

# **ADVANCING CME** TO OPTIMIZE CARE

**2018-2019 HIGHLIGHTS**  
from the Accreditation Council for  
Continuing Medical Education  
(ACCME®)



**Advancing CME to Optimize Care**

2018 – 2019 Highlights from the Accreditation Council for Continuing Medical Education (ACCME®)

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# MESSAGE FROM THE CEO

## Nurturing Curiosity, Inspiring Change

Over the past year, we developed a new mission, vision statement, and strategic plan — all aimed at accelerating the transformation of continuing medical education (CME) to drive improvements in clinician performance and healthcare for all. Healthcare professionals are drawn to our profession with curiosity, humility, and compassion; reconnecting clinicians with these motivations can powerfully inspire connection, reflection, and change—this is the work of our accredited educational providers.

To better support our community of educators and clinician-learners, we are evolving our accreditor role from compliance authority to coach. From our Annual Meeting to the ACCME Academy, our online learning platform for the state CME system, we're working hard to build a community of practice that enables educators to nurture curiosity, share exemplary practices, engage in research and scholarship, continually improve their programs, and demonstrate how accredited CME measurably improves healthcare. Through creating connections among nations, regulatory systems, and professions, we're simplifying and aligning requirements to promote flexibility and diversity in education from the local to international level.

In this report, we're delighted to share with you the progress we've made toward fulfilling our strategic goals:

**SUPPORTING LOCAL CME:** We collaborate with our colleague accreditors at state medical societies to sustain a vibrant state accreditation system. Our staff presents at local CME events around the country and we provide ongoing education, auditing, volunteer training, and IT solutions to state accreditors at no cost as part of our commitment to community-based CME.

**COLLABORATING FOR CHANGE:** We continue to expand our collaborations with accreditors, certifying boards, licensing boards, and government agencies. As a result of these initiatives, clinicians can engage in

education that counts for multiple requirements, reducing burdens and affording them more flexibility in choosing education that meets their needs.

**ADVANCING HEALTHCARE EDUCATION BY THE TEAM, FOR THE TEAM:** We welcomed four more accreditors to Joint Accreditation for Interprofessional Continuing Education, giving jointly accredited providers the option to offer team-based education and credit for seven professions without needing separate accreditations.

**HARMONIZING INTERNATIONAL STANDARDS:** As a founding member of the International Academy for CPD Accreditation (IACPDA), we're working with our colleagues around the world to harmonize standards to broaden opportunities for clinicians to engage in high-quality education.

I believe that accredited CME has the capacity to be part of the solution to many of the challenges we face—from clinician well-being to the well-being of our patient communities. That means expanding education from the lecture hall to the workplace hallway. CME is about faculty

development, creating teams, putting a mentor at a clinician's elbow, providing formative feedback at the bedside or in the clinic, employing simulation and other technology to support learning, and building longitudinal relationships with clinician-learners. Wherever learning is happening, CME is—or can be—there.

I call on health leaders to leverage the power of lifelong learning to support our shared goal of healthcare transformation. By investing in CME as a strategic resource, leaders can expect tangible returns—not only in the quality and safety of healthcare delivery but also in the spirit and well-being of clinicians.

I look forward to our continued collaborations and growth, as we work together toward realizing our vision of a world where our community of educators supports clinicians in delivering optimal healthcare for all.



**Graham McMahon, MD, MMSc**  
President and CEO



# WHO WE ARE

The ACCME leverages the power of education to drive quality in the medical profession and improve care for patients.

The ACCME accredits continuing medical education (CME) providers, creating a framework that supports, inspires, and motivates educators to achieve their full potential. We set the standards for education that accelerates learning, change, and growth in healthcare. Our standards reflect the values of our educator community and respond to the evolving healthcare environment. As a result, clinicians and teams can drive improvement in their practice and optimize the care, health, and wellness of their patients.

