

## SACME FALL MEETING – A GREAT EDUCATIONAL OPPORTUNITY

By Mila Kostic, SACME Program Chair



This year's SACME Fall Meeting-to take place in conjunction with the AAMC 2012 Annual Meeting-is being held November 3-6, 2012 in San Francisco, California. The theme, "**Transforming CME/CPD through Research, Quality and Safety**", fits well with the larger AAMC theme of Innovation. The meeting will take place at

the InterContinental and Marriott Marquis Hotels, as well as at the Moscone Center West. Registration is now open, and the full agenda is available on SACME's website. Integrating the SACME Fall Meeting into the program of the AAMC Annual Meeting has been well received by our members. It provides an opportunity to interact with the deans, directors and educators of medical schools in the United States and other colleagues from the larger academic medical education and health care environment. A mix of plenary sessions, focus sessions, panel discussions, workshops, poster sessions, and committee meetings will inform, challenge, and inspire your activities for the year to come.

The educational portion of the SACME Fall Meeting starts on Saturday, November 3rd with a dynamic yet practical Research Workshop entitled, "Statistics for the

Non-Statistician".

This workshop is designed to meet the needs of continuing education professionals who have a passion for research, but may lack formal research training. The featured presenter is **Nick Barrowman, PhD**, Senior Statistician, for the Clinical Research Unit at Children's Hospital of Eastern Ontario Research Institute. There is a separate registration fee for the Research Workshop, and lunch is included. Several business meetings, which are open to all SACME members, will take place Saturday afternoon. On Saturday evening, all CME colleagues are invited to attend the SACME 101/SACME Reception, where we will welcome new and prospective members. Lasting friendships and many collaborative projects have

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## *The SACME Fall Meeting continued from page 1 ...*

resulted from conversations which initiate during this collegial and inviting event.

This year we have a total of seven exciting sessions planned and developed for our members in collaboration with the Continuing Education and Improvement section of AAMC. Set your alarm, or schedule a wake-up call to be sure you don't miss the Sunday morning program overview on the topic, Planning for Outcomes-based Education. The introductory plenary will be presented by **Chuck Kilo, MD, MPH**, Chief Medical Officer at Oregon Health & Science University Healthcare. Also on Sunday morning, the curriculum includes a session on Linking Educational Design to Quality and Safety, which features **Jan Patterson, MD, MS**, Associate Dean for Quality and Lifelong Learning at The University of Texas Health Science Center at San Antonio as the plenary speaker, and will offer several presentations of abstracts on Best Practices and Innovations in CME/CPD. On Sunday afternoon you will want to attend the combined SACME/GEA/CEI/GRA/ORR session on Competency-based Teaching and Learning for Medical Students, Residents and Practicing Physicians. **Catherine R. Lucey, MD**, Vice Dean for Education at the University of California San Francisco will present the introductory plenary session. This presentation will be followed by an interactive and engaging session for all participants and oral presentations by **Olle ten Cate, PhD**, and **George Mejicano, MD, MS**. Finally, on Sunday evening we can all enjoy an important presentation about e-Health – Clinical, Quality and Educational Implications. This session includes an introductory plenary presented by **Kendall Ho, MD**,

Professor of Emergency Medicine and Director, eHealth Strategy Office, University of British Columbia.

All SACME members are encouraged to attend the SACME Business Meeting and Breakfast, which takes place Monday at 6:30am at the InterContinental. The business meeting will end in time for you to walk over to the 8:00am AAMC Town Hall and a number of Thought Leader Sessions to choose from. The fifth SACME/CEI session will be presented in the afternoon on the topic of The Role of CME/CPD in Serving the Needs of the Community. **Marjorie Bowman, MD, MPA**, Dean, Boonshoft School of Medicine, Wright State University, will open this session with an introductory plenary followed by presentations from accepted abstracts on Best Practices and Innovations in CME/CPD that will illustrate relevant projects from colleagues. The final educational session on Monday, Hot Topics in CME/CPD, will be full of important topics relevant to our members.

For those who are staying beyond Monday evening, consider adding the Tuesday morning session, Implication of the Affordable Care Act: The Role of Medical Education, to your “must attend” list. The plenary presenter is **Mark Smith, MD**, President and CEO California Healthcare Foundation.

Don't miss this opportunity to network with and learn from leaders in academic medicine. Visit the SACME website today to register, print your agenda and color-coded sessions-at-a-glance schedule. We look forward to seeing you in San Francisco in November!

