



MEG Medical Education Group

First Fridays Webinar Series:
Medical Education Group (MEG)
October 1st, 2010




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MEG Medical Education Group

Series Goals (5)

1. To provide insights into how Pfizer's Medical Education Group (MEG) functions – an operational overview
2. To share an up-to-date status of Pfizer's MEG timelines and grant review cycles
3. To share best practices that the CE provider community has submitted in recent grant cycles
4. To gain insights into how Pfizer's MEG might improve processes to best support the CE community
5. To answer outstanding questions from the CE provider community




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Agenda

1. Introduction
2. Topic One: Rationale for Grant Denial
3. Topic Two: Best Practices from Northern Michigan
4. Q and A




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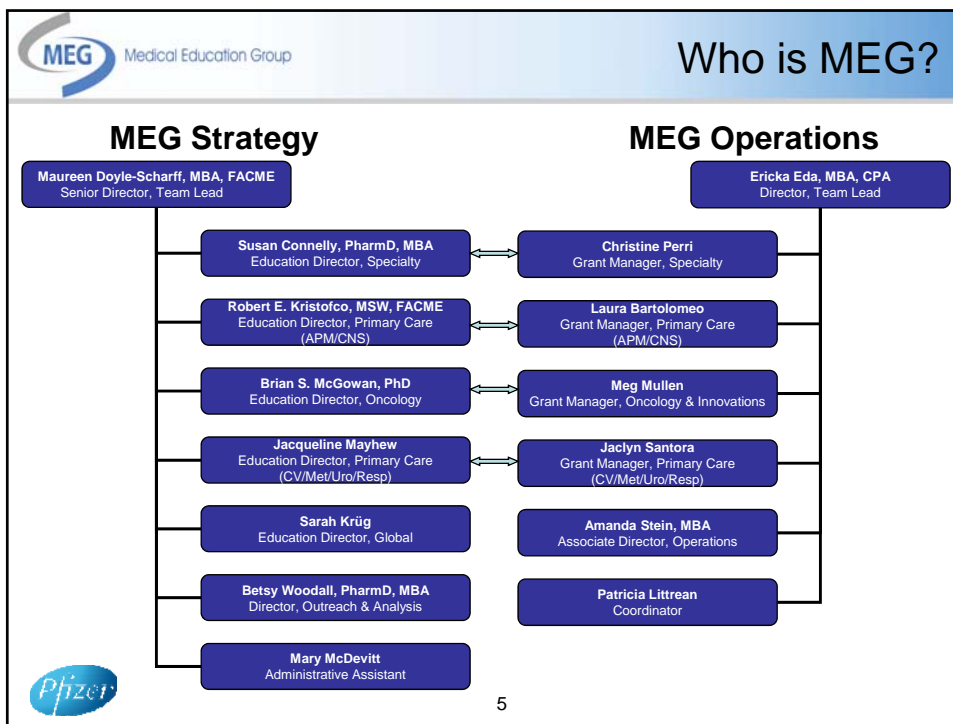
Today's Objectives (3)

Upon completion of today's call, participants should be able to:

1. Describe how the processes of MEG are designed to support the Mission, Vision, and Goals of the group
2. List the possible rationales related to grant denials
3. Differentiate between grants denied through the competitive review process and those denied for process issues
4. Apply examples of best practices to CME programs



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MEG Medical Education Group


MEG Mission, Vision, and Goals

VISION: Accelerating the translation of clinical science to quality patient care

MISSION: To cooperate with health care delivery organizations and professional associations to narrow professional practice gaps in areas of mutual interests through support of learning and change strategies that result in measurable improvement in competence, performance or patient outcomes.

GOAL: To increase the number of patients who receive the highest quality, safe and effective, individualized, and evidence-based care from physicians, other health care professionals, and the health care system.

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Why Does MEG exist?

