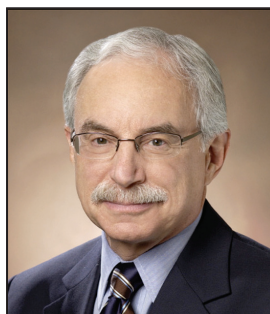


CME profiles in change

JoAnne Wojak, director of continuing medical education

CU School of Medicine CME receives highest level of accreditation

A conversation with Ronald Gibbs, MD



Ronald Gibbs, MD, Associate Dean for CME, University of Colorado Medical School

Continuing medical education (CME) plays a pivotal role in improving patient health. In order to help address the healthcare quality concerns of the 21st century, the organi-

zations that are responsible for overseeing continued competency for physicians such as the Accreditation Council for CME, (ACCME), the American Board of Medical Specialties and the Federation of State Medical Boards have transformed their programs and requirements to reflect a system that's now designed to change physician competence, performance or patient outcomes.

This article is the third in a series about physicians who are leading our CME efforts here in Colorado. Dr. Ronald Gibbs, MD, associate dean for continuing medical education and professional development, University of Colorado Medical School, talks about the CME program at our region's medical school, which recently received the ACCME six-year Accreditation with Commendation. Commendation is the highest level of accreditation offered and so far has been awarded to only 16 percent of nationally accredited providers and 12 percent of CMS accredited providers. It is given to CME organizations that are found to be in compliance with all 22 of the AC-

CME criteria. The commendation criteria specifically call for a CME accredited organization to be "engaged with the environment" – identify barriers to change, incorporate educational strategies to overcome those barriers, integrate CME into improving performance at the practice level and collaborate with other stakeholders on initiatives to address quality improvement.

Q: Can you tell us about the CME program at CU medical school? Who is your target audience and what does your CME mission set out to accomplish?

A: Our primary target audience is broad and consists of physicians from our full-time and volunteer faculty, physicians in the state of Colorado and the surrounding Rocky Mountain region, and physicians from across the United States. Medical care is increasingly carried out by teams, and we interact collaboratively with nurses, pharmacists, dentists, physician assistants, nurse practitioners and other professionals. Our fundamental purpose is to improve knowledge, competence, performance and health outcomes using lifelong learning integrating undergraduate, graduate and continuing medical education.

Q: Your organization received CME accreditation with commendation under the new (2006) criteria from the ACCME. What about your program stood out the most that earned you this achievement?

A: I suspect it was our compliance with the first 15 criteria, which cover health care gap analysis and needs assessment, CME design and overall program evalu-

ation. Then, our extensive interaction with the quality enterprise and other organizations earned us commendation.

Q: Collaboration is the hallmark of the ACCME commendation criteria. Can you give us examples of how your organization, through the practice of CME, engages with your community to improve the quality of health care?

A: In the last two years, we have expanded our collaboration. For example, this year we worked with University of Colorado Hospital and the School of Medicine Graduate Medical Education Office to develop and implement a standardized, integrated process for Morbidity and Mortality Conferences. Now, we prefer to call these Patient Care Conferences. Through collaboration we address regulatory requirements of The Joint Commission, ACGME and ACCME. Since this past spring, we have worked with the American Association of Medical Colleges (AAMC) on their pilot program, called Aligning and Educating for Quality. One project coming out of that will be institution of "Quality-measures-based" Grand Rounds in several departments. In other words, performance of a department in meeting quality measures will be used as part of the content of the CME program.

Q: New requirements call for measuring the effectiveness of CME. Have you seen improved physician performance or patient outcomes as a result of your CME activities?

A: We definitely measure effectiveness by pre-post tests (including use of Audi-

ence Response Systems for clinical questions), by follow-up three months after a course, and by standard forms. We are also engaging in two PI-CME projects. However, we feel we need to do better and will try out some new techniques this year to measure CME effectiveness. We definitely have shown improved competence. Data on patient outcomes is harder to come by.

Q: Overseeing the CME program at an academic medical center comes with its

challenges, especially in today's increasingly rigorous and regulatory CME environment. Why are you involved in CME?

A: I became associate dean after nearly 20 years as chair of OB/GYN. Previously, I had been involved at the local and national level as a program director, but moving into a leadership role in CME turned out to be an exciting and gratifying role. It was an opportunity to make a difference – especially at a time of huge change in the world of CME.

Dr. Gibbs serves on the CMS Committee on Professional Education and Accreditation. The CPEA is recognized by the ACCME as an Accreditor of intrastate providers of continuing medical education.

To read other articles in this series please go to www.cms.org/news/colorado-medicine/ and click on the January and June 2011 archives. ■



Join COMPAC Now!

Colorado Medical Political Action Committee

Call 720-859-1001 or 800-654-5653, ext. 6317



“Transcription Outsourcing, LLC has met all of my transcription needs. Turnaround time is less than 24 hours, the dictation system is easy to use and the quality of the transcription is excellent. You have a client for life. Thank you!”

Robert Wolfsohn, M.D.
Denver, Colorado



TRANSCRIPTION
OUTSOURCING, LLC
(HIPAA-Compliant)

With TRANSCRIPTION OUTSOURCING, LLC, you will increase your profits and increase your productivity. Please contact me at anytime to discuss our leading edge solutions in greater detail.

- » Five Day Free Trial
- » Compatible with any EMR/EHR
- » No new hardware or software to purchase
- » 20-50% more cost-effective than your current provider
- » No contracts

Formerly *eTransMed*, same great company, same great service.

Ben Walker, CEO

303-638-9309 | bwalker@transcriptionoutsourcing.net | www.transcriptionoutsourcing.net