Innovations in CME Delivery Methods

PRESENTED BY:

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June 7, 2024

Overview & Learning Objectives

Medical knowledge, associated technological innovations and societal changes have increased exponentially, resulting in the need for a fundamental change in education-delivery models.

The pandemic heightened the need to implement new education models and delivery methods quickly.

Objective 1

Identify new and creative ways to bolster your CME program.

Objective 2

Demonstrate ways to build your audience and increase attendance.

Objective 3

Discuss affordable and practical innovative learning delivery methods.

About the CME Team

ISMA CME Team

Ranae Obregon, Director of Education & Physician Resources
Cheryl Stearley, CME Accreditation & Recognition Administrator
Michelle O'Rourke, CME and Membership Coordinator

EMPLOYEES: 23
MEMBERS: 9,500 +

ISMA
INDIANA STATE MEDICAL ASSOCIATION

Let’s take a Look Back

Prior to 2020

ISMA’s CME offerings were a mix of:

- In-person workshops
- In-person retreats
- Webinars

March 2020

ECONOMY NATIONAL SECURITY BUDGET IMMIGRATION ENERGY

PROCLAMATIONS

Proclamation on Declaring a National Emergency Concerning the Novel Coronavirus Disease (COVID-19) Outbreak

Issued on: March 13, 2020

★ ★ ★

We All Pivoted

- Our offices became “remote”
- We all learned Zoom!
- In-person learning was cancelled for more than a year
- CME staff had to pivot and find new and innovative ways to continue offering medical education – AND WE DID!

New Innovation in CME Delivery

- Livestreams
- Enduring Material
- Podcasts
- Hybrid Events

Livestreams

ISMA Livestreams

ISMA began offering "just -in-time" livestreams during the COVID-19 pandemic as a way to reach our learners with important updates on :

- COVID testing and PPE
- Telemedicine - the new frontier during COVID
- Billing & Coding for Telehealth under COVID-19
- COVID-19 aid and the CARES Act
- Monkeypox
- Helping Hoosiers feel safe again

We continue to offer livestreams for all education on a regular basis.

Enduring Activities

Livestream to Enduring Offers Two-for-One!

- Thanks to technology, ISMA has been able to record our livestreamed activities. (We use Zoom)
- After a livestream, the activity is then repurposed and placed online as enduring material.

DID YOU REALIZE? .....

Enduring material can have a life -span of up to three years!

Therefore, it can **tremendously bolster** your CME offerings.

Are Your Learners Aware Your Enduring Material Exists?

Avoid Unawareness!

One Way to Advertise:
CME Passport

The all-in-one CME management tool built by ACCME, where you can link your online activities through PARS for learners across the globe to access.

cmepassport.org

Increase your geographic reach by opening up your live and enduring activities to outside learners

Additional Ways to Promote Your Enduring Material

- Email communication
- Newsletter
- Website
- Mobile app
- Social media
- Personal video messaging
- Physician Champion promo
- Pre-talk slideshow
- Tie into other events (use QR codes)

Take it to the finish line!

ISMA Enduring Activities

Live on our *ISMA Online* Mobile App

Development of Mobile App

Developed in 2019 - just prior to pandemic, as a fast and easy way to learn on the go.

With the help of:

Developer: ProLearn

Grantor: Richard M. Fairbanks Foundation

Allows clinicians to access the latest CME content anytime, anywhere, at their convenience.

Why Initially Developed?

- President declared the opioid crisis an epidemic.
- ISMA and IHA collaborated with a promise to do all possible to address the epidemic.
    - IHA would develop a Tool Kit
    - ISMA would develop education
- RMF Foundation shared vision for innovative ways to get education into providers hands - asked how they could help!
- Indiana Senate passed new state law (SEA 225) mandating all IN-licensed practitioners applying for/renewing CSR to obtain 2 hours of opioid CME.

The app has changed the way practitioners are able to meet critical requirements.

Where Available?