- MEG exists to provide educational grant support to the medical community in a compliant and effective manner

- Effective education accelerates the adoption curve of evidence-based clinical skills and practices

- By funding good education, commercial support improves the quality of patient care


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The MEG 2-Step: Overview

1. Registration:
 - Duty of Care Providers
 - 1 per Organization
2. Grant Application:
 - Quarterly Competitive Review

Application Period	Decision Dates	LOA Deadline	Activity Date
Dec 1, 2009 - Jan 15, 2010	Mar 6, 2010	Minimum of 2 weeks before start date or the decision will reverse to denied	After Mar 31, 2010
Mar 1, 2010 - April 15, 2010	June 5, 2010		After June 30, 2010
June 1, 2010 - July 15, 2010	Sept 4, 2010		After Sept 30, 2010
Sept 1, 2010 - Oct 15, 2010	Dec 5, 2010		After Dec 31, 2010

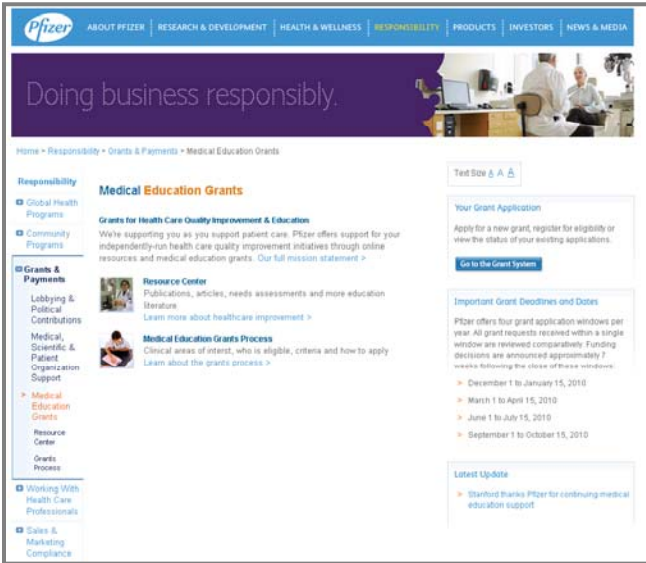
For assistance:
mededgrants@pfizer.com or 1-866-MEG-4647


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MEG Web Portal:

www.pfizermededgrants.com



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Q4 Timeline


- **September 1st grant request window opened**
- **October 15th grant request window closed**
- **October 16th GMs begin to triage and review**
 - Compliance, alignment, & completeness
 - Routing pathways are established
- **October 26th GMs and EDs complete review**
- **December 5th Decisions are communicated**

} ~ 6 wks

} ~ 8 days


} ~ 6 wks

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Summary of MEG Process

- Q4 grant request window is open
- The competitive, batched process simplified the submission and review process, ensuring that the best proposals are funded
- The vast majority of funding is provided to smaller requests addressing smaller, more-defined, learner populations (vs anonymous learners)
- Despite the evolution of the grant review process, we are still not seeing requests that are designed based on local QI/PI initiatives




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Rationale for Grant Denial

We Didn't Get the Grant — But Why?




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Form Letters

- Automatic communications are generated for all declined requests
 - *“Thank you for your application to the Pfizer Medical Education Group. We appreciate the effort that it takes to apply for grants.”*

After careful consideration, we regret to inform you that we are unable to support your grant request. Grant review is a competitive process. Your grant is scored compared to other grants received in this cycle. Due to the large volume of grant requests, Pfizer can only support approximately 30% of the grant requests that we receive.”

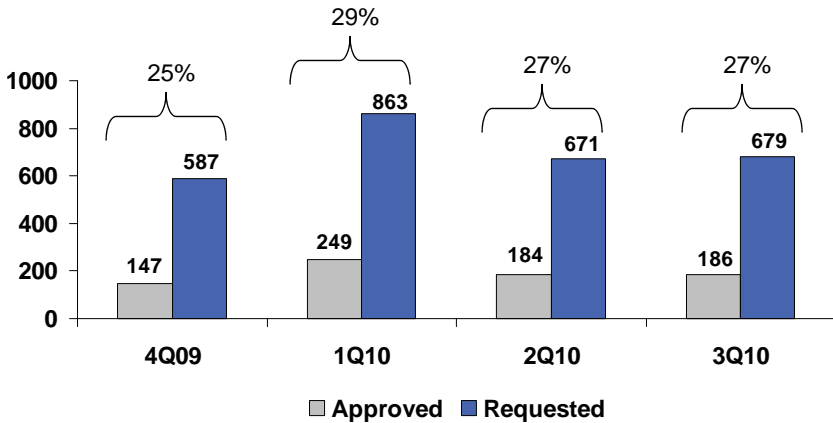


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Only 30%

- Really, only 30%?
 - As you can see, the volume of requests is quite high



Quarter	Approved	Requested	Approval Rate
4Q09	147	587	25%
1Q10	249	863	29%
2Q10	184	671	27%
3Q10	186	679	27%