## ACCME Strategic Plan 2018–2021: Transforming Education to Improve Health

The ACCME Board of Directors and executive leadership, together with our entire staff, engaged in a strategic planning process to build our vision of the future. We reviewed our trajectory, identified opportunities and challenges, and interviewed stakeholders to gain their insights and perspectives.



# OUR COMMUNITY

Every day clinicians can choose from more than 3,000 hours of accredited CME. Accredited CME is a tremendous resource — offering clinicians, educators, and health leaders the power and capacity to address many of the challenges we face in our changing healthcare environment.

*The ACCME Strategic Plan 2018–2021: Transforming Education to Improve Health* addresses these interconnected opportunities and challenges, and aims to promote an even more dynamic CME enterprise that is well-positioned to adapt to the changing educational needs and expectations of clinician-learners today and in the years to come.

The Strategic Plan comprises six goals, as described in the following pages.

## Mission, Vision, and Promise

Our mission and vision statements reflect our strategic plan by emphasizing our role as a facilitator and highlighting the role of accredited CME providers in supporting their clinician community.

ACCME's **vision** is a world where our community of educators supports clinicians in delivering optimal healthcare for all.

ACCME's **mission** is to assure and advance quality learning for healthcare professionals that drives improvements in patient care.

## OUR PROMISE

While we live in a time of considerable change, we will remain grounded by our mission and our values. We will continue to:

- Promote the development of high-quality CME that provides immediate and long-term benefits to society.
- Support the dedication and skill of our CME community.
- Engage in collaborative leadership efforts with our stakeholders.
- Facilitate educational scholarship.
- Fulfill our responsibility to maintain the highest standards of integrity and transparency.
- Nurture inclusiveness, pluralism, diversity, equality of opportunity, and social justice.

Our community of about 1,700 CME providers offers physicians and healthcare teams an array of resources to promote quality, safety, and the evolution of healthcare.

Accredited CME providers represent a range of organizations from national physician membership organizations to rural hospitals. Some specialize in local, community-based health issues, others focus on national and international health priorities, and others advance interprofessional continuing education (IPCE) and team-based care.

The geographic distribution and diversity of CME providers means that clinicians and teams have access to education where they live and work that addresses local, national, and international healthcare priorities.

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**Welcome to the 17 new ACCME-accredited and jointly accredited providers that joined us in 2018 and congratulations to the 138 providers that received reaccreditation.**

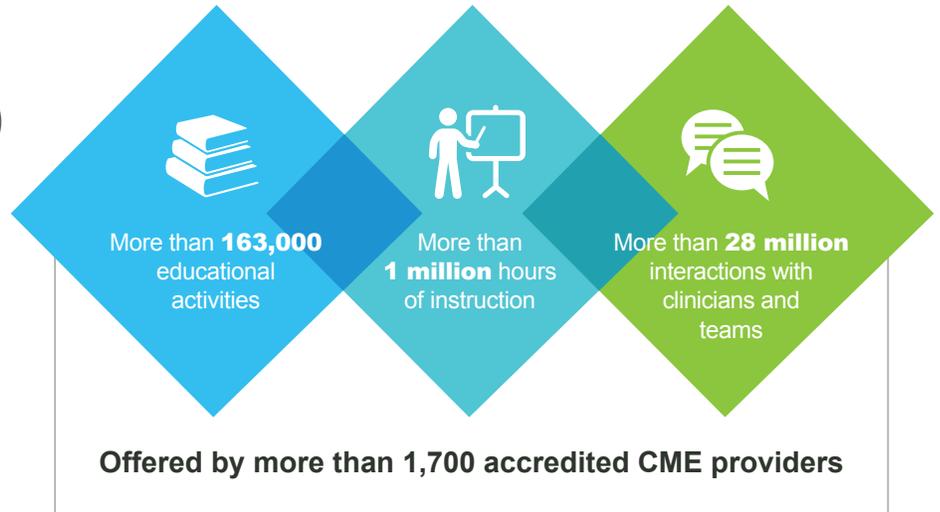
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We welcome organizations outside the US to our accreditation system. Congratulations to the accredited organizations from Canada, Pakistan, Qatar, Saudi Arabia, and the United Kingdom that have joined our CME community.

