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Quality Improvement and Continuing Medical Education – Make the Link!

Jan Shorey M.D.

Quality improvement efforts have been important within the UAMS College of Medicine and its affiliated hospitals for years. They have never been more important than right now – for patient safety, patient satisfaction, efficiency, and employee satisfaction. We all enjoy our jobs more when we contribute to the smooth functioning of our workplace.

Often, data collected during a quality improvement project will reveal the need for education of members of the healthcare team. Scheduling special educational sessions can be difficult. Everyone is busy and our physicians are especially busy.

Please consider using some percentage of your regularly scheduled conferences to help move your quality improvement projects forward. Team up your CME Planning Committee with your departmental QI Leaders. How can these people help each other? That “hole” in the Grand Rounds schedule could be filled with a presentation that is based on the areas in which the QI data indicate your physicians need additional training. After the education session, if the QI data improves, you have a great means of demonstrating the value of your CME activity. The article on page 3 from Pulmonary and Critical Care Medicine is a great illustration of linking CME and Quality Improvement.

National Quality Assurance and Research Data Sources

Links:

[American Association of Medical Colleges \(AAMC\): Ensuring Health Care Quality](#)

[Agency for Healthcare Quality \(AHRQ\): Quality and Patient Safety](#)

[Institute for Healthcare Improvement \(IHI\)](#)

[National Committee for Quality Assurance \(NCQA\): Measuring Quality. Improving Health Care](#)

[National Institute for Quality Improvement and Education \(NIQIE\)](#)

in the
spotlight:
SARA THOMPSON



Sara Thompson, M.Ed., our CME Associate of the Quarter, works with formal courses in the UAMS COM Pathology Department. Her applications and documentation are always easy to review. Everything is well organized and submitted well in advance of the CME activity. In addition to the normal CME Associate duties, she has been a pilot tester for several new CME forms. Sara provided constructive feedback and great suggestions, resulting in more user friendly forms for us all. She possesses a 'can do' attitude and positive demeanor that makes working with her a pleasure. Thank you, Sara for all you do.

What do you like best about your work to support the CME activities offered through UAMS?

I enjoy meeting new people and I have been given the honor of designing the brochures myself, which I love.

What is your advice for planning successful CME events?

The best advice I can give is "START EARLY".

What is the most surprising thing that has happened or that you have observed during your CME work?

Last May, when I arrived at the Dermatopathology conference, my department chairman was dressed in a shirt and tie that matched my conference advertising and signage motif. It was a wonderful surprise!

What do you like to do for fun and relaxation?

I enjoy spending time with friends and my pets, reading, volunteer work, and swimming. But my favorite pastime is roller skating in the rain.

What is an interesting fact about you?

I am a docent at the Little Rock Zoo, where some of my job duties include making ice treats for the animals (like otter pops) and babysitting lemurs. After spending time with the animals, I have learned how to pick things up with my toes.

ALICIA GOES PART-TIME



After 21 years, Alicia has reduced her work hours to half time. She is enjoying her grandchildren and has a new grandson due ...*any day!*

If you need to reach Alicia, please call the OCME.



UPCOMING WEBINARS

Please join us to view the following live webinars to be held at Freeway Medical Towers, Suite 502. There is no charge to attend but please register so that we can have enough handouts ready. You may register by calling the OCME at 661-7962

**Elements of a Quality Grant Request:
Commercial Supporter Perspectives**
September 21, 2010 at 1:00 – 2:00 pm

Activity Outcomes Measurement Made Practical
October 19, 2010 1:00-2:00 pm

**Transitioning from Needs Assessment to
Practice Gaps**
November 16, 2010 at 1:00-2:00 pm

CME: Making a Difference in Physician Practice

Pulmonary and Critical Care Medicine Case Conference

by Marsha Erbland, M.D., Sara Rebecca Martin, M.D., and Lea Mabry, M.Ed.

This is a new column in our newsletter in which each quarter we will feature an exciting outcome from one of our CME activities. This quarter we are featuring the Pulmonary and Critical Care Medicine Case Conference. As a result of this case conference, a new ventilator weaning protocol was implemented this year at UAMS.

Dr. Sara Rebecca Martin shared how the adoption of this new protocol was a result of a CME activity. She reported, "The topic of ventilators and weaning clearly comes up over and over again in Monday and Tuesday conferences which helped to ignite the incentive for change within the current system. The process of approving the ventilator protocol was obtained through my presentation of it in a Tuesday conference with an open forum for thoughts, suggestions and ideas concerning change. This ultimately led to its submission and eventual approval through various committees. There was a need for a simplified protocol with evidence-based medicine to support a dramatic change, which has ultimately led to improvement in patient outcomes! We are now currently following the national guidelines for liberation of mechanical ventilation and it is much easier for nursing, respiratory therapy and physicians to proceed with the new protocol."