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Reasons for Denial

Process & Policy Issues



Competitive Review




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Promotional Speakers

- Primary reason for denial
 - *Your request includes faculty who were promotional speakers for Pfizer in the past 12 months in the same clinical area.*

- At the States Attorney General request, we are not able to support grant requests that include faculty that have been promotional speakers for Pfizer in the past 12 months in the same clinical area



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Date of Event


- Primary reason for denial
 - *it was submitted outside our quarterly grant window timelines. The application periods and corresponding decision dates can be found on our website. Please refer to the FAQ section on our website for grant review cycle details*


- Quarterly Review

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Funding


- Primary reason for denial
 - *there is currently a lack of funds in this clinical area. Consult our website periodically for updated budget information.*

- Only reason for denial that allows resubmission






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Scope


- Primary reason for denial
 - *it does not meet the criteria for an independent medical education grant. Please refer to the log-in page of our website for definitions of other types of requests such as sponsorships, fellowships, charitable healthcare contributions, special events, and the avenues in which you can apply for such types of requests.*
 - *Pfizer does not provide medical education grants in support of board review courses.*


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Eligibility


- Primary reason for denial
 - *your organization is no longer eligible to request funding from Pfizer.*
- Registration
 - Organizational profiles are reviewed on an annual basis
 - If a provider does not respond with a confirmation that the profile was reviewed the registration can be denied
 - Please email Mededgrants@pfizer.com to correspond with someone about your specific situation.


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 **Incomplete applications**


- Primary reason for denial
 - *your request was incomplete. We contacted you to obtain the missing information; however, we did not receive a response.*

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 **Compliance**



- Primary reason for denial
 - *the program you proposed is in violation of Pfizer's requirements. Our process is intended to provide safeguards against real or perceived risks.*
 - *an Educational Partner assisting with your proposed activity is not currently compliant with Pfizer policies and procedures.*


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Requestor Withdrawal



- Primary reason for denial
 - *your grant submission was withdrawn per your request.*

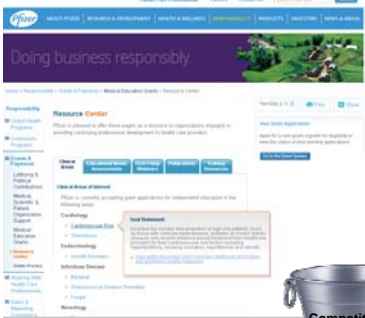

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Alignment

- Primary reason for denial
 - *the program you proposed is not currently as strongly aligned with our educational focus as other grants we have chosen to fund. You may refer to our medical education goals listed by clinical area posted on our website.*
- Clinical Areas of Interest can be found under our Resource Center
 - Just scroll over the clinical area to see a pop-up of our goal statement and a link to a document that includes all the statements


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Ranking

- Primary reason for denial
 - *your proposed program, compared to other grants received in this cycle, has been ranked lower than the grants we have chosen to fund. This decision considers both educational outcomes and costs from the perspective of improving patient care. Please refer to the Resource Center and Grant Process sections of our website for further information about quality medical education and Pfizer's decision criteria.*

- You may always contact our department with any questions
 - 1-866-MEG-4647 (international callers use 212-209-8997),
 - e-mail mededgrants@pfizer.com, or
 - e-mail a key MEG contact listed in the denial letter



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Grant Review Criteria

- Qualifications/Experience of Provider
- Needs Assessment
- Learning Objectives
- Educational Design
- Outcomes Measures
- Educational Innovation
- Societal/External Impact



Please refer to our July Webinar for more information related to our grant review criteria



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Previous outcomes


- Primary reason for denial
 - *your organization has not demonstrated a consistent pattern of providing educational outcomes as described in the original grant requests. Such outcomes information should be submitted as part of the post-activity reconciliation process.*
- Relatively new
- Frequency of use likely to increase in the future


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Summary

- Pfizer can only support about 30% of grant requests received
- Reasons for denial can be broken into 2 buckets