# A DECADE OF GROWTH AND DIVERSITY

The number of educational events and interactions with clinicians reaches a 10 year high.

Source: ACCME Data Report: Growth and Diversity in Continuing Medical Education — 2017.



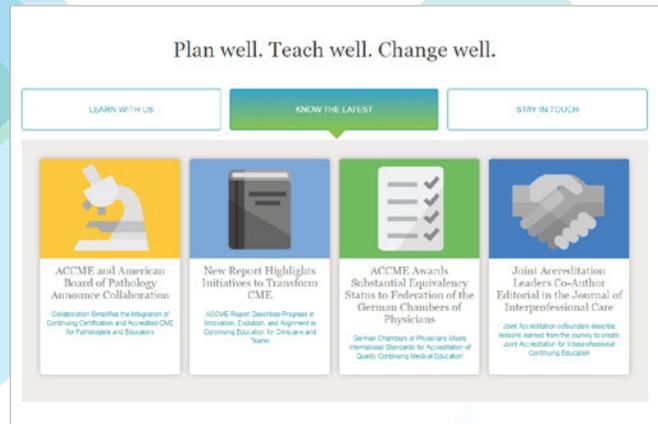
## Thank You to Our Volunteers

As it has since its inception, the ACCME System continues to rely on our community of dedicated volunteers who serve as accreditation surveyors, and as members of the Accreditation Review Committee, Joint Accreditation Review Committee, Committee for Review and Recognition, Board of Directors, and state medical society CME committee members. In total, an estimated 20,000 people across the country support the system.

Welcome to the volunteers who joined our new Scientific Content Advisory Committee that will help us implement the complaints process and evaluate compliance with the CME Clinical Content Validation Policy.

We thank all the volunteers for their commitment to achieving our mission and to sustaining a high-quality, self-regulated CME system that advances clinician performance and patient care.





STRATEGIC GOAL 1:

# AUGMENT AWARENESS OF CME'S VALUE

## New Website

Based on input from the CME community, our aim was to produce a more user-friendly, mobile accessible, and streamlined website. Features include:

- Our Stories: Real-world examples about how CME initiatives make a difference to clinicians and patients.
- Clinician Spotlight: Clinicians describe why CME matters.
- Resources: FAQ, compliance and noncompliance examples, videos, CEO commentaries, and more.
- One-click access to accreditation requirements.

## Southern Illinois University School of Medicine



ACCME  
ACCREDITED WITH  
COMMENDATION

“

We recognized that clinicians' prejudices were preventing them from improving their practice and patient care. During our annual Diversity Week, we conducted a series of presentations and panels on topics such as gender identity, gay and lesbian communities, and care of transgender patients. Speakers included a transgender teen who spoke about his experiences as a patient in a local pediatric clinic and several members of local community organizations. Following the activity, many participants intended to make specific changes in their work processes, from changing language used on patient intake forms and during a patient history interview to increased sensitivity when treating LGBTQ+ patients.



Laura Worrall, MS, Director, Office of Continuing Professional Development

”

## CLINICIAN SPOTLIGHT

How does accredited CME support your work?



“In addition to assuring quality, accredited CME activities help me identify areas of greatest needs. As a frequent faculty member of accredited CME activities, the needs assessment helps keep me in touch with areas of challenge other clinicians are encountering and stimulate me to develop a sharp focus for my presentations and meaningful enduring materials for those who participate in the program.”

— Michael S. Saag, MD, University of Alabama at Birmingham

## On the Move

Our executive staff traveled across the US and around the world to communicate the strategic value of accredited CME to health leaders, build collaborations with colleague accreditors and regulatory bodies, and offer guidance for CME providers about evolving their programs.

