



# How the Pandemic is Affecting the Accredited CE Provider Community

October, 2020



# ACCME ACCREDITED PROVIDERS

ACCME conducted a survey of accredited providers, including several interviews.


- **Almost all respondents reported a shift from live to virtual or hybrid formats**


Accredited providers anticipate that online programming will be the dominant format for the foreseeable future, a shift that may become permanent.



# DETAILS OF SURVEY

- Hospitals/health systems were more likely than other provider types to report that staff had been furloughed.
- Specialty societies were more likely than others to report needing to refund fees and return commercial support.


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- Funds were reallocated to address COVID-19
  - Salaries were being withheld or reduced
  - Salary and hiring freezes (could not replace staff who left)

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- Some CME staff taking on additional responsibilities due to layoffs in other departments
  - Most providers had to cancel or repurpose live activities
  - Some worry their CME programs will be eliminated



# CHALLENGES IDENTIFIED

- Creating new educational strategy is not easy; requires adaptation, flexibility and nimbleness
- Faculty less available
- Challenging to convince faculty/learners to embrace new learning models
- CME staff more stressed

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- Newer online approaches more time consuming (speaker prep, event run-throughs and tech support)
  - Viable pricing models for virtual events difficult to determine
  - New issues in hosting virtual exhibit halls while meeting ACCME requirements
  - Properly recording attendance and ensuring feedback from online activities



# OPPORTUNITIES IDENTIFIED

- Never a better time to show the value of CME and training clinicians to allow for better response to pandemic
- Engage broader diversity of expert faculty who can more readily participate from remote locations
- Take advantage of new learning needs (deploying telehealth care, working effectively in teams, and reflecting on equity and diversity)





- Opportunities to innovate:

- Experiment with activities for interprofessional teams
- Connect activities with measurable quality targets
- Experiment with new activity formats (podcasts, simulations, polls)
- Involve patients and community members – they are more likely to be available online



# INDIANA ACCREDITED PROVIDERS

ISMA has maintained direct contact with Indiana accredited providers throughout the pandemic.

Some CME staff did experience furloughs:

- Community Hospital - Munster (Aquilina Ritacca)
- St. Catherine Hospital – East Chicago (Susan Miller)
- St. Mary Medical Center – Hobart (Susan Miller)



Some CME staff eventually lost their positions:

- Debbie Tackett – Baptist Health Floyd
- Susan Miller – St. Catherine/St. Mary Medical Center  
(these 2 organizations have now merged with Community Hospital to become Community Healthcare System)



Many CME staff began working from home and continue to do so:

- Beacon Health – Jenai White
- Community Health Network – Valerie Brown/Jeff Carter
- Ft. Wayne Medical Education Program – Joan Hand
- Indiana Academy of Ophthalmology – Kim Williams
- Indiana Association of Pathologists – Norma Erickson
- St. Joseph Health System – Jeannie Wade
- St. Vincent Indianapolis – Jane Mikosz
- St. Vincent Evansville – Sheryl Ezell
- Suburban Health Organization – Terri Neaderhiser/Haley Gast



# POLLS

How many of you have been instructed to cancel all CME activities until further notice?

How many of you have successfully transitioned to virtual CME for the time being?

How many of you have moved back to live CME events or plan to do so by the first of the year?

How many of you are still trying to figure it all out?



**COMMENTS/QUESTIONS**