

# CMEPALOOZA

WHERE THE CME/CE COMMUNITY HANGS OUT

## June 2014 Newsletter

“Why are you doing this?”

It’s probably the most common question we are asked when people find out about CMEpalooza Fall, and it’s not one that is terribly difficult to answer.

“Because we want to show people there is a different way.”

Please note: Not necessarily a **better** way, but a **different** way.

Although there have been some interesting experiments in the live setting at recent industry meetings, the CME community has generally not been particularly good at practicing what we preach. For as much as there is regular discussion about the use of innovative educational models to improve the impact of the education we develop for the healthcare community, these models rarely trickle down to our community’s professional education.

Certainly, there is a financial hurdle to this. Innovation, especially early innovation, is expensive. But as disruptive technologies become more mature, access to them becomes easier, costs go down, and the general community simply weaves them into the fabric of their day.

Think about how what we now consider the most basic of educational models have evolved just in the last few years. When was the last time you participated in an educational teleconference? Or a webinar that didn’t give you the opportunity to ask questions or interact with the presenters?

Exactly. Those days are gone, and they aren’t coming back.

So in the hierarchy of education, CMEpalooza Fall is just a next logical step. Yes, it is an innovative model and we’re happy to be among the trailblazers for what we feel is going to become a more and more common way of delivering live online education, but this type of platform is no longer in its infancy. Who among us hasn’t used Skype? How many hours has it been since you watched something on YouTube?

Which brings us back to the original question: “Why are you doing this?”

As we said earlier, it’s simple. Things change and evolve, and that is what CMEpalooza is about. The delivery platform may be new and somewhat unproven (as least used in this way), but the time for shifting the way we learn as an industry is here. It’s time for something different.

### CMEpalooza Fall Co-Producers

**Derek Warnick**  
@theCMEguy

**Scott Kober**  
@MedCaseWriter

## CMEpalooza Agenda Finalized

Six sessions. Twenty-three panelists. A full day of education.

A cross-section of international experts in continuing medical education will convene from **9 a.m.-4 p.m. ET on Wednesday, October 15**, for CMEpalooza Fall. Every session during the live broadcast will be panel-driven, bringing the brightest minds in our field together to discuss and debate hot topics in continuing medical education.

Here is the full schedule for CMEpalooza Fall.

### **9-10 a.m. THE FUTURE OF CME: WHAT WILL CME/CPD LOOK LIKE IN 5-10 YEARS?**

How many of us would have predicted 10 years ago that, in 2014, an ever-increasing percentage of healthcare providers would be obtaining continuing education via their phones? In this session, our panel will gaze into their CME/CPD crystal ball and discuss how they think – and hope – continuing education will change over the next decade. They will be focusing on three themes in particular: interprofessional education, global education, and innovation.

#### **Moderator**

*Lawrence Sherman, FACEHP, CCMEP — Senior Vice President, Educational Strategy, Prova Education*

#### **Panelists**

*Kathy Chappell, PhD, RN — Vice President, Accreditation Program and Institute for Credentialing Research; Director, ANCC Accreditation Program, American Nurses Credentialing Center*

*Eugene Pozniak — Managing Director, Siyemi Learning; Programme Director, European CME*

*Bryan Vartabedian, MD — Assistant Professor of Pediatrics, Baylor College of Medicine*

### **10-11 a.m. HAVE WE FORGOTTEN ABOUT THE CONTENT IN CONTINUING MEDICAL EDUCATION?**

At the majority of recent CME industry meetings, the focus seems to be on educational design and outcomes, and there is little being done to address the fact that it is content that still drives our field. This session will shed some light into why content remains crucial to successful CME that changes practice, look into the best ways to develop content for the explosion of new types of CME activities (case-based, games, etc.), and help our audience understand that we can't just "rely on our faculty experts" to develop interesting and impactful content.

