The Continuing Medical Education (CME) Program at Texas Tech University Health Sciences Center (TTUHSC) Paul L Foster School of Medicine (PLFSOM) is committed to a comprehensive and evidence-based system of continuing professional development with an inter-professional approach.

Through multi-modal educational interventions, the CME Program will address identified knowledge and practice gaps to enable health care professionals in the Border Region of West Texas to pursue lifelong learning that will enhance their professional competence and performance, and improve and promote the health of their patients.
The TTUHSC El Paso CME program targets a diverse audience of learners including generalists and specialty physicians, residents, fellows, medical students, nursing students, mid-level providers, researchers, educators, and healthcare practitioners of the El Paso community and the border region of West Texas.

TTUHSC El Paso CME activities include live courses/lectures, grand round series / regularly scheduled series, and performance improvement CME formats like simulation workshops.

In accordance with our CME mission, the TTUHSC El Paso CME program will improve (1) physician/healthcare provider knowledge (2) clinical competence (3) performance-in-practice, (4) and/or patient outcomes.

Committee on Continuing Medical Education

Gustavo J. Rodriguez, MD (Chair)
Term Expiration Date: September 16, 2015
Associate Professor, Department of Neurology
Texas Tech University Health Sciences Center at El Paso

Ramaswami Kalamegham, PhD (Vice chair)
Term Expiration Date: September 16, 2015
Associate Professor, Department of Pathology
Texas Tech University Health Sciences Center of El Paso

Anoop Ayyappan, MD
Term Expiration Date: December 25, 2016
Assistant Professor, Department of Radiology
Texas Tech University Health Sciences Center at El Paso

Brian R. Davis, MD
Term Expiration Date: June 30, 2016
Assistant Professor, Department of Surgery
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Term Expiration Date: August 31, 2014
Associate Professor, Department of Internal Medicine
Texas Tech University Health Sciences Center at El Paso

Rona Fagan, RN
Term Expiration Date: August 31, 2014
Faculty Associate, Department of Orthopaedic Surgery & Rehabilitation
Texas Tech University Health Sciences Center of El Paso

Irene Lugo, RN, MSN, DNP©
Term Expiration Date: June 30, 2016
Assistant Professor and Program Director
Gayle Greve Hunt School of Nursing
Texas Tech University Health Sciences Center at El Paso

Sitratullah Maiyegun, MD (Chair)
Term Expiration date: June 30, 2014
Assistant Professor, Department of Pediatrics
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Armando Meza, MD
Term Expiration Date: August 31, 2014
Professor and Associate Dean, Graduate Medical Education
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Assistant Professor, Department of Obstetrics and Gynecology
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Oscar Noriega, MD
Term Expiration Date: August 31, 2014
Associate Professor, Department of Family and Community Medicine
Texas Tech University Health Sciences Center of El Paso

Dale Quest, PhD
Term Expiration Date: June 30, 2016
Associate Professor, Department of Medical Education
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Robert Reilly, Pharm.D.
Term Expiration Date: August 21, 2015
Associate Director of Pharmacy
University Medical Center of El Paso

Terry Sanchez, MSN, RN, CCM, CPHQ
Term Expiration Date: June 30, 2016
Risk Manager
University Medical Center of El Paso

Yan Sun, MD
Term Expiration Date: June 30, 2016
Resident Representative, Department of Internal Medicine
Texas Tech University Health Sciences Center at El Paso

Susan Watts, PhD
Term Expiration Date: June 30, 2014
Assistant Professor, Department of Emergency Medicine
Texas Tech University Health Sciences Center at El Paso

Mohamed Zebda, MD
Term Expiration Date: June 30, 2016
Resident Representative, Department of Pediatrics
Texas Tech University Health Sciences Center at El Paso

Ex Officio, Non-Voting:
Hoi Ho, MD
Associate Academic Dean, Office of Faculty Affairs and Development
Texas Tech University Health Sciences Center at El Paso

Lydia Espinoza, MA
Term Expiration Date: August 31, 2014
Senior Director, Office of Graduate Medical Education
Texas Tech University Health Sciences Center at El Paso
Current Programming

• Conferences:
  • Rio Grande Trauma Conference & Pediatric Update
  • Obstetrics & Gynecology
  • Cultural Competence
  • Clinical Simulation Conference
  • Neurosciences
  • Infectious Diseases
  • WIMS Professional Development Program
  • Toxicology
  • Spectrum of Healthcare from Mother to Baby
  • El Paso Pediatric Colloquium
  • Cardiac and Stroke Conference
  • Bio-Medical Sciences Research Colloquium
  • Neurology
Regularly Scheduled Series/ Grand Rounds:

