

UNIVERSITY OF CINCINNATI COLLEGE OF MEDICINE
Office of Continuing Medical Education

MISSION STATEMENT

The mission of the Continuing Medical Education (CME) Program at the University of Cincinnati shall be to improve the quality of patient health by developing and implementing strategies to identify and narrow gaps between current and optimal clinical performance and patient outcomes. Additionally, as an integral part of an Academic Health Center, the Office of Continuing Medical Education will support the institutional mission of training health care professionals to enhance and improve the quality of life for people everywhere by discovering, teaching, and applying knowledge in the health sciences.

CONTENT AREAS

The University of Cincinnati Office of CME will develop educational content and strategies to improve the health and welfare of patients. This includes developing educational activities that assist in changing the knowledge, skills, and attitudes of physicians as well as working to assist health care providers in making practice and system changes in the health care delivery environment in order to improve outcomes. The UC CME Program is also committed to supporting the institutional mission of scientific discovery and translational research through the dissemination of new knowledge and the facilitation of academic discussion and debate.

TARGET AUDIENCE

The University of Cincinnati Continuing Medical Education Program will serve two priority target audiences: internal professional staff and trainees and external health care providers. The internal audience consists of the health care providers, researchers, administrative staff, and professional trainees of the University of Cincinnati Academic Health Center and affiliated health care institutions. For this audience, the CME Program shall play a critical role in the education and research missions of the UC Academic Health Center. The CME Program shall also participate in improving patient care within the clinical operations of the UC Academic Health Center affiliates through partnerships with quality improvement initiatives throughout the clinical enterprise. The external audience consists of a broad audience of health care providers, administrators, patients, and others who impact the health of patients beyond the UC Academic Health Center and its clinical affiliates. For this target audience the primary focus will be on making specific changes in clinical practice and health care delivery systems that result in the improvement in the health of patients.

TYPES OF ACTIVITIES AND PROGRAM STRATEGIES

1. Educational Activities: The primary strategy for accomplishing our mission will be the development and implementation of a range of educational activities. These activities will be developed around specific needs related to gaps in knowledge, competence, or practice. They will be delivered in a variety of formats, including regularly scheduled

conferences, live events (e.g., lectures, workshops, seminars), enduring materials, practice improvement projects, and point of care learning projects.

2. Identification of barriers to change: As part of our activity and program evaluation activities we will assess the level of change resulting from our educational activities. We will concurrently identify variables and conditions that inhibit practice improvements and other changes. We will work to develop strategies to overcome these barriers and will include them in educational programming and/or work with institutional partners to attempt to reduce or remove these barriers.
3. Development of a team approach to education: We recognize that improving the health of patients requires the education and participation by a variety of health care providers and others. The same is true for implementing a comprehensive translational research program. We will include a variety of professionals and stakeholders in our educational programming in order to promote change and improvements. We will also foster a team approach in the development of our educational offerings.
4. Partnerships and Alliances: We will partner with a variety of organizations, departments, and other groups whose missions overlap with our CME Program. Some of these include: quality improvement organizations/departments, administrators, other educational institutions/departments, patient advocacy groups, regulators, and insurers.
5. Development of non-educational tools and strategies for change: As an adjunct to educational programming, we will develop and disseminate non-educational tools and resources that facilitate improvements to patient care and other areas of our mission.
6. Focus on physician competency areas as originally developed by the Accreditation Council for Graduate Medical Education: These include: patient care, medical knowledge, practice-based learning and improvement, systems based practice, professionalism, and interpersonal skills and communication.

EXPECTED RESULTS AND MEASURING OUTCOMES

A critical element of the UC CME Program is a systematic assessment of the outcomes of educational activities and the overall program. The Office of CME will utilize various strategies to measure the outcomes of educational initiatives, including both CME-certified activities and adjunctive activities designed to change participant behavior. Where possible, we will directly assess patient care indicators or other data that will provide objective insight into the impact of our educational activities on physician behavior change. We will evaluate individual activities using methods that encourage learner self-assessment and self-directed decisions to make changes and improvements in practice, and follow up periodically with the learners to reinforce learning and document improvement. We will utilize evaluation strategies that provide assessment data to measure the impact of our overall CME Program. These data will drive ongoing quality improvement process within our CME Program.

Mission Statement Review and Approval

This Mission Statement was proposed to, and approved by, the Office of Continuing Medical Education Advisory Committee of the University of Cincinnati College of Medicine at its meeting on March 13, 2009.