### Here are a few examples:

- Alliance for Continuing Education in the Health Professions Annual Meeting
- Alliance of Independent Academic Medical Centers Annual Meeting
- Annual Physician Leader Forum
- Asia-Pacific Medical Education Conference
- Cologne Consensus Conference
- European CME Forum
- International Conference on Medical Regulation
- National Academies of Practice Annual Meeting & Forum
- National Accreditor/Regulator Meeting Ukraine
- Oman Medical Specialty Board Substantial Equivalency Review
- Ottawa Conference/International Conference on Medical Education
- Qatar Council of Healthcare Practitioners National CPD Accreditation System Summit



### WE PARTICIPATED IN LOCAL CME EVENTS IN 23 STATES:

- |            |               |                |                |            |
|------------|---------------|----------------|----------------|------------|
| Alabama    | Illinois      | Minnesota      | Oklahoma       | Virginia   |
| California | Indiana       | New Mexico     | Oregon         | Washington |
| Colorado   | Louisiana     | New York       | Pennsylvania   | Wisconsin  |
| Florida    | Maine         | North Carolina | South Carolina |            |
| Hawaii     | Massachusetts | Ohio           | Texas          |            |

## Journal Articles

In our journal articles we describe how innovative learning environments can support healthcare priorities from clinician wellness to interprofessional collaboration to quality and safety in patient care.

### Here are a few examples:

- “A Collaboration Between Government and the Continuing Education Community Tackles the Opioid Crisis: Lessons Learned and Future Opportunities,” Norman Kahn, MD; Kathy Chappell, PhD, RN, FNAP, FAAN; Kate Regnier, MA, MBA; Dimitra V. Travlos, PharmD; Doris Auth, PharmD, *Journal of Continuing Education in the Health Professions* (January 2019)
- “Evolving Board Certification — Glimpses of Success,” Alex Macario, MD, MBA; Ann E. Harman, PhD; Tamar Hosansky; Mary E. Post, MBA, CAE; Huaping Sun, PhD; Graham T. McMahon, MD, MMSc, *New England Journal of Medicine* (January 2019)
- “Inspiring Curiosity and Restoring Humility: The Evolution of Competency-Based Continuing Medical Education,” Graham T. McMahon, MD, MMSc, *Academic Medicine* (December 2018)
- “Leading by Example: The Role of Accreditors in Promoting Interprofessional Collaborative Practice,” Kathy Chappell, PhD, RN, FNAP, FAAN; Kate Regnier, MA, MBA; Dimitra Travlos, PharmD, *Journal of Interprofessional Care* (February 2018)
- “Evolution of Continuing Medical Education: Promoting Innovation Through Regulatory Alignment,” Graham T. McMahon, MD, MMSc; Susan E. Skochelak, MD, *Journal of the American Medical Association* (January 2018)

“There is a need to create a system in which physicians find effective and efficient education that not only augments their ability to deliver optimal care, but also provides intellectual stimulation and fosters personal growth.”

— **Graham T. McMahon, MD, MMSc,** and **Susan E. Skochelak, MD,** “Evolution of Continuing Medical Education: Promoting Innovation through Regulatory Alignment,” *Journal of the American Medical Association*



## Our Community on Social Media

We are increasing our engagement on social media with Quick Tips, videos, Our Stories, Clinician Spotlights, commentaries, resources, and more. Join us!

930+ Facebook followers

1,100+ Twitter followers

360+ Instagram followers

990+ LinkedIn followers

## CME Commentary Videos

Graham McMahon, MD, MMSc, ACCME President and CEO, provides video commentary about important issues in CME:

- Advancing the Quality of Your Education
- Demonstrating the Value of CME to Leadership
- Diversity in CME
- Education as Strategy for Leadership
- Importance of Assessment in CME
- Promoting Clinician Self-Awareness with CME
- The Power of Data in CME



## STRATEGIC GOAL 2:

# ASSURE ACCREDITATION QUALITY AND EQUIVALENCY



### Streamlined Systems

Our enhancements to the Program and Activity Reporting System (PARS) provide more consistent and streamlined data collection and accreditation processes for accredited providers, jointly accredited providers, Recognized Accreditors, and the volunteers who support the accreditation process.

