

Perspectives from Users of Continuing Education

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2008 For Physicians.....

*“It was the Best of Times &
The Worst of Times”*

Ref: Dickens C. A Tale of Two Cities. Dickens C. 1859.1859. London: Chapman & Hall

Physicians' Challenging Environment

**Increasing
Practice
Documentation**

**Rapidly Increasing Medical
Knowledge**

**Increasing
Practice
Oversight**

**Increasing Rate
of
Information
Dissemination to
Physician & Patients**

**Increasing Third
Party Restrictions**

**Direct to Consumer
Advertising**



Current Physician Clinical Environment

Falling
Re-imburement



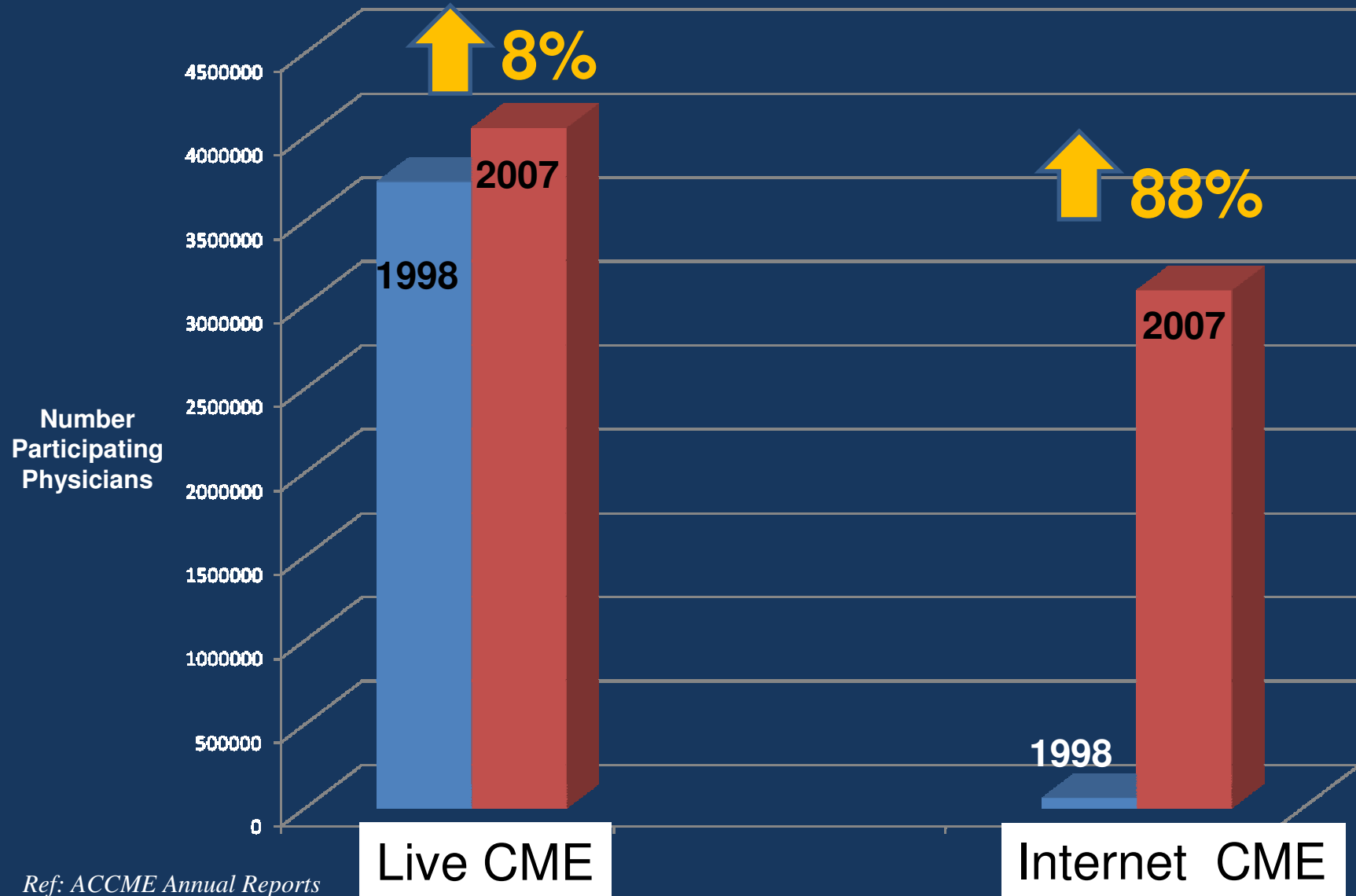
Increasing Practice
Overhead



Increase Clinic
Volume



Changes in Physician Choices of CME Formats 1998 -- 2007



Ref: ACCME Annual Reports

The Questions

1. What is the current importance of CE to your daily work/daily work of physicians?

CE is critical to maintain contemporary validated up-to-date knowledge and clinical competence

