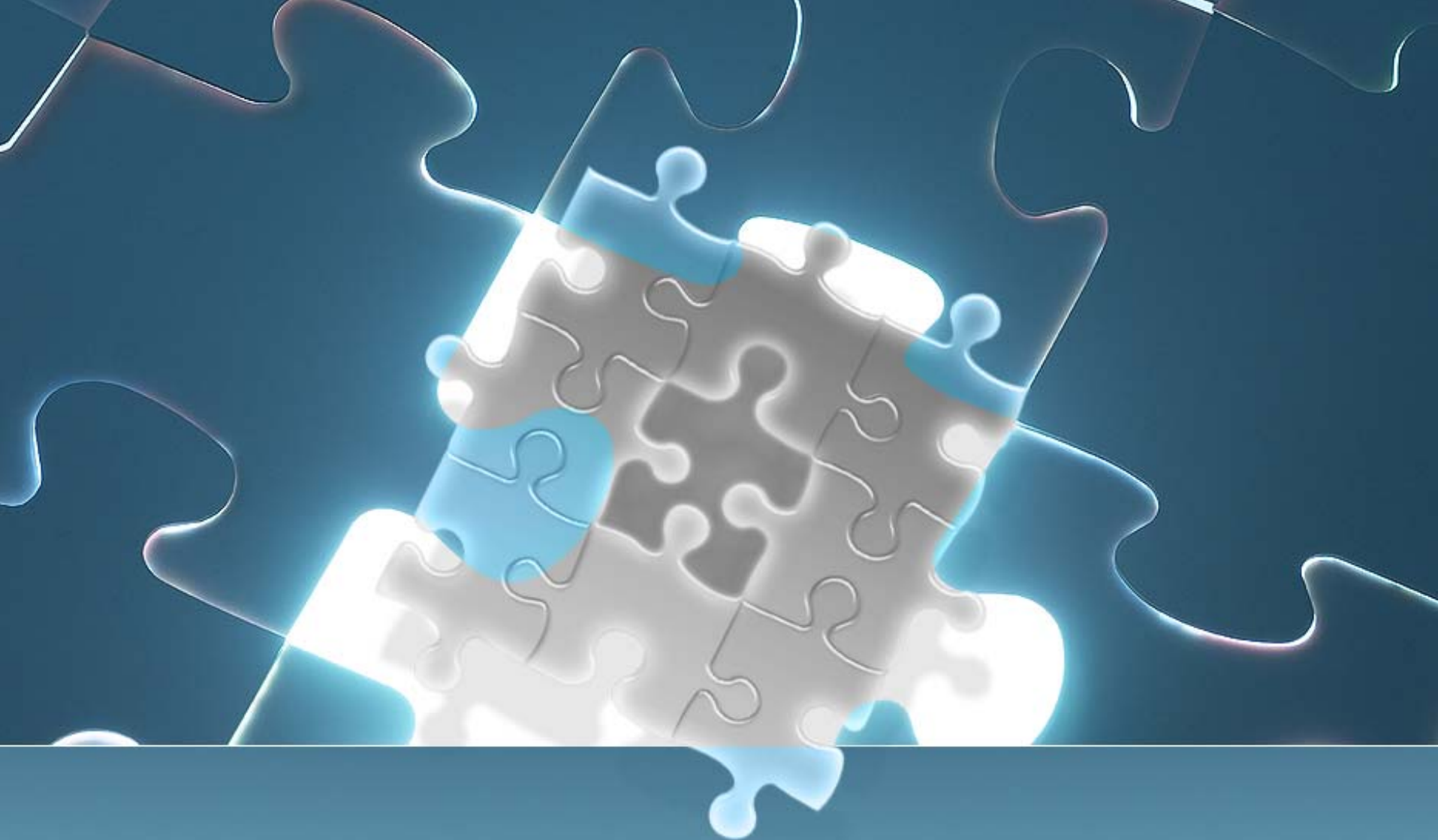
Online CME Activity Partnering Day-to-Day Staffing for Implementation

