Designing “New Format” CME Activities

New regulations empower CME providers to design and accredit practice-based, learner-centered activities to enhance learning and outcomes. These initiatives require special approaches to recruiting and engaging physicians as planners, faculty and participants.

Purpose:
This session is designed to provide knowledge about a critical topic affecting current and future CME practices and the core competencies needed to address standards that will affect organizations, processes, and delivery methods for CME.

Objectives:

- Orient CME providers to the growing association between quality improvement and continuing education.
- Describe new and emerging types of accredited activities.
- Discuss opportunities and barriers to implementing new format activities.

Expected Outcomes:
CME providers will leave this session more prepared to:

- plan creative practice-based and performance improvement activities that conform to regulations for new formats of CME;
- engage physicians interested in planning these activities and serving as faculty;
- publicize these activities to potential learners; 4) design and implement appropriate assessment measures for these new CME formats.

Target Audience: All experience levels in all provider groups.

This program was made possible by a grant from Merck, Inc.

Presenters:

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Dr. Edelstein is the Chief Medical Officer and Co-Director for the Tufts Health Care Institute (THCI) and Tufts University School of Medicine Office of Continuing Education (TUSM/OCE). With the Executive Director, Dr. Edelstein is responsible for business development, content and program oversight, and management of related operations. He has a lead role as liaison with the leadership and others at TUSM and its affiliated hospitals. He represents THCI in public forums and with professional organizations, clients, and sponsors.

Dr. Edelstein has more than 25 years experience in both clinical and administrative health care. He served as Chief Executive Officer for Primary Care, LLC, a community-based Physician Organization of almost 200 physicians in Greater Boston and southeastern Massachusetts. At AvMed Health Plan, a Florida-based, not-for-profit Managed Care Health Plan, Dr. Edelstein served as Chief Medical Officer, Senior Vice-President for Network Contracting and Operations, and Senior Vice President of Medical Affairs and Quality. He has practiced medicine in a number of clinical environments and was a fulltime faculty member of the University of Miami School of Medicine.

He received his MD from the University of Miami and completed a Rotational ("Family Practice") Internship and Residency in Pediatrics at the Naval Hospital, San Diego, CA. Dr. Edelstein also earned a

PhD in Philosophy/Medical Ethics from the University of Miami. He has served on several institutional Ethics Committees and taught courses in both the Philosophy of Medicine and Medical Ethics.

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Working with THCI's chief medical officer and numerous outside experts, Ralph Halpern develops curricula and instructional materials for THCI's online, published, and classroom programs. He also develops evaluation instruments to assess the quality of THCI programs and their impact on educational outcomes. Mr. Halpern has co-authored publications and articles about THCI's activities and curriculum.

Mr. Halpern's health care career began at the Health Planning Council for Greater Boston, the local federally-funded Health Systems Agency; continued in planning at Harvard Community Health Plan (now Harvard Pilgrim Health Care); and moved on to strategic planning at Tufts-New England Medical Center, the principal teaching hospital of Tufts University School of Medicine. In these positions, Ralph assessed the local health care environment and the opportunities for change, and helped implement projects to meet the needs of the service population while advancing the organizations' strategic goals. Mr. Halpern is a graduate of Harvard College and the Boston College School of Social Work, majoring in community organization and social planning.