



THRIVING TOGETHER: ACCELERATE LEARNING, CHANGE, AND GROWTH IN HEALTHCARE

ACCME Strategic Goals 2022 – 2026

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MESSAGE FROM THE CEO

The ACCME's vision is a world where our community of educators supports healthcare professionals in delivering optimal healthcare for all. Transforming healthcare will require the advancement of clinicians and educators fueled by our common mission and vision. The ACCME has set a bold vision for ecosystem-wide change, and we cannot do it alone. Our strategic plan and vision require healthcare professionals and the continuing education community to join together in collaboration, learning, and change. Together we will:

- Unite around our common mission.
- Cultivate a bold vision of the future.
- Model the mindsets, behaviors, and skills needed to achieve this vision.
- Inspire our community and collaborators to make it happen.

One of our community's great strengths is the ability to adapt to the changing educational needs and expectations of today's healthcare professionals, particularly amidst the turbulence wrought by a global pandemic. As we look forward to 2026 and beyond, it's clear that there is much to be proud of:

- A thriving and growing accredited continuing education system that is an inspiration and model for many around the world.
- A growing diversity of quality educational programming that supports a range of competencies.
- A community of educators engaged in their own professional development.
- Strategic collaborations among regulatory stakeholders aimed at advancing educational opportunities and reducing burdens for healthcare professionals, researchers, and educators.

- A community of healthcare professionals that remains committed to continuous professional development through quality, accredited education.

The ACCME team and our Board of Directors are guided by our mission and values as we work to support the community as reflected in the following principles:

- Continue to earn the trust of the accredited continuing education community by being fair and consistent as an accreditor.
- Facilitate the creation of superlative learning experiences for healthcare professionals.
- Be responsive and attentive to the needs of the healthcare and education communities.
- Build services that are easy to use and that maximize value for all.
- Collaborate with our colleague regulators to minimize silos and maximize efficiency.

We at the ACCME are working to drive transformation in the learning environment, support our educators, and simplify and align regulatory systems. This strategic plan, comprised of several priority areas, addresses these interconnected opportunities and challenges, and aims to promote an even more vibrant and thriving accredited continuing education enterprise—one that we are confident we can and will achieve together.

A handwritten signature in black ink, appearing to read 'Graham McMahon'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Graham McMahon, MD, MMSc
President and CEO, ACCME

BUILDING ON PROGRESS

There are approximately 1,600 organizations accredited within the ACCME System across the country and the world. Our community is comprised of the entire range of institutions including hospitals and healthcare delivery systems, nonprofit membership organizations, publishing and education companies, schools of health sciences/medicine, insurance and managed-care companies, and government and military organizations.

Despite the unprecedented challenges created by the COVID-19 pandemic, accredited providers adapted nimbly, redesigning learning environments to offer critically needed skills and support to healthcare professionals and teams. Even with economic losses and a reduction in the number of activities, providers retained and even increased engagement by healthcare professionals. The ability to be so responsive reflects on the strength and capacity of the accredited education community. We at the ACCME recognized that our responsibility was to serve as a facilitator, offering accredited providers the guidance, resources, and flexibility that would enable them to meet the needs of healthcare professionals and teams during extraordinary times.

In 2020-21, our Board of Directors and staff engaged in a strategic review of the organization's operations and efficacy. As part of that review, the ACCME interviewed stakeholders and identified the following achievements:

- Elaborated a culture of interprofessionalism through our collaborations with nursing, pharmacy, and other colleague accreditors through Joint Accreditation.
- Expanded our online learning platform, ACCME Academy.
- Increased alignment between accredited CME and a growing number of certifying boards and state medical licensing boards.
- Supported an increasing array of organizations in achieving Accreditation with Commendation using the new criteria, reflecting the strength and diversity of our system and our capacity to more effectively demonstrate improvements in learning and outcomes.
- Unified data management for accredited providers and healthcare professionals in a centralized database of learning activities and completion records to allow the data to flow easily and reliably.
- Virtually convened our largest annual meeting of the accredited continuing education community.
- Developed leadership in international continuing education accreditation.

ACCME'S MISSION AND VISION

The ACCME is uniting the accredited continuing education community around our common mission: to assure and advance quality learning for healthcare professionals that drives improvements in patient care.