### Our Colleague Accreditors

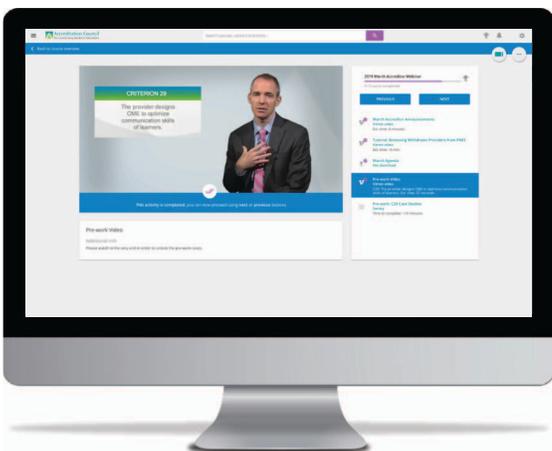
We appreciate the collaborative efforts and dedication of our colleague accreditors, whose work supports local CME providers such as community hospitals, state specialty societies, and county medical societies.

Using a framework of equivalency, we recognize 40 state and territory medical societies as accreditors of regional and local CME programs. Equivalency ensures that all CME providers in our system, whether they are ACCME-accredited or state-accredited, are held to the same high standards for educational excellence and independence.

We provide ongoing education, auditing, feedback, support, and IT solutions to Recognized Accreditors at no cost, as part of our commitment to sustaining a vibrant state-accreditation CME system. Resources include the ACCME Academy, monthly webinars, support for staff in transition, and volunteer training.

### ACCME Academy

We provided professional development for more than 450 staff and volunteers in the state accreditation system through the online learning platform ACCME Academy. The ACCME Academy supports equivalent decision-making for state accreditors through case studies, role-play exercises, and discussions.



### An International, Interprofessional Community

As a founding member of the International Academy for CPD Accreditation (IACPDA), we work with our colleagues around the world to harmonize standards to increase opportunities for clinicians to engage in high-quality education. Although there are differences in systems within and between nations, we share a common purpose — to advance education that supports optimal clinician performance and patient care.

Our substantial equivalency framework facilitates recognition between continuing education (CE) accreditors and the ACCME. The framework defines substantial equivalency as a relationship between accreditors based on

shared principles and values, while recognizing and accepting differences.

#### INTERNATIONAL ACCREDITORS WITH SUBSTANTIAL EQUIVALENCY

- Committee on Accreditation of Continuing Medical Education (Canada)
- European Board for Accreditation in Cardiology (EBAC)
- Federation of the German Chambers of Physicians
- Royal College of Physicians and Surgeons of Canada
- Oman Medical Specialty Board
- Qatar Council for Health Practitioners

