

2008 - 2009

ANNUAL REPORT

ENHANCE

LEARNING

ADVANCEMENT

KNOWLEDGE



CONTINUING
MEDICAL
EDUCATION
DIVISION

Creighton
UNIVERSITY

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ACCREDITATION

The Creighton University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

EXECUTIVE OVERVIEW



The Continuing Medical Education Division had a very successful year in 2008-2009. There were 68 courses and 20 Regularly Scheduled Series (RSS) offered.

Attendance at the courses totaled 5,710, and attendance at RSS totaled 11,544. Total attendance at courses and RSS was 17,254. The CME Division continues to work closely with departments/divisions within the School of Medicine to oversee the courses and RSS to assure all activities are managed within the ACCME and AMA requirements. The activities focus on a team approach to healthcare. The CME Division was also involved in offering community programs.

Throughout the planning process, the CME Division has maintained a priority that focuses on developing activities around University issues, such as alumni activities, a patient referral base, and enhancing income. Designing our conferences to meet the educational needs of the participants receives much attention. During the planning process, the appropriate techniques are carefully selected to match the intended outcome. Techniques include small group discussions, demonstrations, panel discussions and live-transmission. The outcomes are measured through a series of evaluations and reviews. This information is integrated into the upcoming conferences and is used to measure the effectiveness of conferences held. The planning for all activities, courses and RSS, has as the basis, the ACCME requirements.

The CME Division has implemented the ACCME Updated Criteria which has resulted in a focus on analyzing change in our learners as a result of attending our activities. See summary on page 12.

We were successful in the management of our operation budget. We met our budget targets, and exceeded the projected income as well as surplus realized on activities. All CME activities were successful financially.

Technology continues to play a vital part in our CME activities. A priority is placed on making sure the CME Division is current with equipment, software, and other resources as required for our conferences. The CME Division's website <http://cme.creighton.edu> has been redesigned to meet the requirements of the University and to be more user friendly. Plans are in place to expand information available on our website. Items to be added include Course Director and Curriculum Coordinator Manuals, educational techniques for faculty, and the category 1 application.

As we look forward to 2009-2010 we will continue to offer quality CME activities and maintain a priority of focusing our energies toward issues that impact Creighton University as a whole, and the health care community in our region. The schedule of activities is constantly being updated to address these issues.

A handwritten signature in black ink that reads "Sally C. O'Neill, PhD". The signature is written in a cursive style with a large, stylized initial "S".

Sally C. O'Neill, PhD

Associate Dean, Continuing Medical Education Division
Creighton University School of Medicine

MISSION STATEMENT

PURPOSE

Within the Jesuit tradition of Creighton University, the mission of the Continuing Medical Education (CME) Division is to provide continuing medical education for physicians and other health care professionals. In the spirit of lifelong learning, the CME Division produces educational activities for the advancement of knowledge to help physicians and other healthcare professionals maintain and enhance the quality of their clinical practices, to assist health sciences scholars in becoming better teachers and researchers and to provide comprehensive, quality and compassionate patient care for diverse populations.

MISSION GOALS

- **Target Audience**—To provide relevant continuing medical education to physicians of all specialties and to other health care professionals. Although the primary target audience is the Creighton University health care community, our programs also target the larger health care community in Omaha, regionally, nationally, and internationally.
- **Content Areas**—To provide continuing medical education based on identified educational needs and recent advances in biomedical sciences, clinical practice in all specialties, health care policy, and ethics, for the purpose of positively impacting patient health.
- **Type of Activities**—To present regularly scheduled department conferences and grand rounds, and other conferences, seminars, and jointly sponsored activities that are local, national, and international in scope.
- **Expected Outcomes**
 - To establish working relationships among Creighton University School of Medicine departments and Health Sciences schools, Creighton University Medical Center and area hospitals, and other health care organizations, in order to identify and offer continuing education activities.
 - To work closely with Alumni Relations to develop and promote CME activities for Creighton University School of Medicine alumni and for all Health Sciences schools, to offer at least one activity annually.
 - To consistently engage all Department Chairs, and others involved in CME, to establish an overall School of Medicine CME Strategic Plan that identifies and addresses the current continuing medical education needs of the School of Medicine.
 - To offer directly and jointly sponsored CME activities to enhance local, regional, national, and international recognition of Creighton University School of Medicine and its Departments and Centers.
 - To evaluate the results and outcomes of the sponsored activities and to use these data to enhance future activities.
 - To create professional and scholarly growth opportunities for the faculty, staff, house staff and students.