In 2021, our Board of Directors, with input from ACCME staff, providers, and health system experts, reflected on our purpose, opportunities, and responsibilities to advance the organization and our service to the profession. In pursuing our mission, we believe:

- Health professionals' education is among the most powerful currencies for change in the healthcare ecosystem.
- Our mission drives us to create lasting change in the wellbeing of individuals, organizations, and societies around the world.
- Educators will always be central in harnessing the power of learning to achieve better health.

Our vision statement conveys our belief that greatness is achieved when we work together toward a common goal. Through this vision, the ACCME seeks to convey the true impact of health professionals' education on the lives of patients, their families, and the care team:

A world where ▶	The ACCME is a global leader in the accreditation of continuing education. Our vision reflects the scope of what we know is possible.
our community ▶	People are at the heart of what we do.
of educators ▶	Educators need and value support so they can optimize their work and innovate.
supports ▶	Supporting educators and healthcare professionals to be at their best is our work.
clinicians ▶	Clinicians need to work together across professions.
in delivering ▶ optimal healthcare	Trusted information is needed to advance the skills and capability to optimize patient care and quality of life.
for all ▶	Accredited continuing education exists to support all. The ACCME serves the public through its commitment to supporting health equity, diversity, and inclusion in our community of educators and healthcare professionals.

CORE VALUES

The ACCME's system of accreditation is rooted in values of service, excellence, equity, integrity, and collaboration.

SERVICE ▶	Listening to and meeting the needs of accredited providers and healthcare professionals.
EXCELLENCE ▶	A culture of inquiry dedicated to innovation, compassion, and commitment to continuous improvement and best practices.
EQUITY ▶	An organization that creates and supports a culture of mutual respect, inclusivity, and fairness.
INTEGRITY ▶	Openness and honesty in decisions, communications, and actions.
COLLABORATION ▶	A professional community characterized by mutual respect, service to the benefit of others, and appreciation of our communities' contributions.

Strategic Goals That Reflect Our Values

The ACCME's strategy is grounded in our current strengths and capabilities as well as the health system trends that influence the ACCME's value and role in the community. ACCME's Board and executive leadership recognize that the ability to adapt and be flexible is a critical success factor. The ACCME's plan will support a continual cadence of reflection and improvement that fosters ongoing strategic thinking and accountability. The plan aims for clarity on our path forward and will enable agile and needs-based decision making. Our strategic plan focuses on uniting efforts with our collaborative partners, our member organizations, and domestic and international programs. We are dedicated to driving towards success guided by our strategic goals:



1



ACT WITH INTEGRITY

The ACCME accreditation system is recognized as a national model by federal and state government agencies, other healthcare accrediting bodies in the United States and around the world, and the profession of medicine. Our primary priority is to deliver on our commitment to ensure that we and the Recognized Accreditors (state medical societies)—as a united system—regulate and accredit with integrity to meet the expectations of the profession and continue to earn our trusted reputation among all our stakeholders.

Objectives:

- Promote the advancement of science and combat misinformation through our content validity efforts.
- Continue to oversee accredited providers to confirm compliance with ACCME requirements.
- Assure objective and consistent decision making.
- Maximize the accreditation equivalency of the Recognized Accreditors.
- Maintain a training infrastructure for ACCME volunteers.

2



ADVANCE EXCELLENCE IN ACCREDITED CONTINUING EDUCATION

Accredited providers must continuously evolve to meet the changing needs of their learning community. Delivering education is only part of the obligation—the education must ultimately help maintain or advance the quality of care. The ACCME is a trusted source of tools, resources, and training for education professionals. We plan to build on these strengths to enhance the impact of our system's accredited education, while supporting the measurement, reporting, and sharing of outcomes data.

