

MAACME 2018

Annual Conference

ACCOMMODATIONS

Guest rooms are available at the Resorts Hotel in the non-smoking Ocean Tower at the rate of \$69 plus \$15 resort fee and applicable taxes. Reservations can be made before October 31, 2018 by calling 1-888-797-7700 and referencing the group code VMAACME or online at <https://meetatresortsac.com/vmaacme/>. Parking at the Resorts Hotel is available at \$5.00 per car, per stay, for Self or Valet Parking.

REGISTRATION

By November 8, please register online:
www.maacme.org

FEES

November 14 CME 101	Member \$125
	Non-member \$155
November 15 Conf.	Member \$125
	Non-member \$155
Both Nov. 14th & 15th	Member \$225
	Non-member \$285

Additional Option

November 14 Networking Reception 5 -7pm
(Includes hors d'oeuvres and 1 drink ticket)
Member \$15
Non-member \$20

CANCELLATIONS: By November 7, full refund. After November 7, \$25 processing fee.

SUBSTITUTES: Are accepted at any time.

WALK-INS: May be accepted if space is available. Bring payment.

PAYMENTS: The online system accepts credit card payment securely. Or pay by check payable to "MAACME" and send to:

Laurel L Humbert, CMP, MAACME Treasurer
PO Box 368
Harrison City, PA 15636

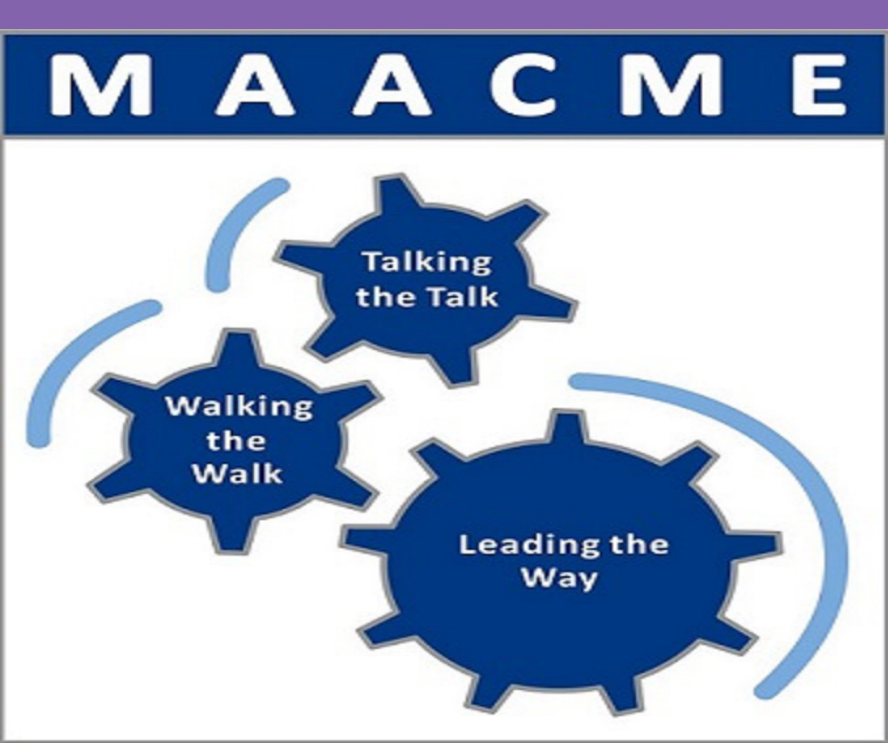
MAACME reserves the right to cancel or postpone this course due to unforeseen circumstances. In the event of cancellation or postponement, MAACME will refund any registration fees but is not responsible for related costs or expenses of participants, including cancellation fees assessed by hotels, airlines, and travel agencies.

QUESTIONS?

Contact Bonnie Bixler:
bbixler1@hmc.psu.edu or 717-531-6483

MAACME
Walking the Walk, Talking the Talk, Leading the Way
PO Box 368
Harrison City, PA 15636

Mid-Atlantic Alliance for Continuing Medical Education



2018 ANNUAL CONFERENCE

November 14th & 15th, 2018

Resorts Casino Hotel
1133 Boardwalk
Atlantic City, NJ 08401

Registration Required:
www.maacme.org

OVERVIEW

The MAACME annual conference is designed to meet the educational needs of CME professionals working in a variety of settings, including academic centers, specialty societies, state medical societies, medical writers, medical education companies, hospitals and health care systems.

Wednesday, November 14th

- 8:30 a.m. Registration
Morning Refreshments
- 9 a.m. CME 101: The Nitty-Gritty of Accredited Continuing Medical Education and Adult Education (Lunch Provided)
Frank C. Berry, BS, CHCP
Director, Division of Continuing Professional Development MedChi, The Maryland State Medical Society

Leslie B. Howell, BA, CHCP
Director of CME, Training & Physician Leadership Programs
Pennsylvania Medical Society

Ruth Zarzycki
Manager, CME Accreditation Program
Medical Society of New Jersey

Get the facts, know your options, and embrace the opportunities! Attend this workshop if you:

- need clarification on the AMA & ACCME defined roles and responsibilities of CME providers
- want clarity around the language and requirements of CME activity accreditation
- have questions about managing your day-to-day CME program to ensure compliance
- desire to share ideas and build skills with CME colleagues who have similar questions and challenges
- like to network and find best practices you can take back to improve your CME operations

- 4 p.m. Adjourn
- 5 - 7p.m. Welcome Reception @ Margaritaville!
Sponsored by Beacon Live
(wear your Hawaiian shirt or other festive attire!)