BUSINESS PLAN

Developed by Business Plan Subcommittee of the CME Committee

Growth Trends In CME

As we continue to move forward, we must continually monitor and adapt to change to meet our customer's needs. As the live conferences remain popular, there is an ever-increasing need to provide information electronically. We are moving to integrate traditional activities with electronic delivery. These changes will enable us to streamline our operation and increase efficiency, as well as deliver activities to a broader and more geographically diverse audience.

Funding Opportunities

- The CME Division is currently working with Creighton's Development office to facilitate donations with literature and selling points that will be included in conference brochures, registration forms, and conference signage.
- The CME Division has initiated conversations and developed relationships with a number of key software companies to explore opportunities for offering online CME programs to rural hospitals, long-term care facilities, and other remote and underserved healthcare professionals.
- The CME Division is investigating grant opportunities in cooperation with the University's Grants Office to help supplement funding. In light of recent changes involving pharmaceutical support, grant funding appears to be a feasible option.
- The CME Division will provide quarterly reviews and updates of the financial status to the Dean of the School of Medicine.

Expansion

A number of projects are underway to increase efficiencies in an ongoing effort to become more self-supporting.

- **Online evaluations** will allow participants to complete an evaluation and print a certificate of completion. Direct savings to the division resulting from reduced labor costs (10-15 hours per conference) as well as a reduction in printing and mailing costs.
- **Attendance Scanning** allows attendees to scan their ID card at the registration area instead of hand written signatures. This method reduces the number of errors when entering participant data by hand and gives the opportunity to import data directly into Registration software database and directly into Transcript database. Thus reducing the amount of information that originally had to be entered by hand, and eliminating the duplication of effort by two individuals in the same office.
- **Explore new market segments.** It has been noted that certain allied health areas including Respiratory, Physical, and Occupational Therapists are currently underserved with regard to Continuing Education. These audience groups will be identified and included when planning new and reviewing existing programs.
- **Enhance Collaboration and Support with Creighton University Medical Center.** The CME Division recognizes that it operates in a very competitive market environment. Through collaborative marketing efforts with the Medical Center, and an increase in the amount of funding the CME office receives from CUMC, this will ensure certain programs continue regardless of the area of interest or availability of funds from specific pharmaceutical companies.

CME IN THE NEWS...

Distinguished Faculty Award

The *Distinguished Continuing Medical Education Faculty Award* is awarded to a faculty member who:

- has been actively involved in CME activities
- has received positive reviews for presentations at CME activities
- has worked closely with the CME Division in developing CME conferences
- represents the Creighton philosophy and spirit

The Continuing Medical Education Committee selected **Paulajo (P.J.) Malin, M.D.** to receive this award based on the criteria mentioned above. Dr. Malin has been a presenter for many Creighton CME programs, including the 2008 Parkinson's Conference and the 2008 Women's Health Conference.

Dr. Malin is currently an Assistant Professor of Psychiatry, the director of Consultation-Liaison Psychiatry, and serves as a Medical Director at Creighton University School of Medicine. Dr. Malin directs the Bipolar Disorder clinic for the Department of Psychiatry, and also serves as the Psychiatry Clerkship Director of Creighton University medical students.



Cecile Zielinski, M.D. and Paula Jo (P.J.) Malin, M.D.

Because of these many contributions to Creighton University, it was with great pleasure we presented the *Distinguished Continuing Medical Education Faculty Award* to **P.J. Malin, M.D.**

Service and CME in the Community

The CME Division works with programs that offer excellent educational opportunities to groups from the community. Examples of conferences are: *5th Annual: Parkinson's Progress in 2008 for Patients, Family, and Caregivers*; *2nd Annual – Making It! Business Start-Up Conference*; *Bellevue Public School Nursing Program – Immunization Update 2009*, and the *2nd Annual: Therapy Matters in Parkinson's Disease for Patients, Family and Caregivers*.

