
 **Polling Question**

In which setting do you work?

- A. Academic Medical Center
- B. Society or Association
- C. Healthcare System/Hospital
- D. Medical Education Company
- E. Gov't/VA
- F. Other

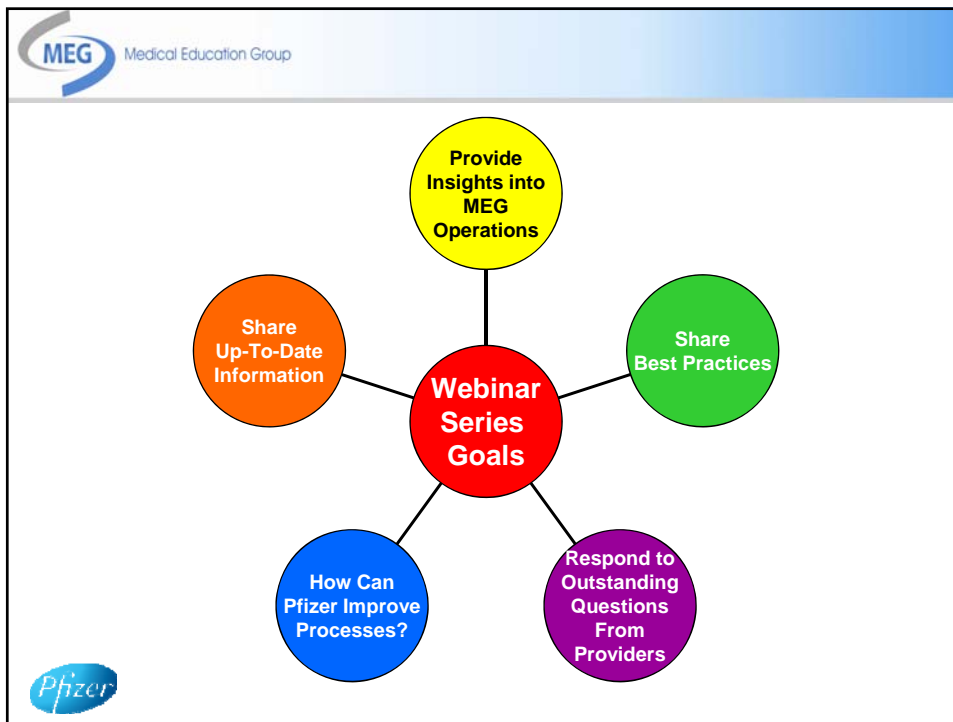





**First Fridays Webinar Series:  
Medical Education Group (MEG)**

July 8<sup>th</sup>, 2011







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- The slide features the MEG Medical Education Group logo in the top left and the Pfizer logo in the bottom left. The word "Agenda" is displayed in the top right corner.
- Welcome
  - *Common Errors in Developing Educational Programs: CSI, Alignment, and the Three-Legged Stool*, Robert D. Fox, EdD
  - Q and A
  - Closing Remarks





Recent Communications



**Hospital and Health Care System Integration of CME/CE and Quality Improvement**

- Clinical Areas of Interest
  - Bacterial Infections
  - Cardiology (cardiovascular risk reduction, primary and secondary prevention, lipids, hypertension, smoking cessation, anti-coagulation/thrombosis prevention)
  - Immunizations
  - Neuroscience (delirium, dementia, Alzheimer's)
  - Pain Management
  - Respiratory (COPD, smoking cessation)
- Include "CGA Hospitals 5/16/11" in Program Name field and submit under *Health Care Improvement and Leadership* category
- Expected approximate monetary range of grant applications: \$10,000 to \$30,000
- Dates
  - Applications due: July 15, 2011
  - Decisions communicated: August 31, 2011






**Hospital and Health Care System Integration of CME/CE and Quality Improvement**

- Q: I am looking into presenting this to our committee, but wanted to see if the topic of prescription drug abuse would fall into this category? I look forward to your response.
- Q. In the original email of May 19, 2011 announcing the grant, Team based and practice based projects in partnership with their quality Improvement or patient safety departments, there is mention on what QI improvements focus, and it notes “eligible projects include Resident-based projects” what involvement (how much) do the residents need to be involved? Do they have to be part of the project we select? Do they need to be involved in grant process?
- Q. Is there specific criteria as to how the grant is to used: i.e. administrative costs, additional personnel salary, equipment in the organization. Please advise.