Thursday, November 15th

- 7:30 a.m. Final Registration, Breakfast, Exhibits
- 8 a.m. Brief Business Meeting
Officer reports & updates on current initiatives
- 8:30 am Rethinking Educational Strategy
Graham McMahon, MD, MMSc
President and Chief Executive Officer
Accreditation Council for Continuing Medical Education (ACCME)

At ACCME we share your passion for making a difference through powerful learning experiences. In this session we'll examine several of the typical challenges of engaging clinicians in CME, review how the accreditation system is evolving to support and encourage the necessary evolution in educational design, and describe best practices in translating learning to practice change.

- 9:30 a.m. Quality Improvement/CME Synergies
David W. Price, MD, FAAFP, FACEHP
Executive Director, ABMS Multispecialty Portfolio Program; Senior Vice-President, ABMS Research and Education Foundation

QI and CME as disciplines developed separately, with separate cultures, expertise, and workforce. While they are not the same, QI and CME share similarities, including aspirations to improve care delivered to patients and populations; each can benefit from working with the other. Dr. Price will share brief concepts and perspectives from his time in the Kaiser Permanente system and at the American Board of Medical Specialties on how QI and CME can work together. Participants will be asked to describe their challenges and successes in applying these concepts in their institution.

- 10:30 a.m. Break & Exhibits

- 11a.m. How to Simply but Effectively Show Outcomes to Stakeholders

The best way to report learning outcomes from continuing education programs is being discussed in a variety of ways among CME professionals. How can we effectively communicate the value of CME and compare outcomes data between projects without mandating standardized reports and templates? Or should we? Come join the conversation!

Moderator:
Donald Harting, MA, MS, ELS, CHCP
Manager, CE Grant Writing and Outcomes
National Comprehensive Cancer Network

Panelists:
Ted Singer
President, PeerView Institute for Medical Education, Inc.
Trish Levy, MHA, HEd
System Manager Medical Education
Main Line Health
Robyn Snyder
Senior Director, Education Design
American College of Cardiology
Elizabeth Ward, MSJ
Executive Director, Center for Continuing and Outreach Education; Rutgers New Jersey and Robert Wood Johnson Medical Schools

- 12:15 p.m. Lunch - Sponsored by EthosCE
Exhibits, Networking

- 1:15 p.m. Breakout Sessions (Choose one):
A. The Value of Community and Clinical Collaborations
Marlin L. Williams, MBA
Senior Director, Operations and Capacity Building
Health Promotion Council

New opportunities for collaboration among health care providers, public health and social service organizations can improve individual, population health and quality of life while reducing health care costs incurred at the patient, provider and payer levels. This session will focus on partnerships between HCP, CME providers and others to aid efforts in addressing community/population health issues.

- B. Digital Health: What is the Role of CE in a World of Wearables, Apps, & Other Technologies? Results of a Survey from the ACEhp Research Committee
Andrew D. Bowser, ELS, CHCP
Principal, IconCME, Committee Member: ACEhp Research Committee

In this session, we will review results of the survey, the implications of the findings for future CME activity development, curriculum planning, and strategic partnerships, as well as the potential for additional communications or initiatives related to digital health, eg, formal recommendations regarding next action steps on digital health and CME.

- C. Bringing QI and CE Together: Education as the Engine for Transformation
David S. Kountz, MD
Co-Chief Academic Officer, Hackensack Meridian Health
Jean B. Primavera, MEd, DMH
CME Administrator, Hackensack Meridian Health

This presentation will highlight examples of how CE programs in our network have addressed quality of care and patient safety while engaging providers. It will review opportunities and challenges with aligning quality improvement and CE.

- 2:15 p.m. Break & Exhibits
- 2:30 p.m. Breakout Sessions Repeat (choose one)
- 3:30 p.m. Return to General Session Room
- 3:35 p.m. Top 5 Recent Articles Impacting CE/CPD
Mila Kostic, CHCP, FACEP
Director of Continuing Medical Education; Perelman School of Medicine at the University of Pennsylvania; Co-Director of Interprofessional Continuing Education Penn Medicine

Busy CME/CPD professionals do not always have time to keep up with relevant literature. Yet, it is important to ensure that we use evidence from research in medical education to inform our practice. During this session, the impact of innovative and important articles that illuminate topics of interest to current CME/CPD community will be addressed by the editor of the SACME Virtual Journal Club.

- 4:05 p.m. Fast & Furious: 5 Minute Snapshots from Providers About What They Do Best

• Performance Monitoring: A Helpful Tool for Annual Reports and Self-Study
Bonnie Bixler, MEd
Director, Continuing Education; Penn State College of Medicine
• The Delphi Method
Donald Harting, MA, MS, ELS, CHCP
• What is a Gap and Where Can I Find One?
Ruwaida Wakil, MSc;
ProMed Write, LLC
• Top 5 Dos and Don'ts in a Grant Request
Pamela Mason, CCMEP, FACME
Director, Medical Education Grants Office, Astra Zeneca

- 4:30 p.m. Wrap - Up and Adjourn