Dr. Marsha Erbland provided background information about the RSS activity, "Our Monday conference is a topic and journal club conference, so lectures on weaning techniques and journal club articles on weaning strategies allowed us to compare what we are doing with literature and national guidelines. The Tuesday conference is a case conference at which we discuss actual patient situations and options for management."

Dr. Erbland concluded by stating, "Along with extensive review of the literature for an evidence-based process, Drs. Martin and Eduardo Mireles used a multidisciplinary approach involving the different practitioners and patient care personnel affected, to review current practices, develop the new protocol, and get feedback and buy-in for the protocol."

[Click here to view the new ventilator weaning protocol](#)

The OCME is always excited to hear about your successes and outcomes from CME activities. Your stories demonstrating excellence in CME are encouraged and are the basis of the mission of the UAMS College of Medicine Continuing Medical Education program. Please call or email us to share your story.

Addressing Barriers to Change

By Lea A. Mabry, M.Ed.

Physicians often leave a CME activity excited by what they have just learned, determined to implement changes to their practice. However, once they are back in the clinic, they find that there are often one or more barriers preventing them from changing their practice. Enthusiasm quickly wanes and, discouraged, most will give up trying to implement the new practice.

Research has shown that if the learner can anticipate the barriers, then they often find ways around them. Therefore, if CME presenters include identification of potential barriers and provide suggestions for strategies to overcome them into their presentations, then participants are better equipped to change practice behaviors. Utilizing panel and participant discussions, designed to identify potential barriers and develop strategies around them, is another method to address potential barriers and increase participation in the activity.

Although not an inclusive list, possible barriers to changing practice behaviors are:

- Lack of time to assess or counsel patients;
- Lack of administrative support/resources;
- Insurance/reimbursement issues;
- Patient compliance issues;
- Lack of consensus on professional guidelines;
- Costs of equipment, facilities, care, etc.

CME planners are facilitators of behavior change in physician practice. As such, take time during the planning stages to research and identify the barriers and develop strategies to address them. This can have important implications in delivering a CME activity that will have a positive impact on patient care.



UPCOMING EVENTS

SEPTEMBER

- 10-11 Heart Summit 2010**
Embassy Suites, Little Rock, AR
- 10-11 26th AR Orthopaedic Forum & AR Ortho Society Mtg**
UAMS Stephens Spine Institute, Little Rock, AR
- 11 Fetal Alcohol Spectrum Disorders (FASD) Workshop**
UAMS I. Dodd Wilson Ed Building, Little Rock, AR
- 16-19 Geriatrics and Long-Term Care 2010**
UAMS Reynolds Institute on Aging
- 17 Symposium on Lymphoma and Leukemia**
UAMS Cancer Institute, Little Rock, AR
- 17-19 The Pediatric Summit**
Arlington Resort Hotel & Spa, Hot Springs, AR
- 20-22 2010 Fall ECMO Course**
Arkansas Children's Hospital
- 22-23 Nutrition and Aging XXV**
Holiday Inn Airport, Little Rock, AR
- 25 Breast Pathology Conference**
UAMS Shorey Bldg Room 4S/15
- 27-28 AR Statewide Preparedness Conference, 7th Annual**
Statehouse Convention Center, Little Rock, AR
- 25 Diagnosis and Treatment of Vitamin D Deficiency**
Jones Center for Families, Springdale, AR

OCTOBER

- 08-09 14th Annual Family Medicine Update**
UAMS Stephens Spine Institute, Little Rock, AR
- 08-10 County Public Health Officers Symposium**
UA Rockefeller Institute Petit Jean Mtn, Morrilton, AR
- 09 The Need for Leprosy Awareness in the US**
AHEC-NW, Fayetteville, AR
- 15-16 AR Urologic Society Annual Meeting**
Inn of the Ozarks, Eureka Springs, AR
- 15-17 AACH Research & Teaching Forum**
Scottsdale, AZ
- 15-17 AR Society of Otolaryngology-Head and Neck Surgery**
Embassy Suites, Hot Springs, AR
- 16 Diabetes Update 2010**
UAMS I. Dodd Wilson Ed Bldg.
- 23 13th Annual UAMS Anatomic Pathology**
UAMS Jack Stephens Spine and Neurosciences Institute
- 24-25 Mid-America Interventional Radiological Society Mtg.**
Big Cedar Lodge, Ridgedale, MO

NOVEMBER

- 05-06 New Perspectives in Treating Older Patients**
Schmeiding Center, Springdale, AR
- 06 International Eye Care Conference**
UAMS Jack Stephens Spine and Neurosciences Institute

DECEMBER

- 09-12 2010 Advances in Inflammatory Bowel Diseases**
Hollywood, FL

OCTOBER

- 02 Cytopathology Practicum—Head & Neck Ultrasonography**
UAMS, Little Rock, AR
- 02 Mgmt of Kidney Disease for the Primary Care Provider**
UAMS I Dodd Wilson Bldg.

