

GAME SHOW HOSTS

Daiichi Sankyo

We all know Bob Barker, who spent decades hosting *The Price is Right*. He believed that five qualities made for a great game show host (I don't remember them all, but a sense of humor must have been one of them). Likewise, Daiichi Sankyo considers funding requests based on five unique criteria... and these I do know. Name one of these criterion.

Answer: Demonstrated understanding of unmet educational needs of healthcare providers, historically successful educational method, demonstrated efficient use of funds, Daiichi Sankyo's availability of funds, and alignment with Daiichi Sankyo's therapeutic areas of focus

Integrity CME

You gotta love Wink Martindale, the host of *Tic Tac Dough*, among other game shows. I mean, really, have you ever heard of anyone else who goes by the name of Wink? Anyway, Wink would totally have been down with hosting livestream events, perhaps like this 8-episode series running through mid-May on the Integrity CME website.

Answer: New & Emerging Biologic Agents in CRSwNP: Pathophysiology Insights & Patient Selection Criteria

Excalibur Medical Education

You probably have never heard of Bill Cullen but he was the host of the one of the most underrated game shows of the 1980s, *Hot Potato* (only a select few clips are available on YouTube). It was the ultimate quiz show of its era. Today's healthcare providers get to test their mental mettle with what recent Excalibur Medical Education activity?

Answer: Rheumatology Masters: The Ultimate Quiz Show on the Science of Biosimilars

PVI

Chuck Woolery was always a little too slick for my tastes, though he seemed to pop up as host as just about every game show in the 1980s and 1990s. He was great at giving contestants hope that they would walk away with the mega-prize at the end of the show, even though we all knew their chances were nil. PVI has an upcoming live activity designed to bring some hope to oncology nurses who treat patients with a specific blood cancer. What is the title of this activity?

Answer: Hope Is Here in CLL: Oncology Nurse Strategies for Delivering Effective, Compassionate, and Modern Care to Patients

MOVIES OF THE 1980s

Med Learning Group

Much like Wyatt and Gary used their collective strengths to create their "dream woman" in *Weird Science*, Med Learning Group used its collective organizational strength to contribute to important information-sharing on the COVID-19 pandemic from trusted resources around the world in which educational initiative?

Answer: FRONTLINE

PlatformQ Health Education

Ricki Lake is best known for hosting a very forgettable '90s daytime talk show, but she actually had a bit role in one of the most iconic movies of the 1980s, *Working Girl*. She also shares a first name with this "powerhouse" whose organization is partnering with PlatformQ Health Education on an upcoming activity focused on triple-negative breast cancer.

Answer: Ricki Fairley

Global Education Group

In *Just One of the Guys*, 18-year-old prom queen Terry Griffin goes undercover as a boy at a new high school to win a slot at a summer intern at the local newspaper. Seems like a lot of work to write obits for the Podunkville Press, but hey, different priorities in a different era. Just like Terry, Global Education Group didn't cut corners for its landmark 2021 publication on healthcare providers' educational priorities during the global health pandemic. What is this publication called?

Answer: CME Value Survey: COVID-19 Edition

RMEI Medical Education

One of my favorite lesser-known movies of the 1980s was *The Flamingo Kid*, starring Matt Dillon and Mrs. Wayne Gretzky (Janet Jones). It's likely the only movie ever made that centers around the game of gin rummy. Anyway, in the movie, Matt Dillon's character, Jeffrey, gets taught a harsh lesson about corporate values when he tries to skip college and move right into luxury car sales. RMEI also believes in corporate values, listing five of them on its website. Name two of them.

Answer: Accountability, compassion, excellence, innovation, and integrity

TENNIS

Physicians' Education Resource

John McEnroe was notorious for accusing line judges of being blind when they made a line call that went against him. Perhaps he should have recommended that they complete one of these activities from Physicians' Education Resource geared toward optometrists.