**Process
Issues**

J	I	T	N	E	M	N	G	I	L	A	C	P	S	E
X	B	N	O	C	O	I	I	R	D	Z	O	S	E	M
N	U	Q	C	G	D	B	S	M	U	R	M	K	M	Y
K	C	L	E	O	Q	W	I	R	J	D	P	O	O	W
C	C	O	N	L	M	S	J	E	E	E	L	D	C	A
C	L	K	M	E	N	E	Q	Y	W	K	T	A	T	Y
E	L	I	C	I	B	I	I	T	T	Y	A	T	U	J
Z	G	D	K	F	T	T	E	J	S	N	E	O	W	
S	T	N	Y	V	E	H	Z	W	T	I	C	A	P	K
R	U	V	W	E	D	Q	S	K	F	E	E	O	A	S
F	B	D	A	R	A	N	K	I	N	G	X	U	P	B
A	X	B	A	S	E	M	Q	K	B	D	X	U	I	E
H	Z	W	O	K	W	T	O	M	U	W	X	Q	B	G
O	A	H	O	F	L	C	Z	Y	P	E	T	A	J	O
L	T	C	L	T	O	E	S	X	U	U	E	J	U	U



**Competitive
Review**

- We believe in open communication and transparency and welcome your feedback


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CME Best Practice:
*Using Performance Improvement
Metric Tools*

Susan K. Keiser, MSN, RN
Education Specialist, CME
Northern Michigan Regional Hospital, Petoskey, MI



**The Flagship of Northern Michigan
Regional Health System**

- ✦ **Northern Michigan Regional Hospital**
 - 214 bed
 - Regional referral center
 - Medical staff of nearly 200 physicians representing nearly all medical and surgical specialties
 - Enabling full-service care with an emphasis on advanced heart, cancer, orthopaedics, and neuroscience services.
- ✦ **State-accredited with commendation for 6 years by Michigan State Medical Society**
- ✦ **282 credits offered in 2009**

Integrated Systems Approach

- **Partnership of CME and PI**
- **Presence on key committees/teams**
- **Common tools**
- **Shifting focus from capital intensive labor to process evaluation and improvement**
- **Sustainable changes in practice-system-wide**

Quality Data

- **Regulatory Agency Requirements**
- **Patient Safety Initiatives**
- **Pay-for Performance**
- **Third Party Rating Agencies**
- **Redesign Initiatives**

Needs Assessment

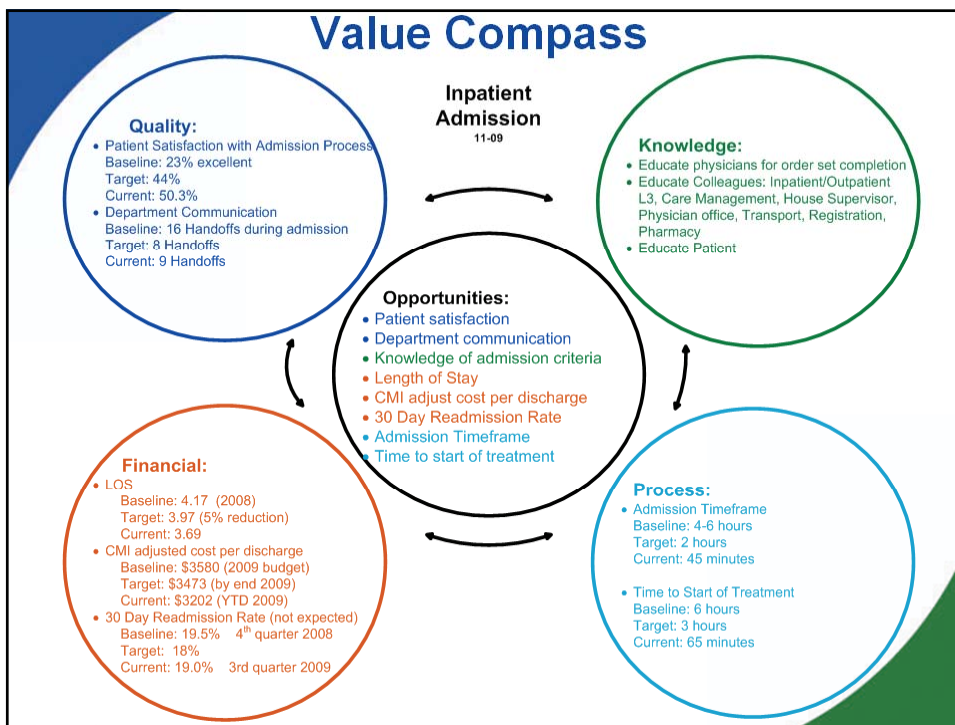
- Occurrence report trends
- Physician/Colleague opinion surveys
- Patient Satisfaction Surveys
- Peer Review education requests
- Unit/Program/Team Scorecards