**11 Additional FAQs**



## **Pitfalls of Planning and Design**

Building programs that reach  
endpoints

**After participation in this Webinar, you  
will be able to:**

- Identify key pitfalls that occur in planning and design
- Use concepts central to planning and design of programs for adult learners and health professionals
- Critique your strategies, methods and techniques to improve your plan

**Basic criteria for quality from studies of  
learning and change**

Based on **needs** of a representative sample of **actual** participants

*Allows learners to see how the educational activity relates to their perceived needs while addressing real needs*

**Relevant** to learners' and the systems' problems and applications

**Interactive**

*With teachers and expert materials for meaning and reinforcement*

*With other learners for support and interpretation to practice*

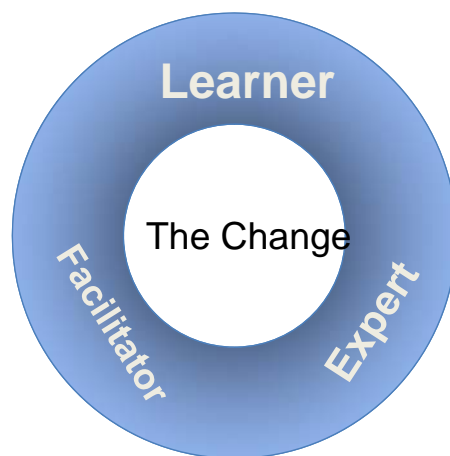
Provides **feedback**

Allows for **reflection** on practice

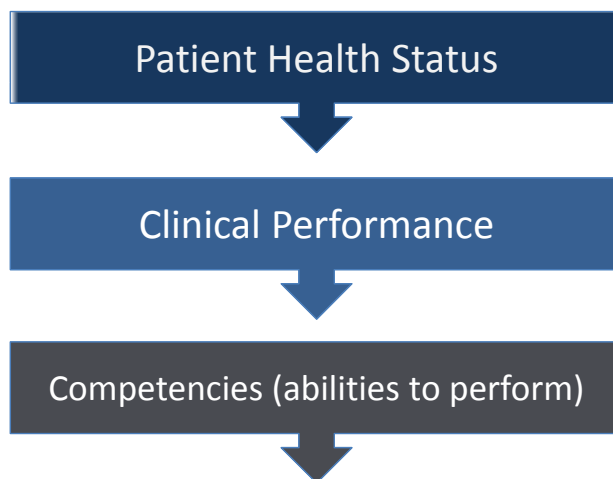
Allows **learners** some **control** over the experience