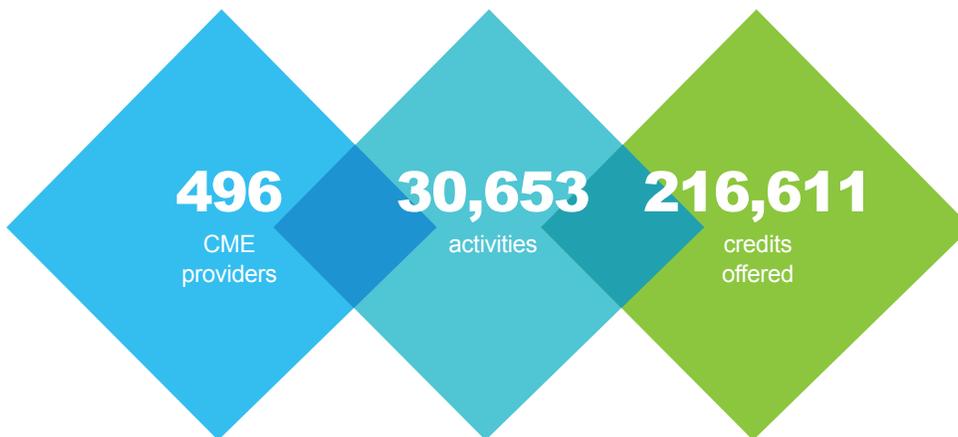
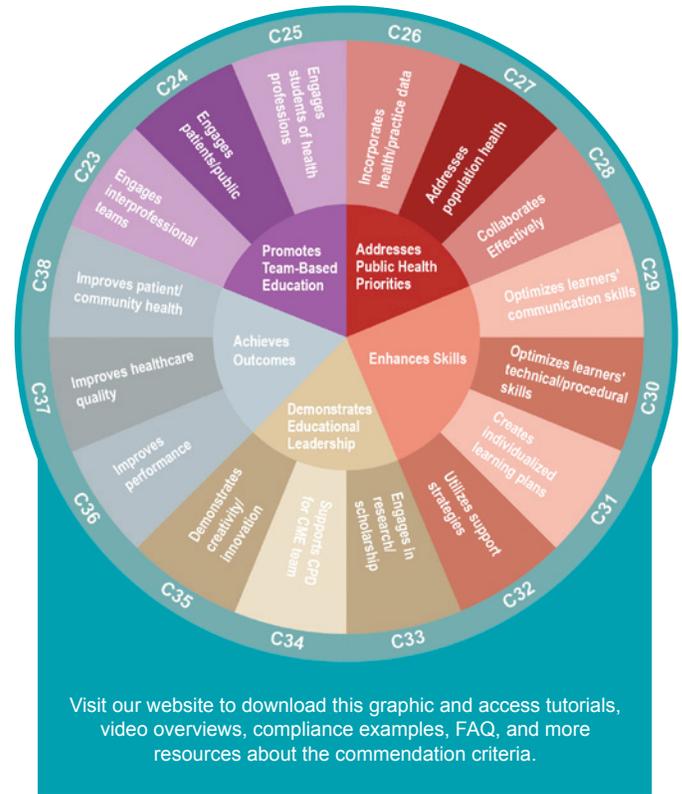
STRATEGIC GOAL 3:

# ACCELERATE THE EVOLUTION OF CME

## Accreditation with Commendation

Congratulations to the CME providers that have begun to implement the ACCME’s Menu of Criteria for Accreditation with Commendation. Seventeen ACCME-accredited providers, representing a range of provider types, have applied and 41% of those (7) have successfully achieved Accreditation with Commendation with the menu.

We appreciate the CME community’s participation and we are doing everything we can to support the successful adoption of the new criteria and the evolution of educational strategies to reflect best practices.



## CME that Counts for Continuing Board Certification

We continue to collaborate with certifying boards to streamline processes for CME providers, drive innovation and flexibility in education, reduce burdens for learners and educators, and expand lifelong learning options for clinicians. In 2018, we were pleased to announce two new collaborations.

### COLLABORATING CERTIFYING BOARDS

- American Board of Anesthesiology (ABA)
- American Board of Internal Medicine (ABIM)
- American Board of Ophthalmology (ABO): New collaboration in 2018
- American Board of Otolaryngology-Head and Neck Surgery (ABOHNS): New collaboration in 2018
- American Board of Pathology (ABPath)
- American Board of Pediatrics (ABP)



## Advancing Healthcare Education by the Team, for the Team

In collaboration with our colleague accreditors in nursing and pharmacy, we continue to evolve Joint Accreditation for Interprofessional Continuing Education™, the first and only program in the world offering multiple accreditations through one unified system.

We were pleased to welcome four more accreditors in 2018–2019, offering organizations the opportunity to be simultaneously accredited to provide CE for physicians, pharmacists, nurses, PAs (physician assistants), optometrists, psychologists, and social work, through a unified accreditation process and set of accreditation standards.