Available for download to your mobile device from:

- Google Play
- The App Store

Also, by desktop at: https://www.ismanet.org/ismaonline

Use of Mobile App has Grown

Tracks Courses in Progress & Completed

Access to Slides and Picking Back Up Where Users Left Off

Mobile App Surveys

ISMA evaluates a couple different ways within the app:

- Built in pop-up questions
- Post-activity survey

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The Indiana State Medical Association
certifies that
Cheryl Stearley
has participated in the enduring internet activity entitled
Recreational Drugs of Abuse

Location: Indiana State Medical Association • Indianapolis, IN
Date of Attendance: **May 12th 2023, 8:06 am CDT**
Total Credits Earned: ***1.0 AMA PRA Category 1 Credits™***

Completion of this porgram counts toward satisfying
Indiana's 2-hour Opiod CME Requirement

Users can not surpass the survey to obtain their CME certificate.

Course Completion Writes to our iMIS Event Tracking System

ISMA
INDIANA
STATE
MEDICAL
ASSOCIATION

322 Canal Walk • Indianapolis, IN 46202-3268
(317) 261-2060 • Toll free: (800) 257-4762 • www.ismanet.org

Official CME Transcript

Cheryl E. Stearley

Date	Event	Credit*
11/15/2018	Psychological Considerations in Treating Chronic Pain	1.00
04/02/2019	2019 Legal Update: Understanding the Most Recent Indiana Laws for Prescribers and How to Comply	1.00
05/24/2019	The Opioid Epidemic Podcast Series - 8 Episodes	2.00
05/20/2020	Financial Recovery with Pete the Planner	1.00
07/12/2021	Getting Started with ISMA Online	0.00
07/16/2021	HALF HOUR Buprenorphine in Opioid Use Disorder and Pain	0.50
08/13/2021	Pain Control in the Surgical Patient	1.00
10/29/2021	Treating Neonatal Abstinence Syndrome	0.50
11/02/2021	Medical Licensing Investigation and Prosecution	1.00
11/22/2021	2021 Legislative and Legal Update on Opioid Prescribing	1.00
11/22/2021	Reducing Infant Mortality in Indiana	1.00

iMIS

Now Available to Members and Non-Members

2024-2025 ISMA Online Subscription

Fee:
Members: Free
Nonmembers: $400

One of the many benefits of becoming an ISMA member is free, unrestricted access to live and archived continuing medical education and other educational courses. Members can easily access archived recordings of our live webinars or the ISMA Online mobile app by signing into ISMA Online using their ISMA username and password (a new single sign-on feature). To learn about other member benefits and join ISMA, visit www.ismanet.org or contact us at 800-257-4762.

Podcasts

ISMA Has Offered Two Podcasts

Both provide another access point for physicians,

letting them make the most of their time

while commuting, or otherwise.

ISMA's "Opioid" Podcast

Part of solution to get opioid content in physicians' hands timely

Was recorded in Professional Studio
- Developed for Direct to Mobile App Content -

ISMA Opioid Podcast Series is live!

SITESTRATEGICS

Podcast Series Available for Download on Most Podcast Apps

ISMA's "The Clinic" Podcast

Current and Ongoing News Podcast

Delivers news and updates for members who want a quick overview from ISMA Reports and Legislative News.

Members can subscribe so they never miss an episode.

Creative Adjunct to Education

New ISMA Support Strategy

Supplemental resource to CME on

"Exploring Best Practices to Address SDOH in Indiana"

A Social Drivers of Health "toolbox"

developed by ISMA for Indiana

physicians and their patients.

Toolbox Contains:

- SDOH Screening Tools
- Drivers of Health “Practice Integration Guide”
- Billing & Coding Resource Guide
- Resources for Patient Needs
- Mental Health & Substance Use Disorder Resources
- The White House - U.S. Playbook to Address SDOH
- Link to ISMA’s SDOH CME

Utilizes Support Strategies	The provider utilizes support strategies to enhance change as an adjunct to its CME. (formerly C32)	This criterion recognizes providers that create, customize, or make available supplemental services (e.g., reminders) and/or resources (e.g., online instructional material, apps) that are designed to reinforce or sustain change.

Hybrid Events:

Getting Creative with Leadership Programs

ISMA Advocacy Bootcamp

Our Inagural Advocacy Training Program

Goal of This Hybrid Program

To support and develop active and effective health policy advocates from among our most engaged ISMA members.

