



# Continuing Medical Education Connections

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**Reality CME: Your Guide to Which Way is Up!**

By Derek T. Dietze, MA, FACME, CCMEP, Assistant Editor, Alliance Almanac

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**Question:** At our live CME activities, how can I increase the use of the Audience Response System (ARS) keypads by participants to help with my outcomes measurement?

**Answer:** Some CME providers have found that upwards of 50% of live CME meeting attendees do not pick up an ARS keypad and answer the questions posed by moderators or faculty members. Participant use of keypads is not important just for collecting pre-post outcomes measurement data. It should be integrated with the instructional design to increase interactivity, self-reflection, and motivation for performance improvement. When utilized effectively, it is an aid to adult learning.

One way to increase ARS keypad use is to have the moderator or faculty member briefly review for the participant learners the reasons for the ARS questions at the beginning of the CME activity, and why they are important to its success. Below is a draft script derived from a previous Reality CME column (February 2011) entitled, How to Overcome Resistance to Using an Audience Response System, which focused on faculty use of ARS. The script is meant to be used by a moderator immediately before the ARS questions. It is likely too long in its current form, but it can be edited to best meet your needs.

*Before we ask you some questions using the Audience Response System—the keypads in front of you—let me briefly explain the importance of these questions and your responses to the success of this CME activity. In addition to facilitating a more interactive session, the results shown on screen will help our presenters better understand you as participants, and customize their content to best meet your needs. In addition, the questions are actually part of the instructional design of this CME activity. Research in adult*

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learning indicates that when participants are asked pre questions, they can reflect on their own knowledge, confidence and performance. This predisposes them to the content they are about to hear/engage with. And as they engage with the content, they may see the difference between their answers to the pre questions, and the ideal or best answers presented in the content. This creates a cognitive dissonance that is a precursor to behavior change and performance improvement, if needed. Post questions should help you reflect on what you have just learned, and reinforce correct knowledge and optimal clinical practice. The questions can also further cement your commitments/intentions to improve performance in your practice. Results of the pre-post questions are also used to evaluate the overall success of this event, to assess our effectiveness as moderators/speakers, and to identify areas for improvement in future content—all part of our process of continuous quality improvement. This kind of measurement is also an ACCME requirement for CME providers. Last, without a strong outcomes measurement plan, we would not have received financial support for today's meeting, and measurement results are essential in helping us obtain future financial support for CME activities like this one.

So, please, we respectfully ask for your answers to the questions for all the reasons just mentioned. Here's our first question.

## ALICIA RETIRES AFTER 22 YEARS WITH THE OCME

On June 30, 2011, Alicia Edmiaston hung up her CME hat to fully embrace life with her family, especially her grandchildren! The College of Medicine honored her with a reception held in the College of Public Health. Joining in the celebration were many from across the UAMS campus who over the years worked with Alicia to plan CME activities, her family, and friends.

Memories were shared and some tears of sadness, as well as happiness, were shed as she was honored. She is missed but we wish her great joy as she begins this new chapter of her life!



Grandchildren, Avery and Carter, snuggle with Alicia.



Alicia with her son Mark; daughter Casey; grandsons, Samuel and Ethan.



in the  
spotlight:

**LINDA BUNTING**

Linda Bunting is our CME Associate of the Quarter because of her outstanding job coordinating CME activities for the Department of Orthopaedic Surgery. Extremely organized and thorough, you are truly a pleasure to work with. Many thanks to you, Linda!!

**How long have you worked for UAMS?** 24 years

**How long have you been working with continuing medical education activities?** About 18 years

**What do you like best about the work you do to support CME activities in your department?** It is rewarding to plan an educational activity for months, finally see it all come together, and have a positive impact on the attendees.

**What is your advice for planning CME activities?** Start early. Keep good records and review your checklist often.

**What is the most surprising thing that has happened or that you have observed during your CME work?** The amount of paperwork is unbelievable! That surprised me.