- Internal Medicine- Monthly
- Surgery/Trauma- Monthly
- Pediatrics- Bi-Monthly
- Diversity- Monthly
- Neurosciences
- Palliative Care and Hospice- Alternating Months
- Faculty Development Course- Weekly
- Ob/Gyn- Monthly
- Texas Education Critical Care Series

Live Events: 1-3 hour events (Examples)

- MR Imaging of Metatarsalgia
- Physician Medical Record Documentation: The Backbone for Verifying Medicare Medical Necessity
- Changes to the Practice of Pediatrics in 2014
- UMC Care Management
- Simulation Today for Competence Tomorrow
- Ethical Issues in Contemporary Practice
- Concussion Management
- Nurses and nursing students are always welcome to attend our CME activities!

- The Office of CME works in collaboration with the Department of Nursing Education at University Medical Center, in order to obtain accreditation for CNE credit for many of our educational activities.

- In 2010 ACCME began making Joint Accreditation decisions to allow for organizations to offer CME, CNE and CPE (Continuing Pharmacy Education). TTUHSC El Paso, is currently in discussions about obtaining Joint Accreditation in order to directly provide CNE credit.

- Please let us know if you are interested in planning an educational activity with us and would like to offer CNE credit as well as CME credit. We will gladly reach out to our collaborators at UMC. Please note there is a small fee attached to each credit certificate awarded. The current fee is $10 a certificate.

**Continuing Nursing Education & Nurses**
The CME Program accreditation is provided by the Accreditation Council for Continuing Medical Education.

- The Accreditation Council for Continuing Medical Education (ACCME®), a nonprofit corporation based in Chicago, is responsible for accrediting institutions that offer continuing medical education (CME) to physicians and other health care professionals... The ACCME’s mission is to identify, develop, and promote rigorous national standards for quality CME that improves physician performance and medical care for patients and their communities.

- ACCME accreditation is a voluntary, self-regulatory system that assures the public and the medical community that accredited CME is a strategic partner in health care quality and safety initiatives, providing physicians with relevant, effective education that meets their learning and practice needs.

- Accreditation standards ensure that CME is designed to be independent, free of commercial bias, and based on valid content.

- The ACCME accreditation system is recognized as a national model by federal and state government agencies, other health care accrediting bodies, and the profession of medicine.

- Federal agencies, including the Food and Drug Administration, Centers For Disease Control and Prevention, National Coordinator for Health Information Technology, and Agency for Healthcare Research and Quality, have included accredited CME as a strategic partner in their public health initiatives.

ACCME Accreditation

ACCME Website, 2015
Clinical Departments:
- Anesthesiology
- Biomedical Sciences
- COE in Neurosciences
- Emergency Medicine
- Family Medicine
- Internal Medicine
- Medical Education
- Neurology
- OB/GYN
- Orthopaedics
- Pathology
- Pediatrics
- Psychiatry
- Radiology
- Surgery

Support Departments:
- Center for Advanced Teaching and Assessment in Clinical Simulation
- Office of Diversity Affairs
- Office of the Founding Dean
- Office of Faculty Affairs and Development
- Office of Global Health Affairs

Affiliations:
- El Paso Diabetes Association
- Hospice of El Paso
- Texas Perinatal Association
- University Medical Center

Partners
What is CME?
CME is designed to improve the knowledge, competence, and professional performance of physicians, no matter what their roles are. Any educational activity that meets the professional development needs of physicians involved in clinical care, research, and education is appropriate for CME.

Who is CME for?
CME activities are to be designed by practicing physicians for practicing physicians. This ensures that topics and content are targeted toward physicians on their level of education and experience. While residents, nurses, other healthcare professionals, and students are welcome to attend, their profession-specific educational needs are not to be included in the design of educational activities for physicians.

As multi-disciplinary healthcare teams become more widespread, it is reasonable to expect CME activity planners will have an increasing tendency to design content that is directed toward multiple healthcare disciplines. Course directors and planning committee members must be aware of this and focus on physicians as the primary target audience for an activity.

How has CME changed over the years?
Early CME did not have a definite direction. Topics were broad and often chosen at random. Little or no thought was given to changing physician behavior through participation in CME. In recent years, CME has evolved with evidence-based goals achieved by taking an active role in improving physician competence and performance.
Continuing medical education can now be thought of as a four-stage process.