4 Iterations of Bootcamp Offered Thus Far

- Bootcamp 1.0 January – May 2023
- Bootcamp 2.0 July – November 2023
- Bootcamp 3.0 October 2023 – May 2024
- Bootcamp 4.0 October 2024 – April 2025

Bootcamp Format Consists of:

- Live in -person sessions @ ISMA
- Live-streamed sessions via Zoom
- Physician Advocacy Day at the Statehouse
- Homework assignments

Physician Advocacy Day is well attended!

ISMA ADVANCED Advocacy Program

Goal of ADVANCED Program

- Advanced courses build upon knowledge acquired during Bootcamp.
- Designed for graduates of Advocacy Bootcamp who want to develop deeper, more well-rounded advocacy skills.
- Seven-month program where participants transition from learning how the legislative process works, to developing and applying advocacy skills through both live and virtual sessions, practical resource guides, and hands-on activities.

Norton's Healthcare's Provider Leadership Academy (NPLA)

NORTON PROVIDER LEADERSHIP ACADEMY

NORTON HEALTHCARE

NORTON Children's

Academy provides a highly interactive, solutions -based curriculum.

Classes designed to accommodate providers' busy schedules and **blend on -site, online and self -study modules.**

Program overview:

- Two-year curriculum
- Once-a-month Saturday sessions for 8 hours.
- Courses on health care business, finance, leadership, law, negotiation, etc.

Learners: Physicians, NP's, PA's (free for Norton participants)

Credits: AMA PRA Category 1™ and Kentucky Board of Nursing

Courses Satisfy: Master's degree pre-requisite courses and Certified Physician Executive certification pre-requisite courses.

The “Other” Learning Format

Since 2017, ACCME has recognized ‘Other’ (*new and/or blended*) learning activity types, including highlighting their acceptance of social media as a new approach to learning.

Result of alignment between AMA and ACCME, designed to give accredited providers freedom/flexibility to employ innovative approaches to CME, while continuing to ensure that educational standards are met.

(See AMA PRA Credit System Booklet)

Innovative Approaches to the "Other" Activity Type

Gamification

Escape Room

Simulation Lab

Social Media

What are Educational Escape Rooms?

- Escape Rooms involve a team located in a themed room (or table) with a specific length of time to complete their mission and "escape" the room.

- A successful escape requires locating hidden clues and solving challenging puzzles throughout the room (or at the table).

- Escape rooms can provide:
    - High levels of engagement
    - Unique team building experiences
    - Improve critical thinking
    - Reinforce task delegation
    - Increase retention rates

Tools of the Trade

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- Physical space to create your room
- Boxes and locks
  - Look for numerical and alphabetical locks to broaden your puzzle abilities
- Explore the world around you
  - Manikins, medical supplies, even hand-drawn puzzles
  - Be creative – hidden objects, jigsaw puzzles, cryptograms, riddles, black light pens/flashlights, number patterns, etc.

Create An Escape Plan

- Create a story line that will walk participants through the series of challenges that ultimately allow them to escape!
  - Set the scene – often done with a verbal or written description of what they'll be walking into and their ultimate outcome.
  - Create a walk-through grid
    - Current scene
    - Expected learner task (what is the next puzzle that will be solved)
    - Expected outcome (i.e., lock undone/next clue exposed)
    - Repeat until all tasks are completed and escape occurs
- Test it out!

Escape Room Design

Once you have your plan, how do you make it happen?

- Estimate run time based on your plan
- Estimate debrief time
- Number of participants per session
- Physical set-up of space
- Equipment list (physical list for rapid reset)
- What will be visible/hidden
- Timer/countdown clock
- Staff roles (observers, helpers and time-keepers)

Purpose & Benefits of Escape Rooms

Purpose:

- Immerses players in unfamiliar scenarios
- Increases engagement
- Creates a sense of suspense and excitement
- Creates team competition through working together

Benefits:

- Provides an adjunct to traditional lecture teaching
- Delivers teaching of knowledge, skills and behaviors in gamified context
- Emphasize collaborative learning, team building and effective leadership
- Discrete learning experience that can be completed in less than an hour

Want Some Escape Rooms Ideas?