Answer: Expert Illustrations & Commentaries™: Visualizing Corneal Innervation, Pathophysiology, and Treatment Mechanisms in Neurotrophic Keratitis, Advances in™ Dry Eye Disease - The Future of Treatment for Patients with Meibomian Gland Dysfunction-Associated DED, and others

Prova Education

Serena Williams is desperate for that one last moment in the sun, but she can't quite figure out the right nutritional plan to get her into championship-caliber shape. She's considering only eating one meal a day to see if that might help. She might want to tune into this recent Prova Education podcast that looks at whether this sort of approach truly has any scientific evidence backing it.

Answer: Intermittent Fasting: Is It a Fad or a Viable Therapy?

Infograph-Ed

What are the chances that Novak Djokovic wins another Grand Slam tournament this year (assuming he is actually permitted into any of the countries where they are being held)? My guess is that it's about the same as this percentage of the brain involved in video processing, according to an infograph-ed company video.

Answer: 50%

Write Medicine

If only I had someone like Andre Agassi to guide my fledgling tennis career as a junior, I could have been a world No. 1 (not really). Having a mentor in every industry is key, as one of Write Medicine's recent podcasts emphasized. Who was the special guest on this podcast?

Answer: Greselda Butler

HISTORICAL HEADLINES

Academy For Continued Healthcare Learning (ACHL)

NIXON RESIGNS!

But now he has time to complete ACHL's recent award-winning adaptive learning program. What was this program called?

Answer: ACHL AdaptED

Red Med Ed

PROHIBITION ENDS AT LAST!

There is certainly nothing "prohibiting" RedMedEd's medical director from being at the vanguard of breaking health care trends. Name her.

Answer: Yvette Murley

Integritas Communications

MAN WALKS ON MOON!

Lots of cheers and applause in the neighborhood to celebrate this historic event, but no need to panic. That's not the case in this recent educational activity from Integritas Communications that may force you to scream in terror.

Answer: Cause for alarm: New avenues in the management of severe asthma

Creative Educational Concepts

DEWEY DEFEATS TRUMAN!

Oops. But hey, we don't always get everything right, which is why organizations will often pool their resources for legislative protection in case they do mess up. Creative Educational Concepts is a contributing member of which industry organization that works to protect CME by educating federal policy makers on issues related to the provision of CME, among other items.

Answer: CME Coalition

PHILADELPHIA

Academic CME

Let's face it – Philadelphia's favorite son (that would be Rocky Balboa) got punched in the head enough that early-onset Alzheimer's disease is sort of a given. Which recent podcast series might he want to tune into to get information on the management of this condition during the COVID-19 pandemic?

Answer: Scientific Updates to Improve Outcomes in Patients with Alzheimer's Disease: Strategies to Care for Alzheimer's Patients During COVID-19

Vindico Medical Education

Philadelphia has the best sports fans in the United States (Derek will fight you on this). We love our games. So does Vindico Medical Education, who had a team member co-author a 2021 Almanac article with what “gamified” title?

Answer: Beyond Engagement: Harnessing Gamification to Achieve More Meaningful Outcomes in Continuing Medical Education

Med-IQ

You probably don’t know as much as you should about Ben Franklin (Philadelphia’s other favorite son). He was an extraordinary man with an extraordinary list of accomplishments in the sciences, publishing, and politics. I can’t imagine the stress he was under on a daily basis, just like the subjective stress that today’s doctors are under. According to a recent Med-IQ post, there are 10 sources of this stress. Name one of them.

Answer: Conflicting demands, time pressures, and insufficient resources; Gravity, emotional intensity, and responsibility of the job; and others

Array

Philadelphia Phillies’ games in the 1950s and 1960s were boring (it didn’t help that the team generally stunk). So the franchise came up with a novel idea to increase fan engagement – the Philly Phanatic!

Array has some ideas – five of them in fact -- for CME providers to increase engagement at live events. Name one of them.