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## PRESIDENT'S COLUMN

By Gordon West, PhD, CCMEP

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In July, SACME lost one of its own. Its new president Gordon West, passed away unexpectedly. Gordon was a long-time veteran of CME and recognized that the role of SACME president could be a catalyst for change for both the Society and the CME enterprise.

The following is the president's column Gordon penned just before his death, and the SACME board is honored to share it with you.

In the words of Harry Caray, “Holy Cow!” I would never have guessed when I became a member of SACME at the 2006 meeting in Key West that I would be writing this President's column now. I knew very little of the Society at that point, but heeded Deb Sutherland's advice to go to every open committee meeting. Deb said that new



members could become a part of the SACME family quicker, by attending all of the open committee meetings. She was certainly accurate in her assessment. I have come to see the Society – and more specifically, its members – as my CME family. I have found help and guidance with challenges, answers to my questions, support in struggles, and friends on boat rides and at baseball games.

In addition to the personal gains, I have seen SACME as a needed voice in CME. Research in CME performed by SACME members has informed the practice of education. Research results presented at SACME meetings or in JCEHP have guided my work and continue to influence CME professionals. I look forward to further foundational exploration of CME research funded through the grant received by SACME. Through emails, letters, and face-to-face meetings the Society has spoken with the stakeholders in continuing education about important issues facing the field. In the years to come our voice will continue to be heard in the discussion of the important questions that arise in CME/CPD/KT/CPL.

Writing this, I am struck by the people who have served in this role before me. They have faced some significant struggles within the organization and within the field of CME. They have set a high standard, which I confess, creates some angst in me. At the same time, they have left

behind a remarkably stable and productive organization, for which I am quite grateful. SACME is well-positioned to face new challenges in healthcare – both professionally and financially.

It seems then, that we are in a position to do some self-examination, to look forward to what SACME should be in the next 5-10 years. There are many questions we need to address. How do we best serve the interests of continuing health professional education in medical schools, teaching hospitals, and specialty societies? Are there other groups that we should approach who can assist us in our journey and with whom we should collaborate? Does the Society need to expand its member base? How can we best provide a research-based foundation for the educational endeavors we have all chosen to undertake? In other words, what should SACME be in 5 years' time?

The Board has only begun to scratch the surface of some of these issues. The discussions will continue. SACME membership will also be asked to be a part of this discussion in the coming months. It is my belief that as a Society, we hold great promise. I look forward this year to exploring the possibilities we bring to this profession.

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## NEWS FROM THE AMERICAN MEDICAL ASSOCIATION

By Alejandro Aparicio, MD, FACP

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At its Annual Meeting in Chicago in June, the AMA House of Delegates took action on a wide range of medical education issues, including maintenance of certification, availability of clinical sites for medical students and resident/fellow physician moonlighting. One specific action was the approval of Board of Trustees Report 16, Enhancing the Function of the Liaison Committee on Medical Education (LCME), which summarizes the work and recommendations of the LCME Joint Task Force, convened by the AMA and the Association of American Medical Colleges (AAMC) to explore a broad range of issues and strategies related to the LCME's current structure, function and work processes. In addition,

a new Academic Medicine Caucus held its debut meeting, to discuss key issues facing medical education. The text of the reports, summaries of the discussions at the reference committees, and eventual action by the House of Delegates can be found at: <http://www.ama-assn.org/assets/meeting/2012a/a12-reference-committee-reports.pdf#page=69>

The *AMA MedEd Update*, a monthly medical education e-newsletter that focuses on news and information



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*News from the AMA continued from page 3 ...*

on graduate medical education, health care careers, medical schools and continuing physician professional development began publication a year ago, in July 2011, and continues to be published the first Saturday of the month. This e-newsletter has replaced the several publication from the AMA Medical Education Group, including the *CPPD Report*, and has allowed for more timely communication with the medical education community. If you are interested in looking at any of the already published issues or if you would like to subscribe to this e-newsletter you can use the following URL: <http://www.ama-assn.org/ama/pub/news/newsletters-journals/med-ed-archive.page>

The 2010 revisions of the AMA PRA CME Credit system went into effect a year ago. The vast majority of the feedback we have received over the past 12 months has been positive and the implementation of the changes seems to have taken place with very few reported problems or reports of non-compliance. The CME community was instrumental in the review of the rules that led to the 2010 changes and will be so again when the rules are next revised.

