



# Continuing Medical Education Continuing Nursing Education

Emma Trucks and Julie White  
[www.bu.edu/cme](http://www.bu.edu/cme)

# We can ...

- Accredit your meetings and online activities for CME credit and or nursing credits
- Apply for other accreditations (social work, AAFP, APA, AAP etc.)



# We are ...

A full service meeting management operation  
with services that include:

- Location research and contract negotiation
- Financial tracking and budgeting
- Faculty coordination including invitations to speak, expense reimbursement, travel arrangements, and honoraria payment
- Registering participants including real time online credit card processing
- Preparation of course syllabus (electronic and/or print)
- On-site meeting management
- Issuing certificates of attendance



# We offer ...

## Marketing and Promotion Consultation

- Researching appropriate direct mailing lists
- Identifying potential partnerships

## Grant writing and compliance guidance

- Ensuring full compliance with ACCME Standards for Commercial Support

# We create ...

Outstanding Graphic Design and Promotion including:

- Print brochures and postcards
- Email promotion
- Social media
- Website development and hosting



# We excel at ...

Educational Design  
Evaluation  
Outcomes assessment

**Boston University** School of Medicine  
Continuing Medical Education







# **CME and MOC: Partners for Quality Improvement**



# Pressures on Physicians

Payment structures (ACO, P4P, etc.)

Maintenance of Certification

Ongoing Professional Practice Evaluation (OPPE)