Try Googling it!!!

How Simulation Escape Rooms Can Make Learning Stick

ESCAPE the Boring Lecture: Tips and Tricks on Building Puzzles for Medical Education Escape Rooms

UConn Escape Room Simulation Scenarios Enhance Nursing Education

Social Media Use

While debate persists on the specific role of social media in CME, it's undeniable that healthcare professionals (and patients) consistently turn to social media for medical education.

Many CME providers have begun incorporating social media into programming for a variety of purposes, including:

- Sharing faculty perspectives
- Quick clinical tips
- Hosting virtual meetings
- Click-throughs to educational programming or websites
- Enticing individuals to come to your platform - audience generation/marketing using TikTok, Instagram, Facebook, Twitter (X), LinkedIn

ACCME Has Guidance in the Form of FAQ's

Link to FAQ and Responses

Are there special requirements for activities posted on online and social media platforms, beyond those outlined in the ACCME Criteria, Standards and Policies?

NO. The current requirements apply to all accredited education, whether the educational venue is in -person or virtual.

ACCME Guidance / FAQ's

Are there ACCME requirements that a provider should pay special attention to when posting an activity on an online or social media platform?

YES. Standards 2 and 5.

- Learners should not encounter product -specific marketing while engaged in accredited CE.
- Learners should be able to engage with the education without having to click through, watch, listen to, or be presented with product promotion or advertisement.

ACCME Guidance / FAQ's

What steps should a provider take to ensure their content can go on an online or social media platform?

Ensure hosting platform is not an ineligible company AND will not:

- Track/manage learner information OR target them for advertising.
- Allow marketing material to appear around, within or adjacent to the content itself.
- Allow marketing or promotion to appear immediately before or after the accredited activity without an opportunity for learners to choose not to view the content.
- Follow these expectations for as long as the materials is present on their site.

ACCME Guidance / FAQ's

In developing accredited CE that will be posted as a video on an online or social media platform, are there best practices that an accredited provider should follow?

- Nest required information in the video directly
- Include copyright language
- Use private groups for social media activities

ACCME Guidance / FAQ's

If I offer education on an online platform that is viewed within a window on a screen, can there be a "sidebar" outside of that window or a banner that includes marketing/promotion?

Per Standard 5.2b – when offering online activities, providers must ensure that any marketing for products of an ineligible company are not presented to learners <u>before, during or after</u> an accredited activity.

Therefore, a "sidebar" or banner that includes marketing/ promotion should NOT be visible on the screen during an accredited activity.

<u>NOTE</u>: Be careful with YouTube – opt out of ads!
Work with your I.T. Dept. to turn them off

Social Media Challenges and Barriers

- Obligate pathway has grown exponentially.
- Suggest turning off comments to avoid ineligible companies from commenting (or otherwise monitor).
- Consider adding a disclaimer statement:
  - *"This is for educational purposes; there should be no soliciting or marketing. We have the right to remove your comments."*
- Don't let content live on social media for a year without looking at it.

You're responsible for what's on the screen when people are viewing it. (ie., pop-up ads).

The obligation starts in the education - it must be clean!

Are you on target with your learners' needs and preferences?

Here's what ISMA learned...

2023 Learner Needs Assessment

We wanted to know if learner preferences have shifted post-pandemic.

Preferred Learning Format

How our members currently obtain CME

Have our members utilized our mobile app

Preferred time of day for activities

Key Takeaways

- Repurpose your livestreams - take advantage of TWO -FOR-ONE!!!
- Provide 24/7 access to content to address barriers like time away from patient care
- Utilize the “Other” Learning Format
- Be flexible - Be Open to New Ideas!
- Be creative - Think Outside the Box!
- Be attune to learner preferences
  - Considering adding questions on evaluations to assess learner preferences
- Broaden your reach
  - Consider opening your activities to learners outside of your organization
- Promote your activities (both live and enduring)!!!
- TAKE IT TO THE FINISH LINE!

FINISH