**What do you like to do for fun and relaxation?** Spend time with my three grandchildren, fish and read.

**Please share something interesting about yourself...**I rode my Harley Davidson to Sturgis six years in a row. I have since sold it – too many grandkids to spend money on.

Changes are continuing in the OCME. As many of you may know, Lindsay Ratliff Kullenberg, our RSS Coordinator for the past five years, left to accept a great opportunity teaching full-time at Pulaski Technical College. We are in the process of searching for a new coordinator and hope to have the position filled soon.

In the meantime, it is essential that you keep sending your session reports and attendance sheets in. We have Janeen Freeman from U-Temps in the office working hard to help us keep your RSS attendance records current.

We also are working with a few CME Associates to beta-test a new RSS import interface to improve and streamline the attendance recording of RSS activities. After the testing is complete, we hope to move the new interface out to the entire RSS community.

Please remember, if your RSS meets in a meeting room or auditorium that has a badge-swipe time clock, that is the most efficient method for recording attendance! If you are not taking advantage of the convenience of this method, please contact the OCME for details.

If you have questions about your RSS, please do not hesitate to call our office for assistance.

RSS Update



## MELISSA SMITH JOINS THE OCME

We are happy to announce that on September 19th, Melissa Smith will join the OCME team as the Meeting Management and CME Compliance Specialist. Melissa is rejoining the UAMS College of Medicine after leaving a couple of years ago to spend time at home with her young daughter. With her daughter is off to pre-school, Melissa looked for an opportunity to work at UAMS again.

She previously worked in the Family and Preventive Medicine CME program and the Department of Pathology before her bundle of joy arrived. We anticipate that she will be a vibrant addition to the CME team. Melissa brings a wealth of knowledge for planning compliant CME programming.

Welcome Melissa!

*Do you have an idea for an educational activity, but don't know where or how to start? Contact the Office of Continuing Medical Education to discuss the possibilities.*

**Our experienced staff can provide a variety of meeting planning services (with or without CME credits) to help ensure your meeting is a success!**

Select from a menu of services to match your needs and budget.

- Full or Customized Meeting Management Plans
- Convenient Online Meeting Registration
- Marketing and Promotion Coordination
- Syllabus/Handout Preparation and Production
- Evaluation Data Summarization
- Commercial Support Coordination
- CME Accreditation

As a nationally accredited provider of *AMA PRA Category 1 Credit™*, we can also guide you through the process of providing an educational activity that is in compliance with the Essential Areas and policies of the Accreditation Council of Continuing Medical Education.

### **ONLINE TRANSCRIPTS AVAILABLE**

**Remember, you can access your own transcript of CME credits 24/7 by visiting <http://www.uams.edu/cme>**

Need a CME application or form?  
The latest versions are available from the CME website.

# UPCOMING

# EVENTS

## SEPTEMBER

- 09 27th Annual AR Orthopaedic Forum**  
*UAMS Neurosciences Center  
Little Rock, AR*
- 09 Maddox Blood Cancers Symposium**  
*UAMS Cancer Institute Conf Ctr  
Little Rock, AR*
- 15-17 Geriatrics and Long-Term Care 2011**  
*UAMS Institute on Aging  
Little Rock, AR*
- 16 Women's Health Update**  
*Crowne Plaza Hotel  
Little Rock, AR*
- 20-21 National Donor Management Summit 2011**  
*Westin Crown Center  
Kansas City, MO*
- 21-22 Nutrition and Aging XXVI: Nutrition in Chronic Disease**  
*DoubleTree Hotel  
Little Rock AR*
- 24 Optimizing the Management of Women with Chronic Immune Disorders: A Case-Based Approach**  
*Westin at Times Square  
New York, NY*