Improving Patient Outcomes

**Physicians expected to play a role in quality**





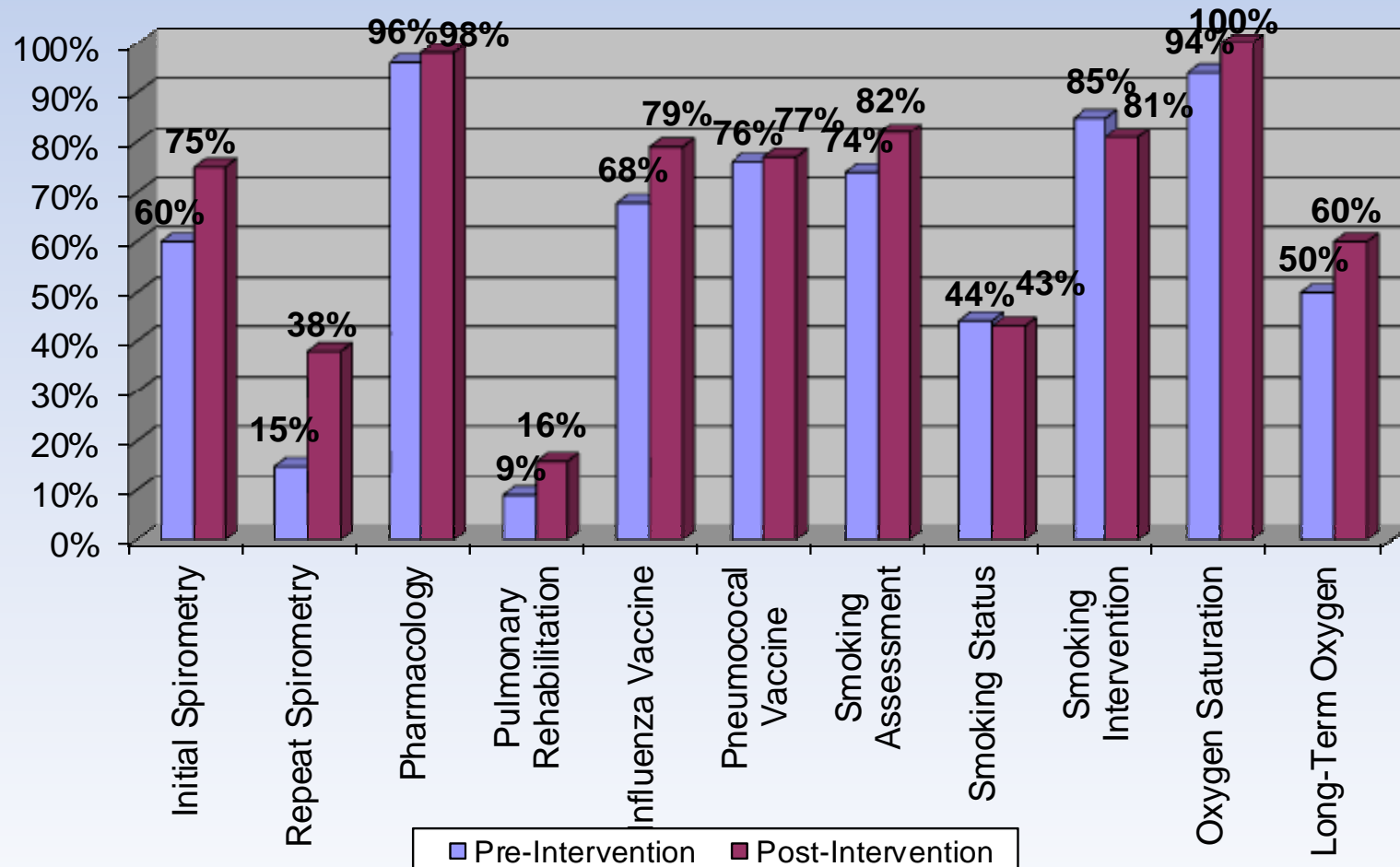
# Experience in PI CME

- Began planning first PI Initiative in 2004
- First initiative was launched in 2006
- To date we have planned and implemented 19 activities, some that have lasted for a few years
- Clinical areas have included:
  - Adolescent Vaccinations
  - Attention Deficit Hyperactivity Disorder
  - Asthma
  - Chronic Obstructive Pulmonary Disease
  - Coronary Artery Disease
  - Depression
  - Diabetes
  - Obesity
  - Osteoporosis
  - Urinary Incontinence

# Performance Improvement Projects

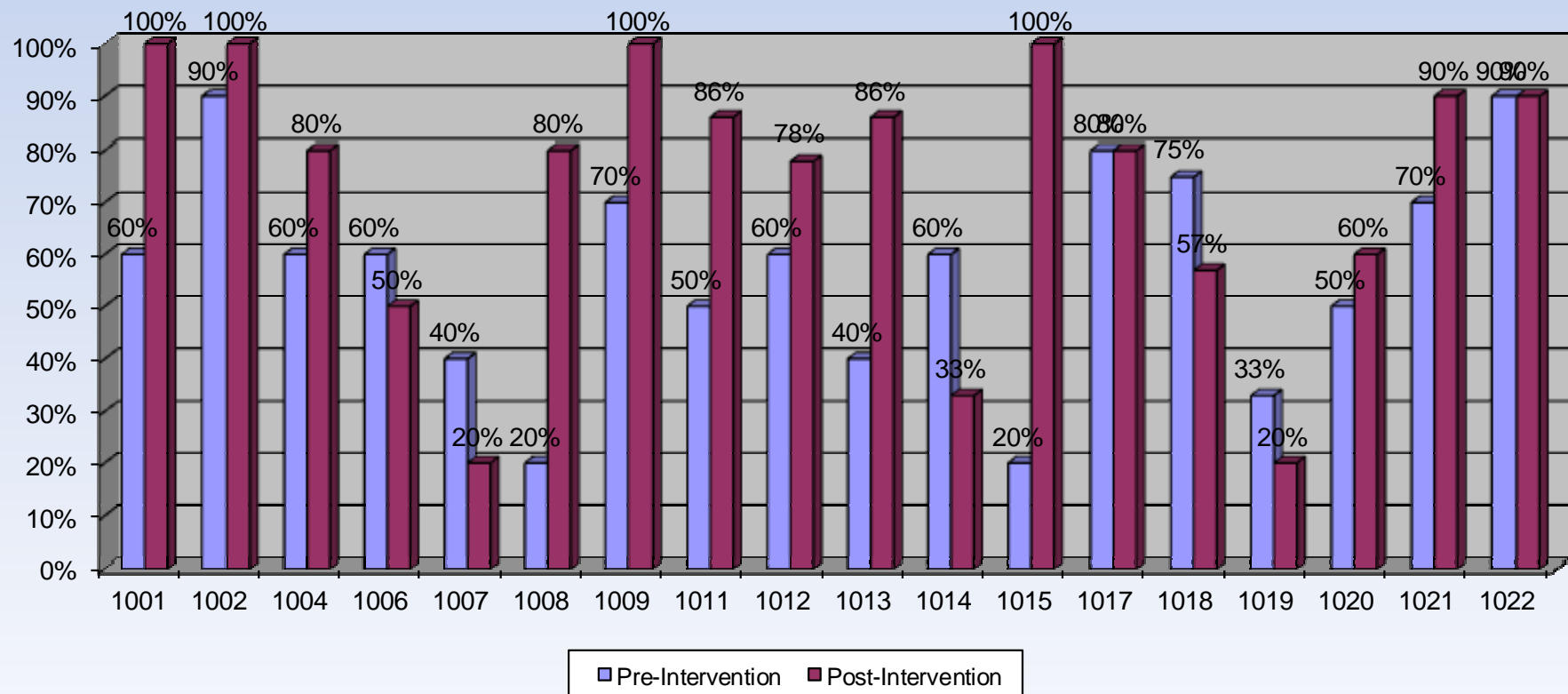
- **Stage A: Assessment of your practice**
  - Review your own rates
  - Education sessions to support assessment and change
- **Stage B: Creation of Action Plan**
  - Individual plan to change with support from experts
  - Plans to change as a group and create new systems to support your change
- **Stage C: Final Assessment**
  - ~6 months later, review your rates again and see if your practice change had the intended effect