Answer: Define what success looks like; Turn learners into participants, Support improved content quality with event tech, Track how learners participated and how long they attended, Power a tailored approach

ON YOUR PLATE

Antidote Education Company

What would you want for your last meal on Earth (I’d go with the triple decker pastrami and chopped liver sandwich with Russian dressing and tomato from Kenny and Ziggy’s New York Delicatessen in Houston)? But if it’s end-of-life decision making you are more interested in, you can check out this activity from Antidote Education Company.

Answer: Being Mortal: Conversations About the End of Life

Answers in CME

Just like the turkey and swiss panini I had for lunch the other day, Answers in CME claims that modern healthcare professionals are “pressed” for something. For what?

Answer: Time

Paradigm Medical Communications

Lots of people unfortunately packed away the pounds here in the last 2 years during the COVID pandemic. Now, our health system is likely going to be overrun with patients needing some innovative

strategies to help get them back down to a more ideal weight. Which current Paradigm activity can help providers put a weight-loss gameplan together for their patients?

Answer: Current Approaches to Managing Patients With Obesity: Considering Weight Loss, Comorbidities, Pharmacotherapy, and Complications

THE CRIME OF THE CENTURY

Catamount Medical Education

Oh no! Someone kidnapped the CMEpalooza intern! They said they would call us in 30 minutes with instructions. That gives us exactly enough time to sit through which Catamount Medical Education trademarked activity?

Answer: 1,800 Seconds™ in Vaccines and MS Treatment

CMEology

OK, the kidnappers called and told us to bring a \$50 Visa gift card to the fifth floor of the parking garage at the local mall. I don't know – that seems kind of fishy. Our intern did say something this morning about going on a big date tonight. Maybe this is all a tall tale. Getting at the truth isn't always easy, even in medicine. This CMEology activity will at least give you insight into the rights and wrongs of treating a specific psychiatric condition.

Answer: Fact or fiction: Test your knowledge on residual and treatment-emergent symptoms in major depressive disorder

Postgraduate Institute for Medicine (PIM)

Visa gift card in hand, I arrived on the fifth floor ready to confront the kidnappers. I saw a ogre-like figure dressed all in black coming toward me. "Gimme the gift card," he muttered. "Derek, is that you?" I said, tearing off his cloak. "Fine, it's me," Derek said. "I forgot it was my anniversary today and my credit cards are maxed out. I need to buy my wife flowers or something." He's not much of a criminal. Maybe he should enroll in this "college-level" eLearning platform available through the PIM website to pick up some new skills.

Answer: CME University

A DAY IN THE LIFE OF DEREK WARNICK

Healio CME

Derek's wife, Renee, walks into the kitchen for her morning coffee. "I see your aim was off again this morning in the bathroom. You could be a little more considerate and at least clean the toilet bowl next time." This theme comes up again in which Healio activity focused on the management of gout?

Answer: In Case You Missed: Clinical Updates in the Management of Uncontrolled Gout

CME Outfitters

Derek's teenaged son, Drew, didn't get out of bed this morning. Seems like someone had a math test they didn't want to take. "Get up, lazy bones," Derek says, kicking the bed. "C'mon dad, I think I have COVID," Drew moans. "Oh well, in that case, OK. Have a good rest. See you in a week." (Door slams) Instead of getting help from dear old dad, Drew is forced to go onto the CME Outfitters website to get advice from one their medical program managers on things she learned during her recent bout with COVID. Name one of them.

Answer: The health care system is complicated, COVID-19-related guilt is real, health care professionals are overwhelmed, parosmia is a real COVID-19 symptom, kindness is a virtue/knowledge is power.

Pri-Med

Here comes Derek's daughter, Olivia, in through the door after another rigorous day of high school.

"Dad, I thankfully got my intelligence from mom, and I've decided I want to be a primary care physician." If Derek were smart, he'd sent Olivia to which upcoming Pri-Med live event whose dates just so happen to overlap with CMEpalooza Spring.

Answer: Pri-Med Southwest