## OCTOBER

- 07 2nd Annual Lung Cancer Symposium**  
*UAMS Cancer Institute  
Little Rock, AR*
- 07-08 15th Annual Family Medicine Update**  
*UAMS Neuroscience Institute  
Little Rock, AR*
- 16-19 International Conference on Communication in Healthcare**  
*Northwestern University  
Chicago, IL*
- 22 14th Annual Anatomic Pathology Conference**  
*UAMS Neuroscience Center  
Little Rock, AR*
- 22-23 Mid-America Interventional Radiological Society Meeting**  
*Big Cedar Lodge  
Ridgedale, MO*
- 28-29 AR Urologic Society Annual Meeting**  
*Rockefeller Institute  
Petit Jean Mountain  
Morrilton, AR*

## DECEMBER

- 01-03 2011 Advances in Inflammatory Bowel Diseases: Crohn's and Colitis Foundation of America National Clinical and Research Conference**  
*Westin Diplomat  
Hollywood, FL*

## CONFERENCE HIGHLIGHTS

### 3rd Annual Ultrasound-Guided Regional Anesthesia Workshop: Upper and Lower Extremities Peripheral Nerve Blocks

Our featured conference this quarter is the 3rd Annual Ultrasound-Guided Regional Anesthesia Workshop: Upper and Lower Extremities Peripheral Nerve Blocks that took place on April 30-May 1, 2011. The workshop was an exciting opportunity to take part in an active learning experience to learn a leading edge technology that is improving patient care. This national CME activity was designed to meet the educational needs of physicians who are working with regional anesthesia for acute and chronic pain management. This CME activity offered a total of 11.25 AMA PRA Category 1 Credits™.



Dr. M. Saleem teaching the attendees how to use ultrasound for nerve blocks.



Dr. Vincent Chan demonstrating the technique of US-guided nerve block.

Forty-six physicians from several states gathered in the Jackson T. Stephens Spine & Neurosciences Institute at the University of Arkansas for Medical Sciences (UAMS). They participated in a two-day intensive, hands-on workshop to learn ultrasound-guided regional anesthesia in the upper and lower extremities for pain management.

Dr. Majid Saleem, Assistant Professor and Director of the Regional Anesthesia and Acute Pain Division of the UAMS Department of Anesthesiology, served as the Course Director and developed the course. The faculty included experts in the field of regional anesthesia and pain management. Dr. Vincent W. Chan is the Head of the Regional Anesthesia and Pain Program at Toronto Western Hospital, Toronto, Canada and the immediate Past President of the American Society of Regional Anesthesia and Pain Medicine. He is a world renowned leader in the field of ultrasound-guided regional anesthesia and pain management. Dr. Loran Mounir-Soliman, is the Director of Acute Pain Service and Section Head in Orthopedic An-

esthesia at the Anesthesiology Institute in the Cleveland Clinic, Cleveland, Ohio. Also assisting in the workshop were faculty from: UAMS - Drs. Yasser Salem and Mohamed Ismaeil; Arkansas Children's Hospital (ACH) - Dr. Michael Schmitz; and Central Arkansas Veterans Health Services (CAVHS) - Dr. Abnedour Abib.

The instruction featured a scaffolding approach to learning by progressing from knowledge acquisition with didactic lectures to hands-on practice for developing performance skills. Each day the lectures introduced the visualization and identification of various anatomical structures within the upper and lower extremities. The instruction progressed to faculty led demonstrations with standardized patients to learn how to handle the ultrasound probe and visualize the anatomy under ultrasound. Phantom models were

used to visualize the nerve block needles during in-plane and out-of-plane techniques. The mornings concluded with question and answer sessions with the panel of experts. Hands-on stations allowed the participants to practice and perfect their techniques in a safe environment with expert guidance.



Multimedia presentation. An innovative method!

Thank you Dr. Saleem for identifying the need for this exciting new CME offering and making it a reality! We are looking forward to offering this great learning opportunity again in Spring 2012.

#### Comment from a Participant:

*"I had no experience with ultrasound, so this conference not only informed me about the U/S machine and its use but also allowed me to experience the application of the technology. Very practical, useful to make patient care safer."*