The AMA Council on Medical Education is already looking at ways of improving the *AMA PRA Category 1 and Category 2 Credit™* system further and continuing to advance CME in general. Three pilots approved by the Council are underway. One pilot will evaluate whether providing the source/reference for the information presented should be a requirement for live *AMA PRA Category 1 Credit™* activities. A second pilot, this one proposed by AAMC, aims to add to the existing literature related to the learning associated with preceptors teaching students and residents and to “describe a process whereby teaching medical students and residents can be designed and certified as an *AMA PRA Category 1 Credit™* activity” either “as a new format or through one of the existing formats.” The third pilot will explore the possibility of developing a mechanism to offer *AMA PRA Category 1 Credit™* for learning associated with the development of clinical guidelines or mechanisms to deploy approved practice guidelines within institutions, also either through a new AMA learning format or through one of the AMA existing learning formats.

*Forces Shaping the Future of CME Collaboration: Solutions for Harnessing the Positive and Mitigating the*

*Negative* is the theme for the 23rd Annual Conference of the National Task Force on CME Provider/Industry Collaboration. The conference will focus on four significant forces shaping the future of CME Provider and Industry Collaboration including: Cost-Constraints, Quality Improvement, Risk Evaluation and Mitigation Strategy (REMS), and Maintenance of Certification. The meeting, scheduled for October 11-12, 2012 at the Baltimore Marriott Waterfront, will include expert analyses of how each “force” could positively or negatively affect the future of CME with examples of best practices for catalyzing positive change. SACME is again well represented in the planning committee and faculty for the conference.

The Shickman Lecture, presented annually to honor the late Martin D. Shickman, MD, who was a leader in demonstrating the importance of continuing medical education in quality patient care, will be presented by Carolyn M. Clancy, MD, Director of the Agency for Healthcare Research and Quality. J. David Haddox, DDS, MD, Vice President, Health Policy, Purdue Pharma L.P. will present the keynote address on how significant forces are shaping the complex environment in which CME providers and industry operate. Dr. Haddox will offer his insights on how these forces may positively or negatively affect future collaboration and the quality of CME. The full conference agenda is available at [www.ama-assn.org/go/cmetaskforce](http://www.ama-assn.org/go/cmetaskforce).

As I was finishing writing this column the very sad news of the untimely death of our friend and President of SACME, Gordon West, PhD, has reached me. Dr. West was a consummate professional, a dedicated educator and a humble leader who led by example. We had many conversations over the years that were always instructive to me. The conversations eventually always turned to the really important topics like family. His wife Louise and I share a passion for anything related to the Florida Gators, particularly the football program, so invariably that was one of our topics of conversation. We should endeavor to emulate the example of Dr. West. For my part, I will do that and I will also remember Gordon particularly as a good friend and a kind and decent human being. We will remember Gordon and we will miss him.

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# HEATHER MACNEILL RECEIVES THE 2012 FOX AWARD FOR BEST RESEARCH PRESENTATION AT CME CONGRESS

By Tanya Horsley, PhD, Assistant Director, Centre for Learning in Practice

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Dr. MacNeill, Assistant Professor, University of Toronto School of Medicine is the recipient of the 2012 Fox Award for her outstanding presentation 'All for one and one for all: Individual versus collaborative online learning in continuing education'. Co-authors on the presentation included Dr. Elizabeth Hanna, University of Toronto, Dr. Renee Lyons, University of Toronto, & Dr. Barbara Soren, University of Toronto, and Ms. Alexandra Sparaggis, Bridgepoint Hospital.

**Research Focus:** This exploratory, descriptive study examined the perceived differences between individual and collaborative group online learning in a synchronous (real time) setting examining fifteen interdisciplinary healthcare professionals (through qualitative focus groups) over a 12 week period.

**Methods:** The research method included the use of a blended online course consisting of online background information and a facilitated "case building" exercise (modified "build-a-case method"). Learners were randomized as 'group learners' or 'individual learners'. Three themes were identified when examining the experience between the group and individual learners:

1. Motivation and stimulus to learn (higher for group learners)
2. Collaboration, and
3. Resources (group learning is time and resource intensive).

The group appreciated interwoven complexities of roles and learned skills of collaboration, but collaboration took longer and carried competing interests. Individuals appreciated the flexibility of their learning, but often felt overwhelmed by the wealth of information on the Internet without immediate group feedback to guide their learning. The online synchronous method was more authentic to practice, but also added two challenges for group learners – lack of visual communication, and time for technology integration.