The Questions

2. How could CME be changed to make it more useful to a physician and a more integral part of your practice?

Point of Care

“just for you” & “just in time”

**Physician
Continuing
Medical
Education**

Patient Specific

*this patient
this medical problem
these medications
these associated conditions*

Physician Specific

his/her knowledge & skills

**Passive & Active
POC CME**

**Valid & Practical
Content**

**Effective Education
Format**

ELECTRONIC MEDICAL RECORD EMR

HIPPA Compliant
Patient Data/Outcomes

(Passive)

(Active)

Automated

Point of Care
Patient Care
Questions
Based on
EMR Data

Benchmarked
Patient Outcomes
Improvement
Opportunities

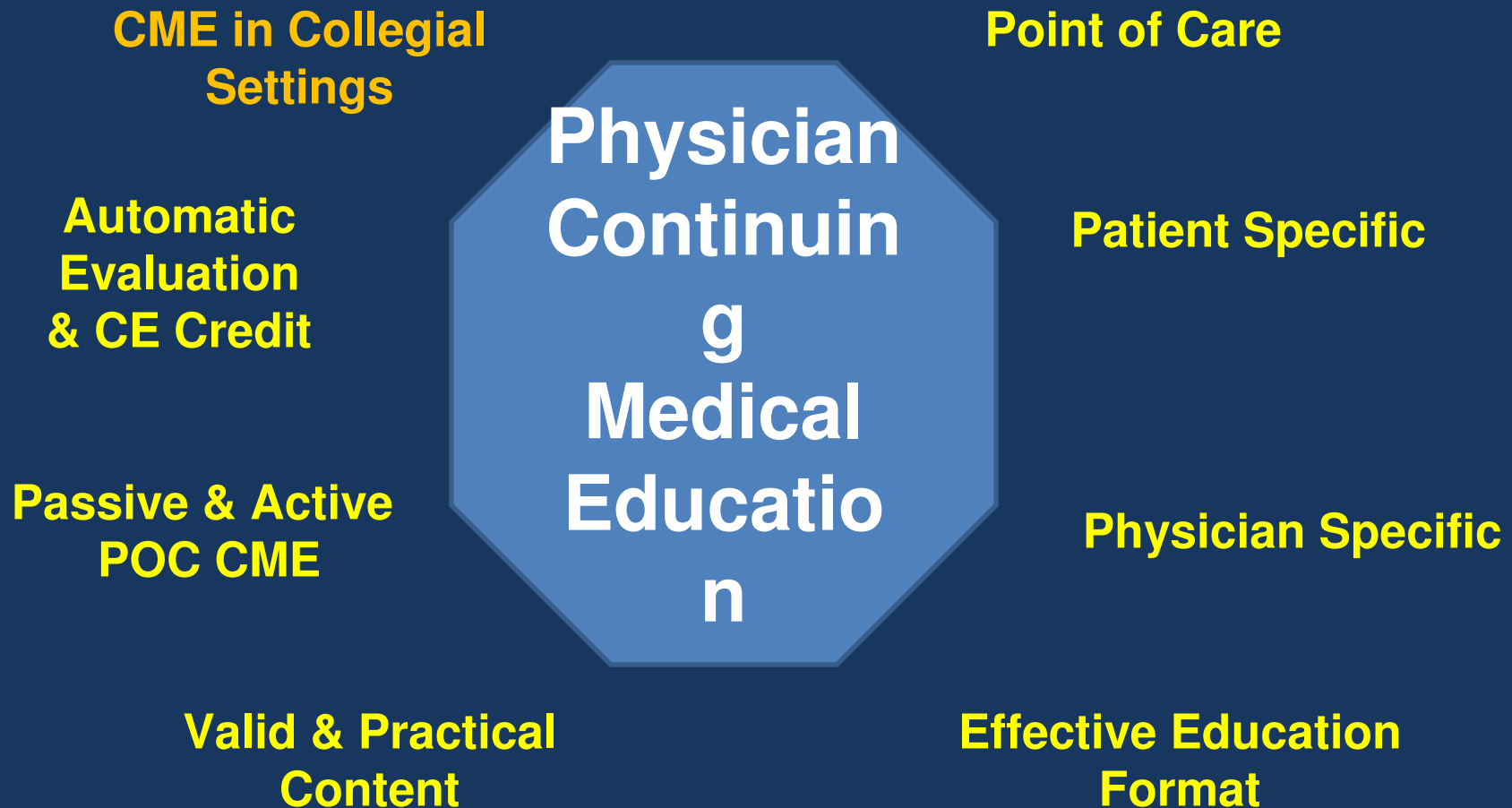
Physician
Initiated
Educational
Inquiries

