

## ACCOMMODATIONS

Guest rooms are available at the conference hotel at the rate of \$125 single/double plus taxes if reserved by October 15, 2017. Call 888-236-2427 and mention the group name "Mid Atlantic Alliance." Other hotels are nearby as well.

## REGISTRATION

By November 8, please register online using at [www.maacme.org](http://www.maacme.org)

## FEES

November 16 Conference only member rate	\$125
November 16 Conference only non-member rate	\$155

### Additional Options

November 15 Pre-Conference	\$15 member rate
	\$20 non-member rate
November 15 Networking Reception	\$15 (Includes hors d'oeuvres and 1 drink ticket)
	Sponsored by Beacon Live

**DEADLINE:** November 8

**CANCELLATIONS:** By November 7, full refund  
After November 7, \$25 processing fee

**SUBSTITUTES:** Are accepted at any time.

**WALK-INS:** May be accepted if space is available. Bring payment.

**PAYMENTS:** The online system accepts credit card payment securely.  
Or pay by check payable to "MAACME" and send to  
**Laurel L Humbert, CMP, MAACME Treasurer**  
Meeting Resources Unlimited, Inc  
PO Box 368  
Harrison City, PA 15636

MAACME reserves the right to cancel or postpone this course due to unforeseen circumstances. In the event of cancellation or postponement, MAACME will refund any registration fees but is not responsible for related costs or expenses of participants, including cancellation fees assessed by hotels, airlines, and travel agencies.

## QUESTIONS?

Bonnie Bixler: [bbixler1@hmc.psu.edu](mailto:bbixler1@hmc.psu.edu) or 717-531-6483

**MAACME**  
PO Box 369  
Harrison City, PA 15696

# Mid-Atlantic Alliance for Continuing Medical Education

Wednesday, November 15 and Thursday, November 16, 2017



## MAACME 2017 Annual Conference

Delta Hotels by Marriott Baltimore Hunt Valley  
(formerly Hunt Valley Inn Wyndham Grand)  
245 Shawan Road • Hunt Valley, MD 21031

## OVERVIEW

The MAACME annual conference is designed to meet the educational needs of CME professionals working in a variety of settings, including academic centers, specialty societies, medical education companies, hospital and health care systems, and medical writing.

## AGENDA

### WEDNESDAY, NOVEMBER 15

**1:00 PM CME Basics Training Camp** (optional workshop, additional fee of \$20)  
**Appropriate for those who are new to CME and those that would like a refresher.**

**Frank C. Berry, BS, CHCP**

Director, Division of Continuing Professional Development  
 MedChi, The Maryland State Medical Society • Baltimore, MD

**Leslie B. Howell, BA, CHCP**

Director of CME, Training & Physician Leadership Programs  
 Pennsylvania Medical Society • Harrisburg, PA

*Come have fun and “play ball” as we delve into the rules & regulations, the players, the playing field, and the strategy of this game of CME.*

**4:00 PM Adjournment**

**6:30–7:30 PM Reception** (optional social event, additional fee of \$15)  
 Sponsored by Beacon Live

### THURSDAY, NOVEMBER 16

**7:30 AM Final registration, light breakfast, exhibits**

**8:00 AM Brief Business Meeting**

Officer reports and updates on current initiatives

**8:30 AM Update from the ACCME: Strategic Opportunities**

**Marcia K. Martin**

Director of Provider Education, ACCME • Chicago, IL

*The purpose of this session is to explore strategic opportunities available to accredited providers in the ACCME system – including CME that counts for MOC & ACCME’s new Menu of Criteria for Accreditation with Commendation – which can position your organization to be an “Educational Home” for your learners.*

**9:30 AM Interprofessional Education: What Does Good IPE Look Like?**

**Jane Kirschling, PhD, RN, FAAN**

Dean and Professor, University of Maryland School of Nursing  
 Director, Center for Interprofessional Education  
 University of Maryland • Baltimore, MD