Elements	Staff Responsibility
Planning	CME Specialists, Activity Chairs
Capture & Storage	Media Specialists
TREI Website	CME & Media Specialists
Event & Participant Mgmt	CME Specialists, Vendor Support
Online Payment	CME Specialists, Vendor Support
Participant Quizzes & Content Mgmt	IT-LMS, Media Specialists
Synchronized Video-Slides	Media Specialists
Help Desk Support	IT-Help Desk
CME Activity Reports	CME Specialists, Vendor Support



Benefits and Challenges Partnering

- Project took a lot longer and cost more than we thought it would
- More pieces to the puzzle than were originally perceived
- The devil was in the details
 - Learned how to be patient and persistent
- Keeping “the dream” alive kept us going
- Collaborators each have special talents
- Humor solves a lot of “issues”

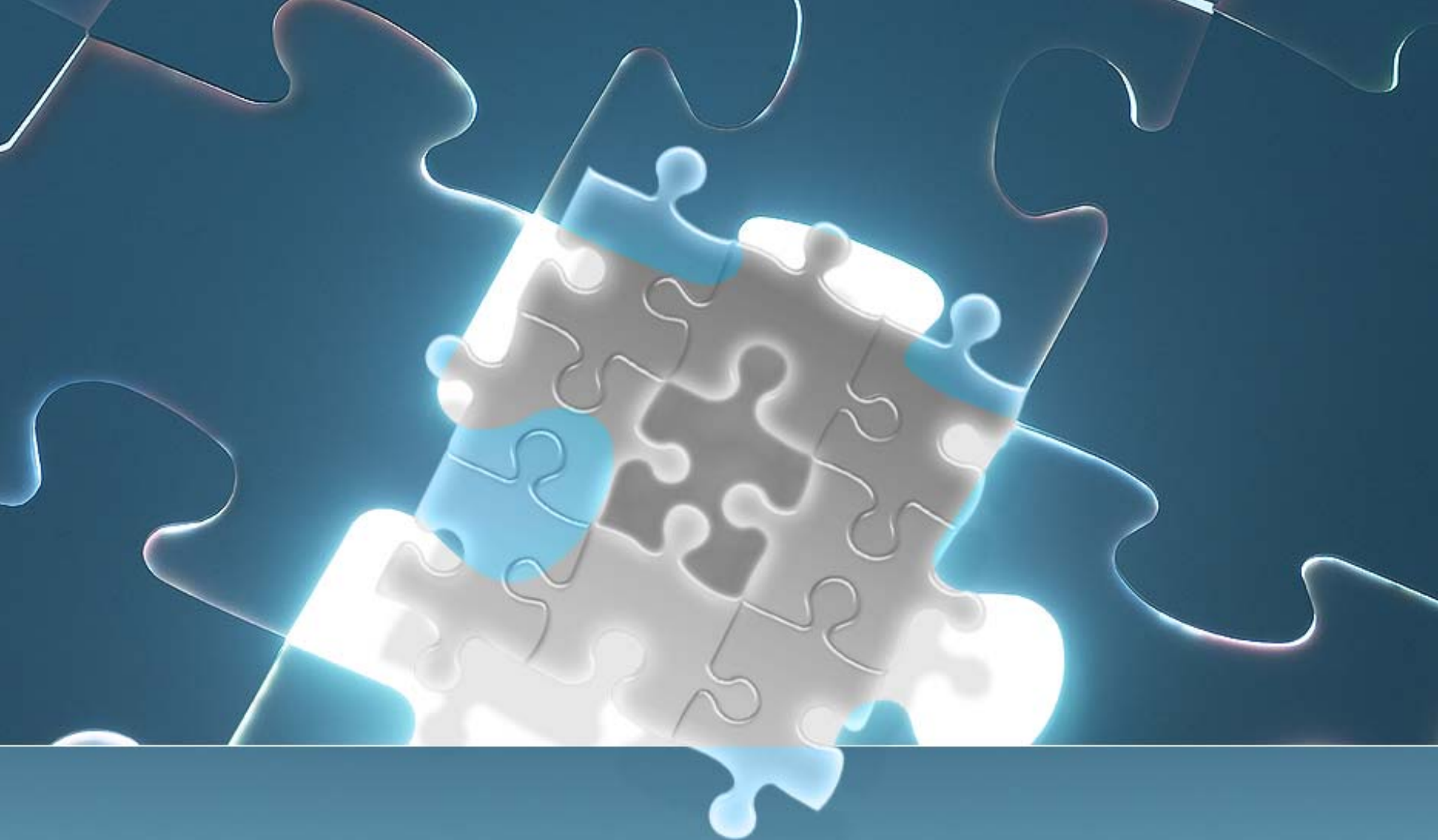


Information Services

Tommy Howell



Howell Linked Video



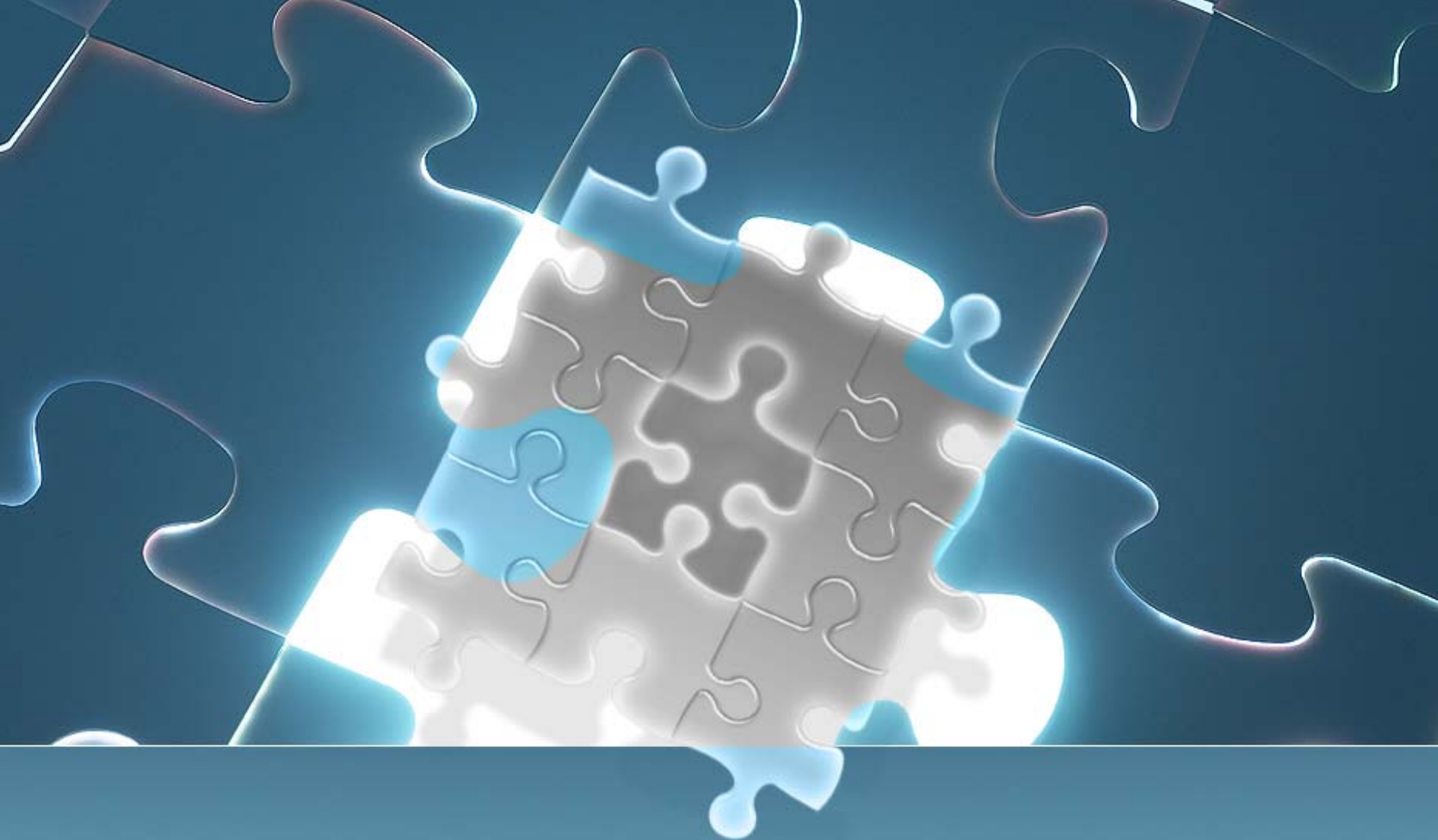
Multimedia Content

David Mattoni



Mattoni Linked Video





Event & Participant Management

Laurie Burdine, Coordinator's Choice



