University of Florida Continuing Medical Education

- University of Florida CME coordinates continuing medical educational activities for the University of Florida College of Medicine

- Office is completely self funded and serves both the Gainesville and Jacksonville campuses

- UF CME initiates a number of activities with UF faculty as well as with external clients each year
Majority of time spent on internally-focused activities

- Internal activities 2007/2008
  - Regularly scheduled series (60 rounds and conferences, 1706 hours, 34,000 credits)
  - Grand Rounds On Line
  - Clinical Quality Awards
- Mandatory CME (Board-required for licensure)
- Meetings (89 meetings, 408 hours, 2453 credits)
- Performance Improvement CME (new)
Majority of funding comes from externally-focused activities

- External activities
  - Usually with an educational partner
  - Faculty can be UF or non-UF
  - Internet programs (134 programs, 130 hours, 14,100 credits)
  - CD-ROMs and brochures (14 programs, 54 hours, 872 credits)
  - Meetings for external audiences
Who is UF CME?

Marvin Dewar, MD, JD
Associate Dean, CME

Kathy Murphey
Director, CME

- Directs and manages CME Office
- Oversees fiscal affairs

Laura Gruber
Associate Director, CME

- Liaison with faculty and staff to coordinate CME programs
- Clinical quality awards
- PI CME

Patricia Butterfield
Coordinator

- Coordinates activities with major educational partners
  - PeerView
  - Ethis/Candeo
- Liaison for program and event development

Kai Woods
Program Assistant, Jacksonville

- Oversees regularly scheduled series

Barbara Jones
Coordinator

- Coordinates activities with major educational partners
  - Joint sponsors
  - Liaison for program and event development

Rasa Simkus
Program Assistant

- Oversees regularly scheduled series
  - CME Advisory Committee liaison

Kim Mitchelson-Chircop
Program Assistant

- Financial paperwork and information
  - Speakers
  - Payment of program expenses

Joyce Crawford
Program Assistant

- Receptionist
- Program registrar
UF CME accredited by ACCME

- AMA Category 1 CME equivalent credit can be provided by
  - AMA subdivisions
  - ACCME Accredited organizations
  - AAFP
- UF CME is fully accredited by the Accreditation Council for Continuing Medical Education (ACCME)
- Re-accredited every four years
- Accreditation requirements drive most of our CME policies and regulations
Regularly Scheduled Series are a major UF CME focus

• Much involved in coordinating regularly scheduled series
  • Regular communication with Departmental contacts
  • Coordination of Letter of Agreement for external support
  • Contact with speakers
  • Securing disclosure forms
  • Review of marketing material such as flyers
  • Evaluations
External relationships are a necessary part of our work portfolio

- Major external partnerships focus on physicians nationwide
  - Partner secures funding, develops activity in conjunction with our faculty
  - Activities include live events and enduring materials

- UF CME primary partners
  - PeerView
  - Vascular Biology Working Group
  - Candeo (specific to ophthalmology)
Outcomes data and Performance Improvement CME

- New area of emphasis in CME
- Required for future accreditation
- Gather data prior to and following educational intervention to assess improvement and integration of knowledge into practice
- Focuses on before and after performance on managing a hypothetical case or measurement of actual practice data
- UF CME implemented first outcomes analysis at recent primary care conference
- PI CME
  - Includes clinical practice audits over time
  - “Bonus CME” available
UF CME is educating our faculty directors on several important industry and UF issues

- Companies cannot make direct payments to speakers for CME. All financial support must come directly through the CME provider.

- Companies cannot be approached to recommend speakers. Speakers, topics, and all other elements of a CME activity must be under the complete control of the CME provider.

- UF requires all registration fees for credit or non-credit continuing education activities to be deposited into the DCE auxiliary fund*

- National Faculty Education Initiative launched – module developed to teach medical education faculty the differences between certified CME and promotional activities

* UF Regulation 6CI-3.03769210
A study with our partner: Practicing Physicians’ Points of View on Modern CME

PHYSICIAN POINTS of VIEW on MODERN CME

STUDY BACKGROUND
Practicing physicians, as the primary end-users of CME, have been largely unheard during the recent debates around CME, which have instead been largely driven by laypeople, attorneys, major medical centers, and commercial entities. Therefore, UF, Peerview Institute for Medical Education and the University of Florida collaborated to learn about their current perspectives on key issues in education. We sought to learn physicians’ impressions about four key topics:
- Bias
- Performance Improvement
- Effectiveness and Impact of Educational Formats
- Payment Issues and Motivation

CURRENT BELIEFS
In order to assess beliefs and attitudes about bias, we first needed to know whether physicians were aware of the recent regulatory changes and educating independence. We provided a list of 6 factors and asked physicians to check all that apply.

- 105 (17.7%) got the question entirely correct (i.e., they knew that commercial supporters could provide funding but nothing else).
- 209 (40.6%) knew that commercial supporters could provide funding, but they also thought they could provide input into at least one of the other areas.
- 105 (17.9%) physicians simply said, “I don’t know.”

SAMPLE INFORMATION
Specialties Sample Size
TOTAL 592
Primary Care Physicians 117
General Surgeons 107
Oncologists 69
Cardiologists 64
Psychiatrists 62
Infectious Disease Specialists 58
Rheumatologists 42
Neurologists 40
Gastroenterologists 36

Perceptions of Bias
Commercial support of continuing education by pharmaceuticals or device companies is appropriate.

- 53% Disagree
- 25% Strongly Disagree
- 21% Agree
- 3% Strongly Agree

MANAGING BIAS
Do you feel that any continuing education you’ve participated in during the past year was biased because of a pharmaceutical or device company financially supporting the activity?

- 8% Agree
- 28% Strongly Agree
- 38% Agree
- 32% Strongly Disagree

PAYMENT ISSUES

- 99% Stated that continuing education that is free to physicians is important.
- 99% Stated they would do less continuing education if it were no longer free.

FOR MORE INFORMATION
This poster provides a very brief snapshot of the data gathered during this ongoing research endeavor. To receive the full presentation, to review the data by individual specialty, or for updates on future research projects, please contact peerview@miami.edu or 305.236.8553.