*Examples of what good interprofessional education looks like will be shared during this presentation, along with a synopsis of the history of interprofessional education in the United States and why the current efforts may have reached a “tipping point”.*

**10:30 AM How Legislative Actions Will Affect Your CME Program**

**Tom Sullivan**

Active Member of the CME Coalition  
 Editor of Policy and Medicine  
 President, Rockpointe Corporation • Columbia, MD

*In this session we will discuss quality improvement CME, MACRA, the open payments program, where we stand on CME payment reporting, CME’s role in solving the opioid crisis (including the evolution of the FDA ER-LA REMS program), laws on opioid restrictions and rescue medication. We will also review recently passed state laws on reporting and bans of payments to physicians that may affect your educational programs.*

**11:00 AM Break/Exhibits/Move to AM Breakout Session**

**11:30 AM Breakout Sessions** (choose one for AM and one for PM)

**A. RSS as an Effective Educational Strategy for Continuous Improvement**

**Mila Kostic, CHCP, FACEP**

Director of Continuing Medical Education  
 Perelman School of Medicine at the University of Pennsylvania  
 Co-Director of Interprofessional Continuing Education Penn Medicine  
 Philadelphia, PA

*Examples will be shared about how RSS is an effective education vehicle and is ideally suited to provide higher level educational outcomes at the program level that also align with needs of learning organizations and the patient communities we serve.*

**B. The Art of Developing CME Needs Assessments**

**Ruwaida Vakil, MS**

Medical Writer/Consultant  
 ProMed Write LLC • Somerset, NJ

*A well-written Needs Assessment (NA) can serve as the foundation for one or more educational interventions, including instructional content and outcomes measurement. This presentation will enable writers to develop more effective NAs.*

**C. Making Wise Choices about Compliance Today to Avoid Accreditor’s Regret Tomorrow**

**John JD Juchniewicz, MCIS, CHCP**

President, American Academy of CME, Inc., A Non-Profit  
 Education Foundation • Jackson, NJ

*Through discussions with their “compliance teams” and the larger group, learners will examine a series of cases and come to decisions about whether a provider is compliant or not, and what steps (if any) could have been taken to ensure compliance.*

**12:30 PM Lunch/Exhibits/Networking**

**1:30 PM Breakout Sessions** (repeated from above)

**2:30 PM Break/Exhibits**

**2:45 PM Educational Innovations: Leveraging Interactivity and Confidence-based Learning Strategies to Optimize Outcomes**

**Donald Nelinson, PhD**

Chief Science and Education Officer, American College of Osteopathic Internists • Rockville, MD

**Richard F. Tischler, Jr., PhD, FACEHP**

President and CEO  
 Viator Medical Communications, Inc • Mount Airy, MD

*This highly interactive session will engage learners in how neurobiology, cognitive psychology and gaming theory can be applied to confidence-based CME activities and assessment. The faculty will apply these concepts to micro-learning: the teaching and delivery of content in small, very specific bursts. Finally, we will explore the design of CME in multiple forms with interactivity in mind; to engage learners with the content, faculty, and their fellow learners.*

**3:45 PM Best Practice Highlights: Ten Minute Snapshots from Providers about What They Do Best**

As the title suggests, we’re saving the “best” for last. (Best Practices, that is...)

- **Using Digital Technology for Formative Assessment and Non-Educational Strategies to Enhance Outcomes**  
*Amanda Kaczerski, Academy for Continued Healthcare Learning*
- **Using ACCME’s Structured Performance-in-Practice Abstract**  
*Ron Arthur, American Association for Cancer Research*
- **Inpatient Quality Measures: How LifeBridge Health Keeps Track of Quality Measures**  
*Wendy Robinson, Sinai Hospital of Baltimore*
- **“Is That Compliant?” A Comprehensive Planning Document to Meet Accreditation Criteria**  
*Beth Brillinger, CME Outfitters*
- **Simulation in CME Activities**  
*Deborah Arnold, Lehigh Valley Health Network*

**4:45 PM Adjournment**