### COLLABORATING ACCREDITORS IN INTERPROFESSIONAL CONTINUING EDUCATION (IPCE)

- Accreditation Council for Continuing Medical Education (ACCME)
- Accreditation Council for Pharmacy Education (ACPE)
- American Nurses Credentialing Center (ANCC)
- American Academy of PAs (AAPA)
- American Psychological Association (APA)
- Association of Regulatory Boards of Optometry's Council on Optometric Practitioner Education (ARBO/COPE)
- Association of Social Work Boards (ASWB)



IPCE CREDIT™

### NEW RECOGNITION

IPCE credit for learning and change has been recognized by the Federation of State Medical Boards (FSMB) and the Georgia Board of Pharmacy. IPCE credit enables healthcare leaders; educators; team members; certifying, licensing, and regulatory bodies; and other healthcare stakeholders to identify activities specifically designed to improve team collaboration and patient care.

### IPCE COMMUNITY

Join us on social media by following and liking our pages:



[www.facebook.com/AccreditedIPCE](http://www.facebook.com/AccreditedIPCE)



[www.twitter.com/AccreditedIPCE](http://www.twitter.com/AccreditedIPCE)



[www.linkedin.com/company/AccreditedIPCE](http://www.linkedin.com/company/AccreditedIPCE)



### NEW REPORT: IPCE WORKS

A new report, “*IPCE Works! Identifying Measures of Success and Evaluating Our Impact*,” explores key recommendations for evaluating the effectiveness of IPCE in improving healthcare team performance and patient care.

This report is the third in a series. The three reports are available at [www.jointaccreditation.org](http://www.jointaccreditation.org).



**“Through working and learning together, we are generating new models for evaluating the impact of IPCE on team performance, health delivery, and patient care. This work will enable us to translate evidence into practice, continually improve the effectiveness of IPCE, and demonstrate its value and contributions to health leadership.”**

**Congratulations to Peter H. Vlases, PharmD, DSc (Hon), FCCP**, who will retire from his position as Executive Director, Accreditation Council for Pharmacy Education (ACPE), on June 30, 2019. Dr. Vlases will have served as the Executive Director for 20 years and has been a leader in the profession of pharmacy for almost 45 years. We thank Dr. Vlases for his years of dedication to CE, collaborative spirit, forward-thinking approach to IPCE, and commitment to the development and growth of Joint Accreditation.

## Addressing the Opioid Crisis

We are proud to participate in:

- **National Academy of Medicine (NAM) Action Collaborative on Countering the US Opioid Epidemic:** A public-private partnership committed to sharing knowledge, aligning ongoing initiatives, and advancing collective, multisector solutions.
- **Conjoint Committee on Continuing Education:** A national, interprofessional coalition of organizations in the health professions leading efforts to utilize accredited CE to address the opioid crisis.
- **Food and Drug Administration Opioid Analgesics Risk Evaluation and Mitigation Strategy:** The FDA OA REMS leverages the accredited CE community to deliver prescriber education about appropriate pain management and safer opioid prescribing.

## STRATEGIC GOAL 4:

# ASSIST CME EDUCATORS

### ACCME 2018 Meeting: Building an Educational Home Together

We welcomed more than 540 participants from the US and eight other countries to our second annual meeting, Building an Educational Home Together. New in 2018, we offered a leadership track for CME professionals and their leadership to develop strategies for advancing institutional priorities such as clinician wellness, quality improvement, and team care; and a public health summit to identify interprofessional collaborations for addressing the opioid crisis.



### NEW FOR ACCME 2019 MEETING: CALL FOR STORIES

- **Sharing Our Stories:** We invited participants to contribute in new ways, by offering them the opportunity to share their stories of successes and challenges, propose and lead sessions, and present their research on CME.
- **Engaging Patients in CME:** We were honored to receive a Eugene Washington PCORI Engagement Award, an initiative of the Patient-Centered Outcomes Research Institute (PCORI), to provide funding for "Learning Together: Engaging Patients in Professional Development of Physicians and Healthcare Teams." The project will support the learning experience of physicians and healthcare professionals by advancing the engagement of patients as educational partners.