#### **Moderator**

*Allison Gardner, PhD — Vice President of Educational Strategy and Content, Med-IQ*

### **Panelists**

*Kenneth Korber, PA — Director of Education & Development, American College of Osteopathic Family Physicians*

*Alyce Kuklinski, NP, RN — Senior Medical Director, PlatformQ Health*

*Anne Jacobson, MPH, CCMEP — Freelance Medical Writer*

### **11 a.m.-noon DEATH OF THE MECC: FACT OR FICTION?**

The numbers are grim. Pharma support of CME continues to decline, as do the number of accredited providers of continuing education. The winds of change have perhaps blown hardest in the world of medical education and communication companies (MECCs). In this session, our panel — representing MECCs of different sizes and structures — will provide high-level insight into how MECCs have adjusted and continue to adjust to today's financial realities of our industry, how they may be changing their approach to education, and look into whether MECCs even have any future in this field.

### **Moderator**

*Jan Perez, CCMEP — Managing Partner, CME Outfitters, LLC*

### **Panelists**

*Marissa Seligman, PharmD — Chief Operating Officer and General Manager, Clinical Care Options*

*Stacy Miller — President, The France Foundation*

*Daniel Guinee, MBA, CCMEP — Executive Vice President and Partner, Advanced Studies in Medicine*

### **1-2 p.m. WHAT DO SUPPORTERS DO WITH OUTCOMES DATA?**

How do supporters of CME utilize data from the many programs they support? How is data from disparate organizations analyzed in a sensible fashion? How is outcomes data dispersed internally to determine future departmental goals? In this session, our panel will discuss how their organizations collect, combine, and collate the dozens of outcomes reports they receive annually and provide viewers with a window into the world of CME supporters.

### **Moderator**

*John Ruggiero, PhD, CCMEP — Senior Medical Education Manager, Independent Medical Education Department, Genentech*

**Panelists**

*Maureen Doyle-Scharff, MBA, FACME, CCMEP — Senior Director, Team Lead, Independent Grants for Learning & Change, Pfizer*

*Patricia Jassak, MS, RN, CCMEP — Director, Independent Medical Education and Advocacy Development, Astellas Pharma*

*Greselda Butler, CCMEP — Manager, Professional Education, Otsuka America Pharmaceutical Inc.*

2-3 p.m.

**TECH TOOLS WE CAN'T LIVE WITHOUT**

This session will feature a little different format than the rest of the panel sessions at CMEpalooza Fall. Rather than a roundtable discussion, this will be more of a product demonstration where each panelist will show off some of the tools they use on a regular basis that help make their work lives a little bit easier and efficient. The goal for this session is to give the audience a taste of a few tools they are not familiar with and get their creative juices flowing!

**Moderator**

*Derek Warnick — Co-Producer, CMEpalooza Fall*

**Panelists**

*Scott Bradbury, MS — Director, Division of E-Learning, American Academy of Pediatrics*

*Anne Grupe — Director, CME at American Society of Clinical Oncology*

*Brian S. McGowan, PhD — Chief Learning Officer, ArcheMedX, Inc*

*Tom Zosh — Development Manager, FIS*

3-4 p.m.

**PUBLISHING OUTCOMES DATA: TIPS AND TRICKS**

Publishing data related to continuing education (CE) for the healthcare professions is a critically important strategy to demonstrate the need for, and impact of, education and training. However, it is often omitted from educational provider programs and data from CE continues to be under-represented in the medical literature. As the CE community embraces advances in educational research and integration with Quality Improvement, the demand for peer-reviewed publications is also certain to increase. This panel will draw on expertise from academia and publications leadership to provide guidance on planning and executing an appropriate publications strategy to demonstrate value of CE and optimize data dissemination. Examples from CE programs will be shared to demonstrate various publications opportunities.

**Moderator**

*Karen Roy, MSc, CCMEP — Principal, Ardgillan Group LLC*

### **Panelists**

*Christopher L. Drake, PhD — Bioscientific Staff Investigator, Henry Ford Sleep Disorders and Research Center*

*Additional panelists TBD*

### **Thank You to Our 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.

### **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).