**Conclusion:** This exploratory study describes areas for consideration, when matching learning objectives to online collaborative learning methods.

Congratulations to Dr. MacNeill and colleagues for a superb presentation of an important study.

*The Fox Award is given to the presenting author of a research project at the Spring SACME meeting. A panel of judges assesses the merits of each research presentation and bases its decision on the project's originality, link to theory, methodological rigor, and importance of its contribution to the literature. Established in 2001, the Fox Award honors the research of Dr. Robert D. Fox, University of Oklahoma, who has contributed greatly to the literature in the field of professional continuing education.*

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## MEMBER ACCOMPLISHMENTS & RECOGNITION

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Our members are one of our most valuable assets and they are accomplishing great things.

In March, member **Julie Brown, CCMEP**, Executive Director, Professional Education and Executive Medical Director, Dr Richard Beaser, among other Joslin faculty were contributing authors to a new book published by Springer called, "Great Health Care: Making it Happen".

In **July, Dr Michael P Lischke** was promoted to the position of Association Dean for Continuing Medical Education of Wake Forest School of Medicine. He will maintain his other two positions, Director of Northwest Area Health Education Center and Associate Professor, Family and Community Medicine.

In August, **Dr Richard Rothstein** was appointed Chair of Medicine at Dartmouth's Geisel School of Medicine

If you have accomplishments, recognitions and/or exciting news you can submit information to SACME at [info@sacme.org](mailto:info@sacme.org).



# CME Congress 2012 Toronto, Canada



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# NOW OPEN: CALL FOR LETTERS OF INTENT FOR PHIL R. MANNING RESEARCH AWARD IN CONTINUING MEDICAL EDUCATION

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This grant is made in the name of Phil R. Manning, MD, Paul Ingalls Hoagland Hastings Professor of Continuing Medical Education and Professor of Medicine Emeritus at the Keck School of Medicine, University of Southern California. Dr. Manning is founding president of the Society for Academic Continuing Medical Education, formerly the Society of Medical College Directors of Continuing Medical Education. He has been a governor, regent, and vice president of the American College of Physicians and serves on several educational committees of the American College of Cardiology. Dr. Manning is co-editor of *Medicine: Preserving the Passion in the 21st Century* and author of many peer-reviewed publications.

The Research Endowment Council of the Society for Academic Continuing Medical Education (SACME) requests Letters of Intent for original research related to physician life-long learning and physician change. Proposals may apply quantitative methods, qualitative methods, or mixed methods research. The finished work must be appropriate for publication in the *Journal of Continuing Education in the Health Professions* or other peer reviewed journal and for presentation at a SACME meeting.

Phil R. Manning Research Award: Typically, one grant is awarded up to \$50,000 every two years; for example, the awardee may receive \$21,000 in year one and \$29,000 in year two, for a total of \$50,000. The next grant award decision will likely be made by the end of April 2013 and funds will be available to the awardee in June 2013. The **Letter of Intent is required by Friday, November 2, 2012.**

For details visit [http://www.sacme.org/SACME\\_Grants](http://www.sacme.org/SACME_Grants)

## INTERCOM

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SACME Listserv: [sacme@lists.wayne.edu](mailto:sacme@lists.wayne.edu).

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## UPCOMING EVENTS

**SACME 2012 Fall Meeting**  
**Transforming CME/CPD through Research,**  
**Quality & Safety**  
**November 3, 2012**  
**San Francisco, California**  
[www.sacme.org](http://www.sacme.org)

**2012 AAMC Annual Meeting**  
**November 2-6, 2012**  
**InterContinental and Marriott Marquis Hotels**  
**San Francisco, California**  
[www.aamc.org](http://www.aamc.org)

**CMSS 2012 Annual Meeting**  
**November 16-17, 2012**  
**Washington, DC**  
[www.cmss.org](http://www.cmss.org)

**38th (2013) ACEHP Annual Conference**  
**January 30 – February 2, 2013**  
**San Francisco, California**  
[www.acehp.org](http://www.acehp.org)

**SACME 2013 Spring Meeting**  
**April 10-13, 2013**  
**Madison, Wisconsin**  
[www.sacme.org](http://www.sacme.org)

See [www.sacme.org](http://www.sacme.org) for updated events.

### **INTERCOM**

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