

Crozer-Chester Medical Center Continuing Medical Education Mission Statement

Purpose

The mission of the Crozer-Chester Medical Center (CCMC) Continuing Medical Education Program is to develop, implement, and evaluate high quality continuing medical education activities which maintain and advance the knowledge, competence, and/or performance of CCMC Physicians and Allied Health Professionals.

The primary goals of the CME Program are to:

- ◆ Identify the professional practice gaps of physicians and create learning activities, tools and resources to address them
- ◆ Develop CME activities in the context of the ACGME competencies and other desirable physician attributes, as applicable
- ◆ Prepare activities which are scientifically based, accurate, current, objectively presented, and free of commercial bias
- ◆ Measure the effectiveness of its educational activities in achieving desired outcomes
- ◆ Apply administrative and financial practices which promote cost effectiveness, efficiency, and organization

The goals of individual CME activities are integrated into the healthcare delivery system through the application of non-educational strategies to enhance change, collaboration with internal and external stakeholders, identification of barriers to change and implementation of strategies to address them, and participation within an internal framework for quality improvement.

Content

The content of CCMC Continuing Medical Education activities reflects range of specialties and subspecialties practiced at the hospital. Content is based on best available evidence and designed to keep pace with advances in medicine, technology, biomedical research, and changes in the healthcare environment. Content is selected by activity planning committees to meet the needs of targeted learners, as identified through:

- ◆ Formal and informal educational needs surveys
- ◆ Evaluation data from prior CME activities
- ◆ Local, State, National and Crozer Health System quality and performance improvement data
- ◆ Regulatory, medical licensure, board certification, and hospital privileging requirements
- ◆ Recommendations from the medical literature, clinical practice guidelines and recognized experts
- ◆ Needs referred by hospital departments and Medical Staff Committees

Target Audience

The primary target audience for CCMC CME activities is the Medical Staff of Crozer-Chester Medical Center. Secondary audiences include CCMC Allied Health Professionals as well as physicians and other healthcare providers in the surrounding community.

Types of Activities

The CME Program produces various types of activities according to the learner group and professional practice gaps being addressed. These include regularly scheduled series, stand-alone live conferences, and enduring educational materials delivered using the following formats:

- ◆ Grand Rounds, Case Conference, M&M Conferences, Tumor Boards and Journal Clubs
- ◆ Traditional didactic presentations, panel discussions and interactive workshops
- ◆ Web-based activities

Expected Results

Crozer-Chester Medical Center CME activities support and promote hospital-wide efforts to continuously improve the ability of medical staff to care for patients. CME activities are designed to refresh or increase the knowledge, competence, and/or performance of targeted physicians. Mechanisms are designed for each activity to evaluate:

- ◆ Learner satisfaction with the quality of the educational experience
- ◆ Achievement of learning objectives
- ◆ Self-reported changes in knowledge and competence
- ◆ Intentions to modify practice behaviors

Additional evaluation metrics to assess changes in learner knowledge, competence, performance and impacts on patient outcomes are incorporated on a case-by-case basis according to the activity learning objectives, target audience, educational methods, and resources available.

The CCMC CME Program operates in an academic health center environment which promotes life-long learning across the medical education continuum from undergraduate to graduate to professional practice. The overall CME Program is continuously evaluated to assure alignment with its mission and effectiveness of its general operations, policies and procedures.

*Approved by the CCMC CME Committee, August 16, 2012
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