RSS Update

With back to school sales in abundance and buses on every corner, the academic year is back into full swing. An abnormally hot summer has made 90 degrees feel like a cold front. Hopefully, fall should be just around the corner.

The CME office has started off with another great year! We are almost two months into the 2010-2011 academic year and business is continually growing, especially in the RSS world. After reviewing all of the applications and renewals this year, I was very pleased with the Needs Assessments and Performance Gaps. The documentation has been really good and will help us a lot when re-accreditation time comes around. Thank you for that!

As the only accredited provider of CME in the state of Arkansas, demand is on the rise. Check out these RSS stats:

| | 2009/2010 | 2010/2011 |
|---|-----------|-----------|
| Applications/renewals | 63 | 65* |
| Number of RSS activities | 72** | 84** |
| Total Credits awarded | 51,337.75 | |
| Physician credits awarded | 39,181.75 | |
| Non-physician awarded certification of attendance | 12,156 | |

*Some activities from the previous year did not renew, however, new applications exceeded those not renewing by two.

** Since up to three similar categories of activities can be bundled into one application/renewal, the actual number of RSS activities is higher than the number of applications/renewals received.

If you are thinking of starting a conference or want to get CME credits for an existing conference, please contact me!

Lindsay Ratliff, MBA

CONFERENCE HIGHLIGHTS

32nd Annual Family Medicine Intensive Review Course (IRC)

By Katherine Berry, Ed.D.,
Department of Family and Preventive Medicine,
Division of Continuing Medical Education (DFPM-CME)

The Family Medicine Intensive Review Course (IRC) is one of UAMS's longest running continuing medical education conferences. The 32nd IRC was held June 3-6, 2010 in the UAMS Jackson T. Stephens Spine and Neurosciences Institute, Fred W. Smith Conference Center. The IRC was sponsored by the UAMS College of Medicine, Department of Family and Preventive Medicine (DFPM), Division of Continuing Medical Education. The conference included opening remarks by the College of Medicine Dean, Dr. Debra Fiser, and was moderated throughout by the DFPM-CME medical directors. More than 125 conference attendees included primary care physicians, advanced practice and registered nurses, physician assistants, pharmacists, dietitians, and long term care providers. An additional 140 participants joined a portion of the conference via interactive video at distance sites throughout Arkansas.

Following the conference, UAMS alumnus and newcomer to the IRC, Dr. Noland Hagood of Arkadelphia, noted, "The IRC provided an impressive scope of topics and incredibly knowledgeable presenters. It is a significant benefit to have this high quality conference so easily accessible for physicians in Arkansas. I'll certainly plan to return for future conferences." For participants, securing 25.5 CME/CE hours over four days was possible because of the depth of expertise available through UAMS faculty as well as practicing specialists throughout the state. Topics ranged from pediatric literacy to end-of-life care with a little of everything in between – tobacco cessation, cervical cancer screening, pharmacology, infectious disease prevention, psychiatry, and more. The optional, half-day pre-conference addressed strategies for improving health literacy in patients. For these sessions, specific emphasis was given to chronic disease states with high prevalence among Arkansans.



Suzanne Yee, MD, Medical Director and Surgeon at the Cosmetic Laser and Surgery Center in Little Rock, presented *Sculptra Aesthetic: The New Age of Anti-Age*.

Support for the 32nd IRC was provided by the Arkansas Department of Health: Chronic Disease Branch, Diabetes Prevention and Control Section, and Heart Disease and Stroke Prevention Section.

For information about upcoming DFPM-CME programs, please visit www.cme.uams.edu or mark your calendar now for the 14th Annual Family Medicine Update to be held October 8-9, 2010.



Marcus Wellen, MD, Staff Psychiatrist at CAVHS presented *Dementia and Delirium*.



Participants for the interactive video presentations gather in the foyer of the Hamlen Board Room of the Fred W. Smith Conference Center on the 12th floor of Jackson T. Stephens Spine & Neurosciences Institute at UAMS.

If you are interested in highlighting your conference in future CME newsletters, please contact Alicia Edmiaston or Lea Mabry in the Office of Continuing Medical Education.