Why Practice-Based CME Is a Strategic Organizational Resource

Ronald M. Cervero, PhD
Professor and Associate VP for Instruction
The University of Georgia

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Presenter Disclosure

Ronald M. Cervero, PhD

Does not have an interest in selling services to CME and CE professionals
Overview: Three Questions

• Part 1: Why practice-based CME?

• Part 2: Does CME improve physician performance and patient health outcomes?

• Part 3: How should we align CME as a strategic organizational resource?
Have You Seen This Picture?

Continuing education “is dominated by the informational update. In what is typically an intensive two- or three-day short course, a single instructor lectures and lectures and lectures fairly large groups of business and professional people, who sit for long hours...
Have you seen this picture?

...in an audiovisual twilight, making never-to-be-read notes at rows of narrow tables covered with green baize and appointed with fat binders and sweating pitchers of ice water.”
REDESIGNING CONTINUING EDUCATION IN THE HEALTH PROFESSIONS

INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES
IOM: Moving Toward Practice-Based CME

An effective system of continuing professional development ensures that health professionals can:

• Provide patient-centered care
• Work in interprofessional teams
• Employ evidence-based practice
• Use health informatics
Designing CE That Improves Performance and Health Outcomes...

• Is NOT a knowledge problem!!!!
• We have hundreds of studies, including RCTs, and
• 39 systematic reviews
• That inform principles for designing CME that can improve physician performance and patient health outcomes
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Improving Performance and Pt Outcomes Through CE: What is the Evidence?

• Umble & Cervero, 1996 (16 systematic reviews)
• Robertson, Umble, & Cervero, 2003 (15 systematic reviews)
• Cervero & Gaines, 2015 (8 systematic reviews)
• Institute of Medicine, 2010
Improving Physician Performance and Patient Health Outcomes through CME

• Does CME improve physician performance and patient health outcomes?

• What mechanisms of action lead to positive changes in these outcomes?
Can We Improve Physician Performance and Patient Health Outcomes Through CME?

- 39 systematic reviews from 1977-2014
- CME does improve physician performance & patient health outcomes
- CME has a more reliably positive impact on physician performance than on patient health outcomes
Can We Improve Physician Performance and Patient Health Outcomes Through CME?

YES

WE

CAN!
What Enables CME Effectiveness?:
39 Systematic Reviews

- Needs-assessment for practice change
- Program intensity (more exposures, longer)
- More interactive
- Focused on outcomes considered important by physicians
- Administrative support and policy incentives for practice changes
What Enables CME Effectiveness?
IOM: “Scientific Foundations of CE”

• Incorporates needs-assessment
• Is interactive
• Employs ongoing feedback to learners
• Uses multiple methods of learning
• Simulates the clinical setting
Do We Know How to Design CME to Improve Physician Performance and Pt Outcomes?

YES

WE

DO!
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Continuing Medical Education as a Strategic Resource

More than 1,100 hospitals and health systems provided 35% of the accredited CME in 2013.

How is your organization using this resource?

American Hospital Association's PHYSICIAN LEADERSHIP FORUM
AHA’s Physician Leadership Forum

“Members agreed that a larger focus on performance improvement and practice-based learning would be very relevant and felt there was a need for greater communication between CME professionals, physician leadership, and organizational leadership to improve CME offerings.”
CME as a Strategic Resource: Five Recommendations

- Align CME with strategic organizational goals
- Use “non-traditional” CME applications
- Develop stronger links between CME and QI
- Develop CME with community and practice data
- Encourage inter-professional and team-based learning activities
Should We Make Practice-Based CME a Strategic Organizational Resource?

YES

WE

MUST!