Phase I – Planning

“Creating a Blueprint”

- Understand the Project
 - Audience
 - Implementation team
 - Project timeline
 - Online experience
 - Known constraints or concerns



Phase I – Planning

“Creating a Blueprint”

The Audience

- Needs
 - Types of Credit
 - End-user levels of online experience
 - Variable end-user perceptions
- Limitations
 - Site accessibility from home, work or other location
 - Limited access time



Phase I – Planning

“Creating a Blueprint”

Development and Implementation Team

- Roles and responsibilities
- Intended collaboration
- Shared contact information
- Team member schedules
- Appropriate engagement:
One-on-one vs. entire group
- Meeting schedule



Phase I – Planning

“Creating a Blueprint”

- “Go-Live”
 - Unforeseen circumstances
 - Mid-stream change in direction
 - Team member absences, scheduling conflicts
- Working back from desired “Go-Live”
 - Planning and implementation
 - Tweaking and revising
 - TESTING, TESTING, TESTING



Phase I – Planning

“Creating a Blueprint”

Online experience

- Institutional website “style sheet” standards
- Look, consistent with existing site pages
- Contributing Components
 - Determine individual “pages”
 - Outline interactions between pages and between vendors
- Presenting meaningful information
 - Appropriate language
 - Useful icons/pictures



Phase I – Planning

“Creating a Blueprint”

Limits and Constraints

- Budgetary guidelines
- Organization policies
 - Copyright
 - Privacy (e.g., use of participant SSN)
 - Logo use and restrictions
- Other hardware/software required
 - Plan testing in different environments
 - Communication requirements to end-users



Phase II – Development “Building”

- Using the Blueprint
 - Coordinate completion of planned tasks
 - Address technical challenges
 - Communicate any in-process changes
 - Communicate ongoing progress
 - Participate in documentation preparation



Phase III – Implementation

Preliminary Site Evaluation

- Goals obtained
- Testers satisfied
- “Tweaking” finalized
- Known challenges addressed
- Training needed



Phase IV – Go Live

Beta Testing and “Go-Live”

