

# CMEPALOOZA

WHERE THE CME/CE COMMUNITY HANGS OUT

## August 2014 Newsletter

In Susan Cain's book [\*"Quiet: The Power of Introverts,"\*](#) she postulates that 30-40% of the members of any audience would identify themselves as introverts. That's not a small percentage. Now, think about the primary methods most conferences still use for audience engagement with the faculty. At smaller sessions, you raise your hand; at larger meetings, you go up to the nearest mic, identify yourself ("Hi, This is Derek from CME is Great, Inc. Great talk. Mumble mumble"), and wait your turn. Either way, a certain amount of aggression is needed to get your question asked, and you're required to talk in front of an audience. Many people (ie, the other 60-70%) are able to do this without a second thought.

But for that 30-40% introvert audience, getting up in front of a group of people and asking a question is just not going to happen. It's not. It's not that we don't have questions (yes, I'm including myself in this group) – we often do – but if the only way we can get it asked is by being put in a spotlight with everyone around us waiting to hear what we have to say, well, we'll just wait until later and figure out a different way to find an answer, thanks. Live conferences cater to an extroverted audience, which is understandable since that is the dominant cohort.

One of the (many) things I love about CMEpalooza is that it is a haven for introverts. You can attend a day-long conference without ever leaving the comfort of your home, office, or home office. You don't need to arrive early to grab a "good" seat (i.e., in the back) and then spend the next 15 minutes looking at your phone in order to avoid awkward small talk with the person next to you. No walks through the exhibit hall to refill your coffee, avoiding eye contact with any of the exhibitors you see watching you out of the corner of your eye ([see Scott's post earlier this month on this topic](#)). And no standing up in front of a crowd of people to ask a question.

While you will certainly be able to ask questions during CMEpalooza Fall, it just isn't in the usual "stand-up and be recognized" manner. If you have a Google account, you can send in your questions via the Google Hangout Q&A app, which works quite well and is our preferred method for receiving questions. We will also be monitoring Twitter, so you can tweet your question using the #cmepalooza hashtag if you prefer. We're open to other ideas, so if anyone has any suggestions for alternative ways of communicating that would be most comfortable to you – email, texting, something else? – please feel free to reach out to Scott or I.

In the runup to our Fall extravaganza, we'll be putting up more "how to" information on the website (blog posts and maybe even a video or two) to get people comfortable with what's going to be happening. Stay tuned...

### CMEpalooza Fall Co-Producers

**Derek Warnick**  
@theCMEguy

**Scott Kober**  
@MedCaseWriter

## Check Out Our Moderator Interviews

We've launched the first three of our shortish (10-15 minutes) moderator interviews and have the rest queued up to debut in September. While our moderators have sometimes been consistent in their views (ie, the growing importance of outcomes data has been among the most notable recent changes in our industry), they all have offered some unique views on our industry. These interviews, which of course were all done via Google Hangout On Air, will also give you a sense of what our CMEpalooza Fall sessions are going to physically look like.

All of these interviews can be accessed through the CMEpalooza homepage, but here are direct links to each of them:

- [5 Questions With... Karen Roy, MSc, CCMEP](#) (moderator of our 3 p.m. session sponsored by Genentech, **Publishing Outcomes Data: Tips and Tricks**)
- [5 Questions With... Allison Gardner, PhD](#) (moderator of our 10 a.m. session, **Have We Forgotten About the Content in Continuing Medical Education?**)
- [5 Questions With... Jan Perez, CCMEP](#) (moderator of our 11 a.m. session, **Death of the MECC: Fact or Fiction?**)

## More CMEpalooza? Yes, Please!

Thanks to our gold sponsor, Genentech, we have added a seventh session to CMEpalooza Fall. This session, which will take place over the lunch hour (noon-1 p.m. ET), is entitled **"Incorporating Learning Systems and Quality Improvement Into Continuing Medical Education."** Scott Weber, co-CEO of Med-IQ, will be moderating the session.

While we're not looking forward to having to scarf down a sandwich off screen to keep our energy levels up, we are thrilled to be adding such an interesting and valuable new session to our agenda. Information on this new session, along with the rest of the CMEpalooza Fall sessions, is available on the ["Fall" tab of the CMEpalooza website](#).

## CMEpalooza Producers Hit the Road

Both Derek and Scott will be presenting at upcoming medical conferences, and we're sure to be answering some questions about CMEpalooza. Check us out at the following events:

- [CBI's 12th Annual Independent Medical Education & Grants Breakthrough Summit](#) – Derek will be serving on a panel entitled **"Breaking the Mold — Forward-Thinking Teaching Models and Technology Advances"** at 2:40 p.m. ET on Wednesday, September 10.
- [American Medical Writers Association 74<sup>th</sup> Annual Conference](#) – Scott will be moderating an open session entitled, **"Can Google Hangout Revolutionize Your Professional Life?"** at 10 a.m. ET on Friday, October 10. This session will stream live via Google Hangout On Air, so stay tuned for more information on that.
- [Alliance for Continuing Education in the Health Professions 40th Annual Conference](#) – We were thrilled to learn that our proposal entitled **"Hanging with Mr. Google (On Air)"** was recently

accepted as part of the 2015 Alliance meeting. We'll be teaming to talk both about CMEpalooza as well as ways the Google Hangout On Air platform can be utilized throughout the CME enterprise.

### Thank You to Our Sponsors

This month, we welcomed two new sponsors of CMEpalooza Fall – **Genentech** (our first gold level sponsor!) and **CMEology**. They joined our previous silver-level sponsor **Imedex** and bronze-level sponsors **HighMarksCE**, **Impact Education, LLC**, **RedMedEd**, and **Vivacity Consulting**. You can learn all about our sponsors on the CMEpalooza by going to [www.cmepalooza.com/sponsors](http://www.cmepalooza.com/sponsors).

If you are interested in learning more about sponsorship opportunities for CMEpalooza Fall, check out the [Sponsor link](#) on our website. It's a great and inexpensive way to get your name in front of thousands of CME/CE professionals who make decisions about their business every day.

#### Gold Level



#### Silver Level



#### Bronze Level



### **A Palooza Quiz for All!**

In July, Scott created a Sporcle quiz designed to test your knowledge about all things Palooza. Who was the star of *Potty Palooza*? What is the tagline of Pyro Palooza? Test your knowledge and learn a thing or two by going to [www.sporcle.com/games/bakeet14/palooza](http://www.sporcle.com/games/bakeet14/palooza). And yes, we're still waiting for our first perfect score! See how you stack up against your colleagues today with this free quiz.

### **About CMEpalooza Fall**

CMEpalooza Fall is a 1-day event that will feature a series of panel discussion focused on timely, relevant education for the CME community. Broadcasts will stream live via the Google Hangout On Air platform and be immediately available on YouTube upon their conclusion. All sessions will be archived on the CMEpalooza website and available for viewing within 24 hours of the conclusion of the conference. There is no charge for participants to view or participate in any of these sessions. For more information about CMEpalooza Fall, visit [www.cmepalooza.com](http://www.cmepalooza.com).

### **For More Information**

CMEpalooza co-producers Derek Warnick ([dwarnick@thecmeguy.com](mailto:dwarnick@thecmeguy.com)) and Scott Kober ([scott@medcasewriter.com](mailto:scott@medcasewriter.com)) can be reached with questions or inquiries at any time. Just ask us!