Objectives:

- Leverage our accredited continuing education community to improve the quality and safety of medical practice and health outcomes.
- Encourage healthcare leaders and individual healthcare professionals to recognize that accredited continuing education:
 - ✓ Is an essential component of building and fostering a learning culture of continuous improvement for the organization.
 - ✓ Creates intellectual fulfillment and restores joy and meaning in practice.
 - ✓ Relieves healthcare professionals of administrative burden through simplification, alignment, and collaboration.
 - ✓ Creates and sustains functional interprofessional teams that learn together and take care of each other.
 - ✓ Supports collaborative work to address quality, safety, shared decision making, health equity, efficiency, and other strategic priorities for healthcare organizations.
- Foster and nurture a community of practice where accredited providers continuously improve their skills and strategies to support transformative learning (e.g., educational best practices, andragogy, implementation science).
- Drive the provider community to higher level outcomes to impact patient care and systems.
- Minimize barriers to innovation in educational delivery.
- Provide demonstrable value to health system leadership.

3



PROVIDE EXEMPLARY SERVICE

To deliver on our mission and reflect our values, we must offer exceptional support and resources to our accredited provider community. Accredited providers rely on the ACCME to facilitate their work and effort. Our community expects and deserves exemplary service across all aspects of the ACCME's operations—including communications, education, accreditation, recognition, administration—and an IT and data platform to bring these together seamlessly. An advanced data infrastructure supports greater engagement in the accredited continuing education system, builds learner self-awareness, helps healthcare professionals find and choose activities that fit their specific needs, facilitates self-reflection and the construction of an individualized educational plan, and serves as a powerful repository for generating and answering research questions.

Objectives:

- Provide transparency and understanding of our system to promote awareness, insight, and investment in continuing education.
- Listen to educators and stakeholders to identify areas of additional simplification in our accreditation standards and requirements.
- Support volunteers to maximize the efficiency and effectiveness of the service they provide to our accredited continuing education community.
- Simplify accredited continuing education reporting by healthcare professionals so they can focus on learning rather than obtaining credit.
- Support research designed to advance accredited continuing education.
- Foster and nurture an online community of practice for accredited continuing education professionals.

4



PROMOTE DIVERSITY AND INCLUSION

The accredited continuing education enterprise should support the evolution of the overall system by incentivizing and rewarding practices that demonstrate recognition of the need for, and value of, incorporating the issues of diversity, health equity, and inclusion into all aspects of accredited education.

Objectives:

- Create and support a culture of mutual respect, inclusivity, and equity at the ACCME, within the community of accredited providers, and for the faculty and healthcare professionals engaged in accredited continuing education.
- Facilitate understanding that incorporating the issues of diversity, equity, and inclusion into all aspects of accredited education will benefit healthcare professionals and the patients they serve.



DEMONSTRATE THE POWER OF COLLABORATION

Healthcare professionals often begin their careers without preparing for their roles as lifelong learners. The ACCME has a role in helping to advocate for, and support, the acculturation of humility and curiosity to ensure all healthcare professionals are ready to engage with accredited continuing education. Interprofessional continuing education helps to develop the behaviors and attitudes requisite to working in teams with colleagues from different health professions to deliver effective patient care. By harmonizing our standards and expectations across the continuum of healthcare education and professional development, between state and certifying board expectations, and across the professions, we will reduce barriers to the deployment of even more effective education that benefits all.

Objectives:

- Ensure healthcare professionals entering their careers are maximally prepared to be lifelong learners by collaborating across the continuum of professional development.
- Simplify information exchange between accredited providers and a variety of state licensing and certifying boards.
- Align accreditation standards to ensure education can cross professions unimpeded.
- Facilitate international collaboration through the implementation of shared standards.

CONCLUSION

The ACCME will continue to promote the development of high-quality accredited continuing education that provides immediate and long-term benefits to society.

- We seek to support the dedication and skill of our accredited continuing education community, and lead by collaborative and directed efforts in partnership with our stakeholders.
- We will nurture and facilitate educational scholarship and leverage technology that helps attain these goals.
- We will not lose sight of our responsibility to maintain the highest standards of integrity and transparency.
- We remain committed to our values and will continue to nurture inclusiveness, pluralism, diversity, equality of opportunity, and social justice.

Success will mean adopting a variety of new approaches that reflect the same innovative spirit and nimbleness we expect of our accredited providers. We accept the mantle of that challenge.

In addition to relying on the terrific team at ACCME, we will rely on you—our community and stakeholders—for ongoing support as we work together for the public good and the patients we all serve.