CPHQ Scorecard

2009-2010 NMRH CPHQ Scorecard											
Metric Information											
Unit	Metric	Metric Definition	Strategy	Perspective	Actual	Target	Index Indicator	Actual YTD	Target YTD	Index Indicator YTD	Comments
Patient/Process Indicators											
Indicators											
<small>(R Group, Bed-Size 201 to 399, Rural, Non-teaching, All Payer)</small>											
RH Hall	Defect Investigation	Increase number of defect investigations/quarter done by CPHQ Participant (Risk Management generated excluded)	Value Strategy	Quality Perspective	4	3	Good	4	3	Good	PI Colleagues have the knowledge, skills, and confidence to conduct/lead process
RH Hall	PI Tools	CPHQ participant develop/use PI Tools	Value Strategy	Quality Perspective	3	1/CPHQ Colleague	Good	3	3	Good	Three/G: Action Plan Form; BMCJ to ACC Transition Work Plan, ONC Redesign
RH Hall	Medication Reconciliation	Patient Safety Goal - Medication Reconciliation Outpatient Last Dose Date and Time Obtained; Data Source: HFMEA	Value Strategy	Quality Perspective	95.6%	100.0%	Good	95.6%	100.0%	Good	
RH Hall	Critical Values	Patient Safety Goal-Communication-Critical Value minutes from results to Provider notified	Value Strategy	Quality Perspective	17 min	60 min	Good	17 min	60 min	Good	Huge improvement
RH Hall	Medication Reconciliation	Patient Safety Goal- Medication Reconciliation Inpatient Last Dose Date & Time; Data Source HFMEA	Value Strategy	Quality Perspective	62.7%	100.0%	Good	62.7%	100.0%	Caution	2009 Actual YE = 56.9%. Improving

Keystone ED Project Scorecard

Keystone ED Project			1st Quarter			2nd Quarter			Commentary
Metric	Metric Description & Data Source	Perspective	1st Quarter Actual	1st Quarter Target	1st Quarter Indicator	2nd Quarter Actual	2nd Quarter Target	2nd Quarter Indicator	
Documentation	Target = Total number of charts per quarter; Actual = Total number of complete charts per quarter	Financial Perspective	98.9%	90.0%	Good	91.0%	90.0%	Good	
3 Way Variance	Price + Efficiency Variance	Financial Perspective	-\$9,479	\$0	Good	-\$26,918	\$0	Good	
Key Drivers Overall Safety in Hospital	PRC 90th Percentile is target	Customer Perspective	62.5%	65.1%	Caution	64.00%	65.1%	Caution	
PRC Snapshot Questions Overall Quality of Nursing Care.	PRC 90th Percentile is target	Customer Perspective	57.8%	57.8%	Good	61.80%	57.8%	Good	
Door-to-Doc	% of patients seen by Doc in 30 min or less from time of registration	Quality Perspective	76.6%	90.0%	Poor	77.1%	90.0%	Poor	There is no organizational commitment to the Boarding (holding patients)-policy in development
PRC Total Time in ED	PRC #27: Total time spent in the emergency room. PRC 90th Percentile is target	Customer Perspective	38.7%	45.7%	Poor	43.4%	45.7%	Caution	
PRC Doctors' Understand & Care	PRC #15 Doctor's Understanding and Caring. PRC 90th Percentile is target	Customer Perspective	47.0%	58.1%	Poor	52.0%	58.1%	Poor	




Tips for Engagement

- ✦ **Committee/team membership**
- ✦ **Communicate/collaborate with PI Staff**
- ✦ **Use a common language**
- ✦ **Use common tools**


Resources

- ✦ www.accme.org
- ✦ www.ama-assn.org/ama/pub/category/4837.html
- ✦ www.cms.hhs.gov/PQRI
- ✦ www.qualitymeasures.ahrq.gov
- ✦ www.qualitynet.org
- ✦ www.patientsafetygroup.org
- ✦ www.lean.org
- ✦ www.balancedscorecard.com




Until Next Time


1. 2010 goal to improve dialogue with the CE community
 - Upcoming webinars:
 - November 5th – Invitations to be sent out the week of October 18th
 - 11AM EST: Dec 3
2. You can always contact us if you have any questions related to a grant request once a decision has been made
3. If you have comments or suggestions please email: mededgrants@pfizer.com



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How can we help?



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