**Step One:** Identify a professional practice gap or problem in practice.

**Step Two:** Engage in one or more educational interventions designed to reduce or eliminate the gap or problem.

**Step Three:** Evaluate the educational intervention(s) for the degree to which the gap was closed.

**Step Four:** Seek additional learning opportunities to completely eliminate the gap or problem.
Professional practice gap, is defined as the difference between what the professional is doing or accomplishing compared to what is "achievable on the basis of current professional knowledge". (ACCME Website 2011)

These Questions can help identify a Professional Practice Gap:

1. What areas in practice do you and your colleagues find challenging?

2. What factors contribute to the problem?

3. What educational interventions are needed to change current behavior to ‘best practices’ behavior? (or What does the target audience need to do differently in order to improve practice?)

4. What is the best format for teaching and learning the concepts to be presented?

5. What additional educational or non-educational strategies must be incorporated in order for the target audience to achieve ‘best practice’ behavior?
Who needs to disclose relevant financial relationships to me and to the learners who participate in my activities?
Conflicts of Interest
What involvement can industry have in the planning and implementation of CME?

Keywords:
commercial interests, independence, industry, planners, promotion, employees of a commercial interest

Transcript

Related Topics: Criterion 7 Standard 1.1 Standard 2.1 Standard 2.3 Definition of a Commercial Interest, Financial Relationships and Conflicts of Interest

YOU VOTED "NO"
WAS THIS USEFUL? YES  NO

Commercial Support
# CME Activity Planning Timeline:

<table>
<thead>
<tr>
<th>Event</th>
<th>Submission Deadline for Planning Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full or multi-day activity with save-the-date</td>
<td>8 months before event</td>
</tr>
<tr>
<td>Full or multi-day activity without save-the-date</td>
<td>5 months before event</td>
</tr>
<tr>
<td>Half day without save-the-date</td>
<td>3 ½ months before event</td>
</tr>
<tr>
<td>One to two hour activity</td>
<td>5 weeks before event</td>
</tr>
<tr>
<td>Series – Activity planning form</td>
<td>Annually 4 weeks before start of series</td>
</tr>
<tr>
<td>Series – Session planning form</td>
<td>3 weeks before event</td>
</tr>
<tr>
<td>Series – Case-based</td>
<td>7 days before event</td>
</tr>
</tbody>
</table>

**Best Practice Tip:**
The more time you can give yourself and your committee the better outcomes will be achieved.

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**CME Activity Planning Timeline:**
<table>
<thead>
<tr>
<th>Managed</th>
<th>Managed</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Educational Planning</td>
<td>- Contact speakers</td>
</tr>
<tr>
<td>- Co-develop program schedule with planning committee</td>
<td>- Obtain disclosure forms</td>
</tr>
<tr>
<td>- Develop and maintain budget for program or co-manage with</td>
<td>- Obtain Content Validation Forms</td>
</tr>
<tr>
<td>financial counterparts in various units.</td>
<td>- Resolve any disclosure conflicts</td>
</tr>
<tr>
<td>- Commercial support administration/management</td>
<td>- Arrange travel/lodging for speakers</td>
</tr>
<tr>
<td>- Develop save the date and brochure content and handle outsourcing</td>
<td>- Coordinate transportation</td>
</tr>
<tr>
<td>of marketing material development, printing, and distribution</td>
<td>- Process speaker honorarium</td>
</tr>
<tr>
<td>- Book Venue</td>
<td>- Create syllabus/packet materials for participants</td>
</tr>
<tr>
<td>- Submit audiovisual and maintenance work orders</td>
<td>- Registration check in on the day of the event</td>
</tr>
<tr>
<td>- Coordinate catering</td>
<td>- Exhibitor coordination</td>
</tr>
<tr>
<td>- Registration services</td>
<td>- Evaluation Summary</td>
</tr>
<tr>
<td>- Day of event management/logistical support</td>
<td>- Issue certificates of credit to attendees</td>
</tr>
<tr>
<td>- Management of non-educational events (Opening receptions; closing</td>
<td>- Thank you letters to exhibitors, and speakers</td>
</tr>
<tr>
<td>receptions) (extra fees may apply)</td>
<td></td>
</tr>
</tbody>
</table>

**Type of Service...**
Non-Managed

Type of Service Continued...