### ...More Educational Opportunities

In addition to our annual meeting, we continue to offer our Accreditation Workshop each August and many other live and online educational opportunities year-round for the community of CME providers and Recognized Accreditors. Visit [www.accme.org/](http://www.accme.org/) events for upcoming events.



## STRATEGIC GOAL 5:

# ADVANCE DATA SYSTEMS

We continue to advance our Program and Activity Reporting System (PARS) to support CME providers, clinicians, researchers, and public health initiatives.

PARS now enables CME providers to enter data about:

- CME that counts for continuing board certification for 7 certifying boards.
- CME that counts as Improvement Activities in the Merit-Based Incentive Payment System (MIPS) of the Centers for Medicare & Medicaid Services (CMS).
- CE that is compliant with the Food and Drug Administration (FDA) Opioid Analgesics Risk Evaluation and Mitigation Strategy (OA REMS).
- Other: Through the alignment of ACCME and American Medical Association requirements, providers can now choose “other” as the activity format for blended, new, or other approaches that do not fall into one of the established activity format categories.



## State Medical Boards Pilot

We are collaborating with the Tennessee Board of Medical Examiners and the North Carolina Medical Board in a voluntary pilot program that enables CME providers to report physician participation in accredited CME to the Boards via PARS. The goal of the collaboration is to reduce regulatory burdens on physician learners.



## CME Finder—Search Tool for Clinicians



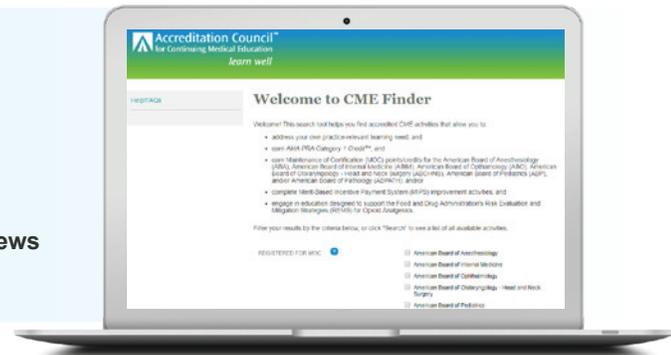
More than 7,600 currently available accredited CME activities that count for MOC/Continuing Certification, MIPS, and FDA REMS



More than 100,000 users



About 1 million page views



## STRATEGIC GOAL 6:

# ADVOCATE FOR CME SCHOLARSHIP

We are pleased to offer the CME community the opportunity to access anonymized ACCME data to support research that assesses the effectiveness of CME, identifies best practices in CME, and is in service to the overall CME enterprise.

## Supporting Research

- Convened the ACCME Research Task Force of the Board of Directors to support the advancement of research and scholarship.
- Created Research Opportunities webpage with application form for submission of research proposals.
- Research Exchange at the ACCME 2019 Meeting: We invited participants to conduct research presentations and share their experiences with research and scholarship with their colleagues.
- Commendation criteria reward providers that engage in research and scholarship.



# COMING IN 2019-2020

## Protecting the Independence and Integrity of Accredited CE

This year, we began an initiative to review the rules that protect the independence and integrity of accredited CE for healthcare professionals, beginning with a call for feedback. Through an inclusive process over the coming year, we will continue to engage in dialogue with stakeholders at multiple forums to identify potential revisions to the ACCME Standards for Commercial Support: Standards to Ensure Independence in CME Activities<sup>SM</sup> that will ensure their continued relevance and effectiveness.



## JOIN US

For regular updates, please visit [www.accme.org](http://www.accme.org) and sign up for our newsletter.

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[www.linkedin.com/company/AccreditedCME](http://www.linkedin.com/company/AccreditedCME)



[www.instagram.com/AccreditedCME](http://www.instagram.com/AccreditedCME)

We welcome your questions and your ideas for how we can better support the CME community and accelerate the transformation of CME. Contact us at [info@accme.org](mailto:info@accme.org).



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