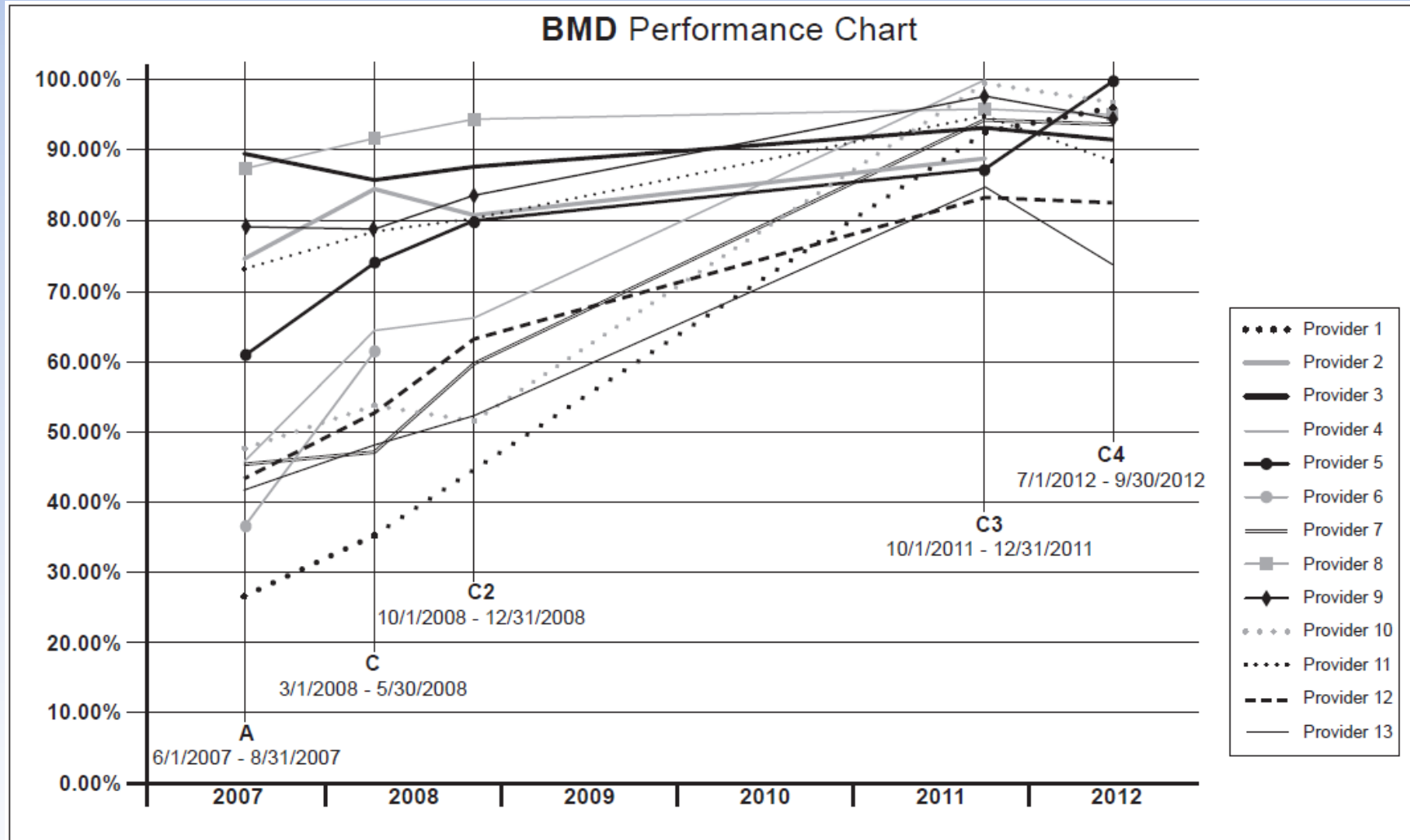
## Practice-Wide Data for COPD: All Measures



# Initial Spirometry

Percentage of patients who had spirometry evaluation results documented





# How CME Can Help

- Help incorporate QI into your regularly scheduled education sessions
- Work on grants to gain funding for your MOC projects
- We can help with MOC Part IV process from the Boards
- To date we have found funding and are in the process of implementing 7 MOC/PI CME projects here at BMC and at the neighborhood health centers