- Educational Planning
- Contact speakers
- Obtain Disclosure forms
- Obtain Content validation forms
- Commercial support administration/management
- Brochure Approval and distribution
- Resolve any disclosure conflicts
- Evaluation tool & summary
- Approve participant packet materials for commercial support standards compliance, and inclusion of any disclosures
The following serves as the baseline fee structure for activities certified for CME credit and for administrative and management services associated with CME events. Fees are negotiated upward based on the length and complexity of the activity.

### Certification of CME Credit and Administrative Services

<table>
<thead>
<tr>
<th>Level of Activity</th>
<th>Fees:</th>
</tr>
</thead>
<tbody>
<tr>
<td>RSS (Regularly Scheduled Series):</td>
<td>Flat Fees, billed yearly</td>
</tr>
<tr>
<td>• Monthly (12 Live activities per year)</td>
<td>$1,500.00/Fiscal Year</td>
</tr>
<tr>
<td>• Weekly (52 live activities per year)</td>
<td>$3,000.00/ Fiscal Year</td>
</tr>
<tr>
<td><strong>Individual Live Activity:</strong></td>
<td></td>
</tr>
<tr>
<td>• Short Activities ........................... 1-2 <em>AMA PRA Category 1 Credits™</em></td>
<td>$150.00 - $300.00</td>
</tr>
<tr>
<td>• Mid-Range Activities ........... 3-7 <em>AMA PRA Category 1 Credits™</em></td>
<td>$450.00 - $1,050.00</td>
</tr>
<tr>
<td>• Long Activities (Conferences, etc)</td>
<td>8 hours or greater please see chart below</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Level of Activity</th>
<th>Option 1 (Managed)</th>
<th>Option 2 (Non-Managed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-12 <em>AMA PRA Category 1 Credits™</em></td>
<td>$2,500.00</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>13-16 <em>AMA PRA Category 1 Credits™</em></td>
<td>$3,000.00</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>17-20 <em>AMA PRA Category 1 Credits™</em></td>
<td>$3,500.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>21+ <em>AMA PRA Category 1 Credits™</em></td>
<td>$4,000.00</td>
<td>$3,000.00</td>
</tr>
</tbody>
</table>

As is required by the Accreditation Council for Continuing Medical Education (ACCME), all commercial support must be in the form of educational grants and must be managed by the Office of Continuing Medical Education. For all programs, a fee will be assessed for the administration of Commercial Support Agreements and the management of educational grants. This fee is based on 15% of the total commercial support generated.
The purpose of this document is to assist with the design of CME activities that meet the needs of physicians to build competency and skills, ultimately resulting in improved outcomes for patients.

**EDUCATIONAL ACTIVITY PLANNING FORM**

**SESSION PLANNING FORM FOR SERIES ACTIVITIES**

**Disclosure Statement**

Content Validation Acknowledgment

Texas Tech University Health Sciences Center (TTUHSC), Office of Continuing Medical Education (CME) endorses the Accreditation Council for Continuing Medical Education (ACME) expectations for accredited providers regarding the Validation of Clinical Content of Continuing Medical Education. In compliance with these expectations, the Office of CME requires that all speakers/presenters for activities certified for CME credit read and acknowledge the following value statements. In addition, we ask that you comply with these expectations by supplying sufficient resources within the context of your presentation to attendees regarding clinical content and recommendations for patient care.

Our goal is to support healthcare providers in improving patient care by increasing their knowledge of advancing translational and clinical research as it relates to clinical practice. To fulfill this goal, TTUHSC Office of CME asks that speakers/presenters:

1. Critically evaluate the experimental design, data collection and analysis to ensure that they conform to the generally accepted standards as well as compare and contrast multiple research approaches before making a patient care recommendation.
2. Identify key related research and evidence-based practices, which suggest additional investigations, may be indicated before making patient care recommendations.
3. Suggest optimal strategies for further clinical investigations in addressing equivocal research data and results.
4. Use a rigorous process of external validation and peer review of the research to ensure the validity of the research process, the result and the conclusion, especially in support or justification of a patient care recommendation.
5. Be an expert in the related area of the research and free of conflict of interest in analyzing and presenting the data, and making patient care recommendations.

I acknowledge my understanding and will abide by the policies on resolution...
TTUHSC El Paso Office of Continuing Medical Education:
http://elpaso.ttuhsc.edu/CmeEvents/

TTUHSC El Paso Committee on CME Bylaws:
http://elpaso.ttuhsc.edu/CmeEvents/Resources/Bylaws

Accreditation Council for Continuing Medical Education:
http://www.accme.org/

Resources