Patient-Physician-Centric Continuing Education

Automated Continuing Medical Education Credit

The Questions

2. How could CME be changed to make it more useful to you and a more integral part of your practice?



The Questions

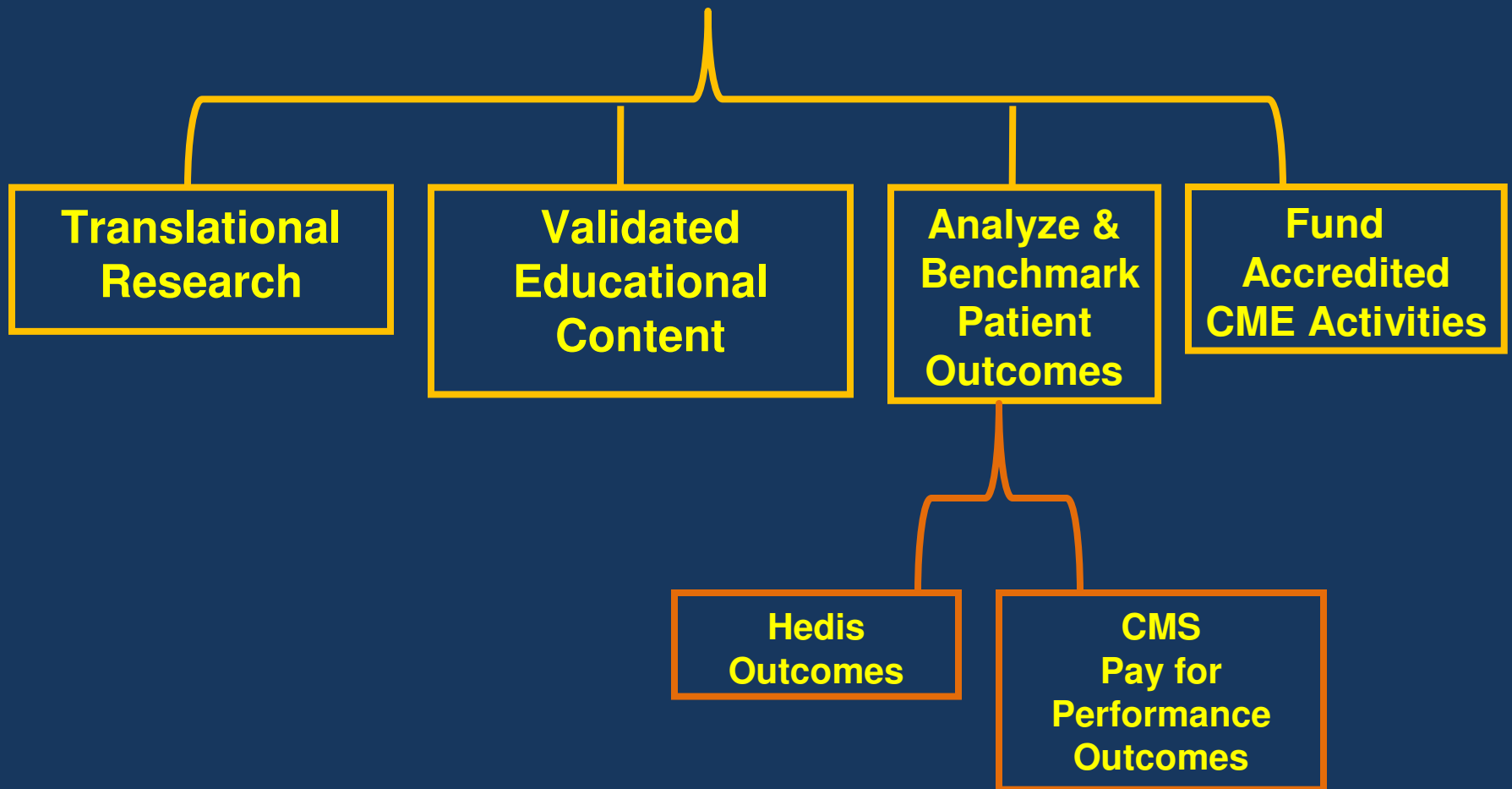
3. Additional Issues

1. Awaken the healthcare provider's need & desire to learn.



2. Identify future funding methods for CME to include an appropriate role of commercial support to defray costs to learners and to contribute to improving patient outcomes.

National Healthcare Education Institute



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Thank You