

# inside *medical education*

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## PI EDUCATION GAINS GROUND AS ABMS REVISES STANDARDS FOR MAINTENANCE OF CERTIFICATION®

The American Board of Medical Specialties (ABMS) in March adopted new standards to enhance physician qualification through its ABMS Maintenance of Certification® (MOC) program. In addition to regular participation in certified CME activities, physicians who wish to maintain their Board certification will now be required to provide documentation of their participation in self-assessment activities. They must also provide evidence of their participation in practice-based assessment and quality improvement activities every 2–5 years. To learn more about the new ABMS standards, visit <http://www.abms.org>.

Performance improvement (PI) education offers physicians an ideal way to meet the new requirements for certification. PI activities provide physicians with individualized learning opportunities, as well as a structured opportunity to integrate newly learned knowledge and skills into patient care. To be certified for *AMA PRA Category 1 Credit*®, PI activities must include 3 distinct stages of learning (see box).

CME thought leader, Floyd Pennington, PhD, offers some valuable insights on PI education in his “Conversations In

CME” blog at <http://convcme.wordpress.com/>. Of particular interest to our readers may be his downloadable podcasts of pertinent conversations and interviews.

To learn about Indicia’s experience with PI CME and how we can make PI CME work for you, contact Dr. Overstreet.

### 3 Stages of Learning in PI Education

**Stage A** allows physicians to learn from their own assessment of their current practice using identified performance measures.

**Stage B** encourages learning from the direct application of PI to patient care by implementing specific PI interventions using appropriate tracking tools.

**Stage C** reinforces learning from evaluation of the PI effort through re-evaluation and reflection on their performance.

## INDICIA IN THE NEWS

Indicia President Karen Overstreet was recently interviewed by *Ocular Surgery News* for a cover story on the changing role of industry in CME (see *Ocular Surgery News*, 2009;27[3]). Ongoing media controversy over perceived bias and industry support of CME programs has precipitated knee-jerk reactions that have resulted in significant policy and guidance statement revisions from all sectors of the physician education community.

Among these reactions, the most onerous may be the proposal to eliminate industry funding of physician education entirely. According to Dr. Overstreet, that could prove detrimental, not only to physician education, but to patients. With commercially supported education comprising about half of all currently available CME, she predicts that this action would create a “huge void” in quality education.

Citing 2006 member survey data from the Accreditation Council for Continuing Medical Education (ACCME), she noted that among the various types of providers responding, medical education and communication companies were the most compliant. In fact, their compliance with regulatory standards even exceeded that reported by medical schools and societies.

New, more stringent policies on interactions between physicians and industry, particularly as they apply to industry support of CME and faculty conflict of interest, are part of the new “normal” for our industry. Through transparency and compliance with new regulations, medical education professionals will rise above these allegations of bias and continue to enhance the value and integrity of CME.



## ALLIANCE FOR CME AWARD GOES TO NC-CME

The National Commission for Certification of CME Professionals (NC-CME) recently received the Alliance for CME (ACME) 2009 Award for Innovation in Continuing Professional Development for the CME Profession. "The award is a validation of the extensive time and effort put into the development of the credential by 70+ volunteers during the past 3 years," according to Indicia President Karen Overstreet, EdD, RPh, FACME, CCMEP, who also serves as NC-CME president.

NC-CME has developed a validated certification exam that assesses candidates' knowledge of adult learning

principles, educational interventions, stakeholder relationships, and the CME environment, and their leadership, administration, and management acumen. To keep up with ongoing changes, Form 2 of the CCMEP exam is being developed and will be launched in September.

To date, 157 individuals have received their CCMEP credentials. The validated certification exam will be available at more than 200 testing centers across the United States during the following periods in 2009: June 13-30, September 13-30, and December 1-30. Candidates can register online, and documentation of relevant education and experience is required. A list of those who have successfully passed the exam and been designated as Certified CME Professionals (CCMEPs) can be viewed in the National Registry at [www.NC-CME.org](http://www.NC-CME.org).



NC-CME Board members received ACME's 2009 Award for Innovation in Continuing Professional Development for the CME Profession at ACME's 34<sup>th</sup> Annual Conference in San Francisco in January. Back row: Lew Miller, MS, CCMEP; Jon Ukropec, PhD, CCMEP; Jack Kues, PhD, CCMEP; Marty Cearnal; Greg Thomas, MPH; and Mila Kostic (CME Director, U Penn [funded award]). Front row: Pam Mason; Karen Overstreet, EdD, RPh., FACME, CCMEP; Laird Kelly, CCMEP; Judy Ribble, PhD, CCMEP; Marissa Seligman, PharmD, CCMEP; and Paul Webber, EdD (Executive Director, ACME).

## EVENTS OF INTEREST

May 7–8, 2009

2<sup>nd</sup> Annual Pharmaceutical Alliance for CME (PACME) Summit

Common Ground for Better Patient Care  
Sofitel Philadelphia, Philadelphia, PA

<http://centerforlearningandchange.acme-assn.org>

May 8–9, 2009

2009 Council of Medical Specialty Societies (CMSS) Spring Meeting

Westin O'Hare, Chicago, IL

<http://www.cmss.org>

June 7–9, 2009

14<sup>th</sup> Annual Global Alliance for Medical Education (GAME) Meeting

Université Claude Bernard, Lyon, France

<http://game-cme.org>

June 13–17, 2009

2009 Society for Academic Continuing Medical Education (SACME)

Summer Institute for CME Research  
University of Toronto Conference Centre  
Toronto, Ontario, Canada

<http://www.sacme.org>

June 13–30, 2009

NC-CME CCMEP Testing Period

<http://www.NC-CME.org>

## INDICIA SERVICES

Concerned about your compliance? Are your stakeholders secure? Indicia can help.

Indicia Medical Education, LLC, offers consultation and training on CME best practices to ensure compliance, mitigate risk to stakeholders, and improve the effectiveness of CME programs.

For a consultation, please contact Karen Overstreet at [karen.overstreet@indiciaed.com](mailto:karen.overstreet@indiciaed.com) or call 215-855-9090, ext. 108.

Please visit our  
Web site at  
[www.indiciaed.com](http://www.indiciaed.com)  
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these and other  
important  
CME topics.

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