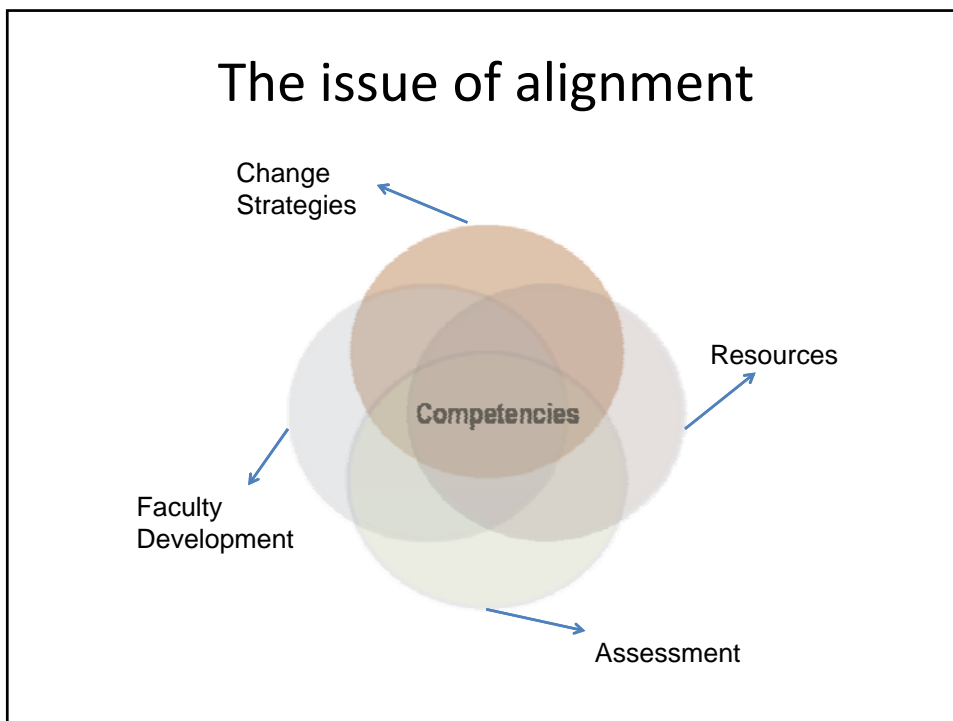
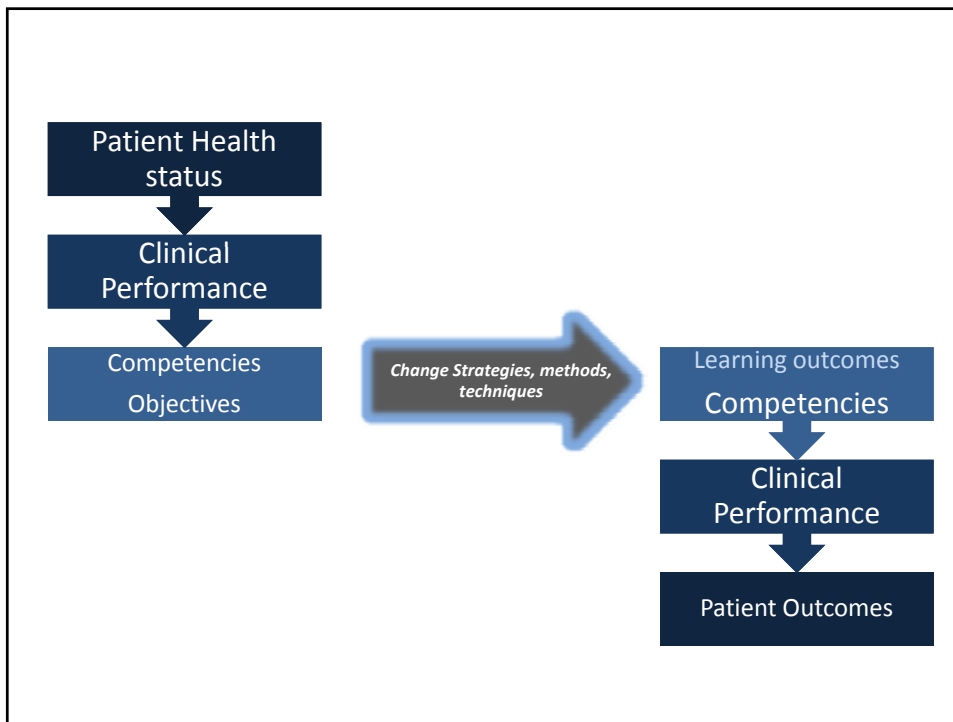
Leads to verifiable **outcomes**

## The Three Legged Stool



## The outcome as the starting point





## CSI in CPD

- Continuity
- Sequence
- Integration
  - Competencies, themes and systems planning


### The Key Questions to Ask Your Planning Group

- Do know the needs of your clients?
- Have you described a plan assessing needs of client as they relate to patient care issues?
- Do patient problems begin and end your plan?
- Does the learning part of change strategies reflect the “science of adult learning”?
- Does the system part of the strategy reflect systems thinking?



## The Key Questions to Ask Your Planning Group

- Is the plan comprehensive and aligned for success?
- Do you have a part of the plan for change curriculum, assessment, resources and faculty development?
- Does planning reflect the needs of a different sample rather than the one you are serving?
- Do you have CSI?



Medical Education Group

Until Next Time...

- Please join us for our next webinar –
  - Performance Improvement CME
    - Darrell Spurlock, Jr., PhD, RN, Director of Research, Mount Carmel Health System, Considerations for Health Systems and PI-CME
    - Barbara Huffman, Med, FACME., CME Manager, Carle Foundation Hospital, Using Small Groups and PI-CME at Carle
  - Friday, August 5, 2011
  - 11am ET
- Currently in an open grant window through July 15 for activities occurring October 1, 2011 or later
  - Remember to check the revised goals statements
- See what providers are doing to move education forward
  - PfizerMedEdGrants
    - Resource Center
      - Publications
      - First Friday Webinars
    - Transparency Report