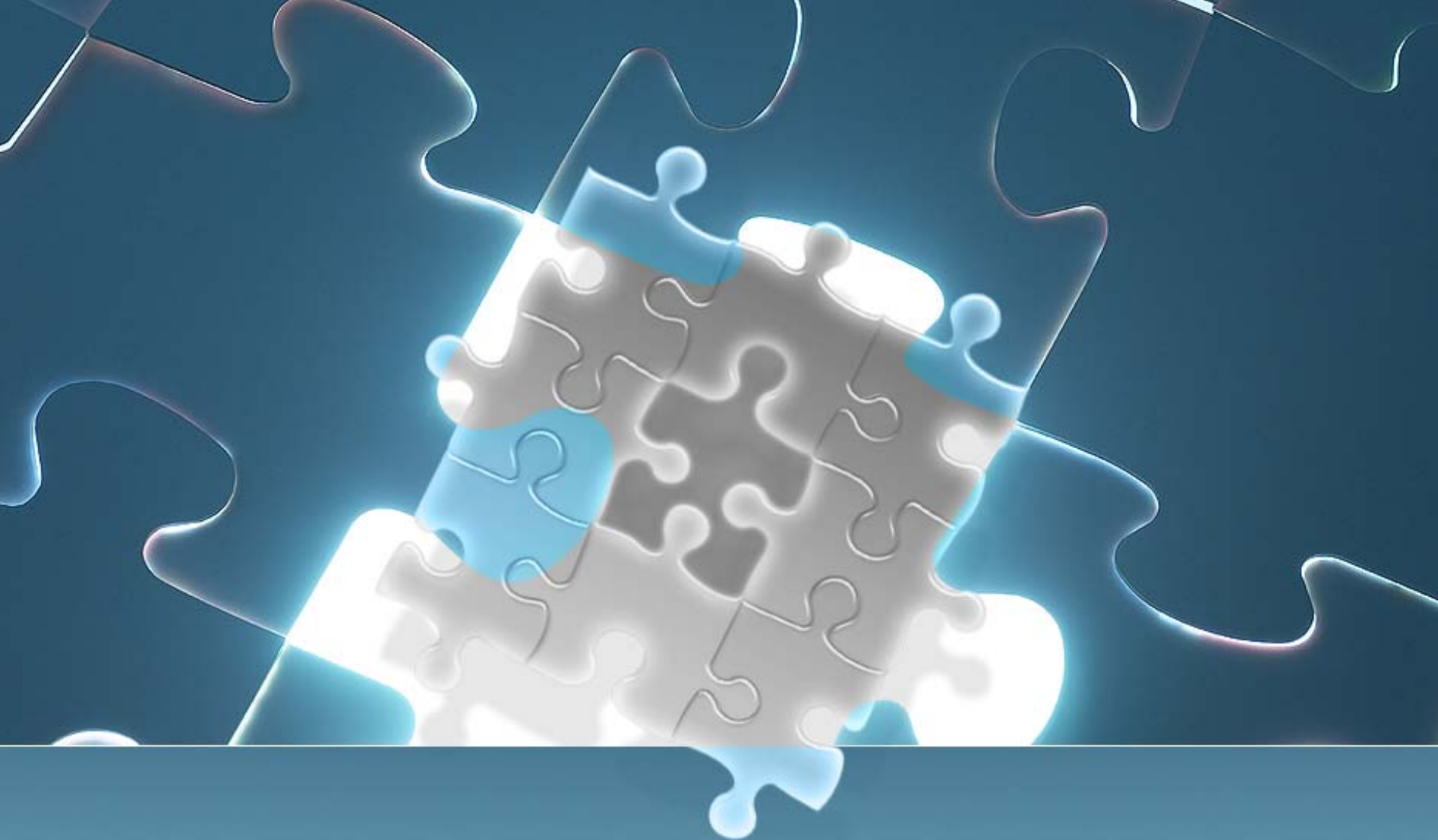
- “Real” end-user site access and use
- Functionality: Does it work?
- New challenges identified
- End-user feedback
- Further collaboration needed



Phase V – Online

“Putting down Roots”

- Maintaining Success
- Integrating new ideas – “adding on”
- Reacting to end-user feedback
- Freshening site “look and feel”
- This is a long-term relationship!



Multidisciplinary Partnering Summary



Benefits & Challenges of Partnering

- Great learning experience
- Through partnering, the project becomes greater than the sum of its parts
- Partners remain partners beyond the project
- Successful projects call for celebrations!
- Improvements occur “forever”



Online Program Evaluation

- Consistent participant access
- Robust technology, reliable
- Fast response time to participant needs
- Numbers of activities online
- Successful proof of concept
 - Now, available for consistent messaging related to system-wide quality initiatives
- To be improved:
Low use of service; Need marketing



Online CME Evaluation

- Prior to “Go-Live”
 - Developer testing
 - Physician beta testing groups
- After “Go-Live” -- continuous testing
 - Weekly staff testing for broken links and participant throughput
 - Continuous alerts for online CME activity termination
 - Help desk tickets (type and volume)



References

- ACCME Essentials and Standards
<http://www.accme.org/index.cfm/fa/home.library/home.cfm>
- AMA The Physician's Recognition Award and credit system
<http://www.ama-assn.org/ama1/pub/upload/mm/455/pr2006.pdf#page=9>
- Presentation Slides
<http://media.texashealth.org/ACCME2008/ACCMEPresentation2.ppt>



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