The CME Division also works with the Institute for Priestly Formation for their annual dinner for Seminarians. This year was a record attendance for the dinner held on the Boys Town campus.

Service Award

LINDA ADKINS, Administrative Assistant of CME received her 20-year service award from Creighton University, December 2008.



The 20th Annual: Thomas Timothy Smith, M.D. Lecture Candidates Speak Out On Healthcare: A Public Forum

Featuring Mike Johanns and Scott Kleebl, Candidates for U.S. Senate

Tuesday, October 7, 2008

Mike and Josie Harper Center Auditorium
on the Creighton University Campus



Thomas Timothy Smith, MD



Mike Johanns, Dr. Daniel R. Wilson, Chair, Department of Psychiatry, Moderator and Scott Kleebl

This public forum offered the general public and health professionals the opportunity to:

- Learn about each candidate's plan for improving American health care
- Relate their experiences and learn of others' experiences with the current health care system
- Offer the candidates their views of how American health care can be improved.

Scholarly Activities and CME

The CME Division was awarded a grant to measure the effects of Ignatian Values in CME activities. A complete description of this grant will be provided in the 2009-2010 annual report. Members of the committee working on the grant are: Dr. Sally C. O'Neill, Fr. James Clifton, Dr. Lee Morrow, and Dr. Mark Malesker and Jeff Klein.



Dr. Mark Malesker, Dr. Lee Morrow, Dr. Sally C. O'Neill, and Jeff Klein (not pictured-Fr. James Clifton).

Article Published

An article, which was based on a CME program, 'Back to School for the Teachers: Improving Teaching of Physical Diagnosis', was published in the journal, Continuing Education in the Health Professions, volume 28, number 4, Fall 2008. Authors of this article were Kathryn Huggett, PhD, Rugmini Warriar, MD, Sally C. O'Neill, PhD, and Anna Maio, MD.

HBO/NIH Documentary

The CME Division worked with faculty from Boys Town National Research Hospital to offer a special screening of an HBO/NIH Documentary on Alzheimer's Disease Research, "Momentum in Science -- Changing the Way Americans Think about Alzheimer's Disease". This included a discussion with internationally known experts on research, treatment and clinical trials.

OVERALL PROGRAM REVIEW

School of Medicine • Continuing Medical Education Division

Overview of Mission Accomplishments:

TARGET AUDIENCE:

Our programs provided continuing medical education to all physician specialties and to other health care professionals. The CME Division worked with 16 accrediting boards to acquire credits and two endorsements for various health professionals, promoting the multidisciplinary, team approach to health care. See page 19 for a breakdown of the credits provided attendees.

In addition, our activities included programs for the community. Examples include: Parkinson Disease programs for the patient and caregiver; 2nd Annual-Making It! Business Start-Up Conference; 20th Annual Thomas Timothy Smith Lecture: Candidates Speak Out on Healthcare: A Public Forum.

Attendees at our programs represented every state in the United States except Alaska , plus 17 foreign countries. See page 19 for a listing of countries.

CONTENT AREAS:

Program content was designed based on identified needs assessment and practice gaps to include clinical faculty, biomedical sciences, health care policy and ethics. A complete list of programs offered can be found on pages 13-15.



Cate Pogge, Lee Taylor and Joann Dornier at the Pulmonary Conference held at Qwest Center Omaha.

TYPES OF ACTIVITIES:

We offered a variety of activities to include: 20 Regularly Scheduled Series, 68 conferences and courses of which 20 conferences were jointly sponsored. These activities reached a regional, national, and international audience as reflected in the above attendee information in the Target Audience information.

EXPECTED OUTCOMES:

Positive working relationships have been established with 30 departments and divisions within the Creighton University School of Medicine and Health Sciences Schools, the Creighton University Medical Center, area hospitals, other Universities, and other health care organizations in order to identify and offer continuing education offerings. A complete listing of external and internal organizations can be found on page 24.

The Alumni Office and the CME Division worked together to develop and promote CME activities. A survey was developed and sent to medical alumni asking their preferences for continuing education. As a result, two activities were held on Medical Alumni weekend in response to the requests of the medical alumni. Both activities were successful and resulted in alumni, as well as area health professionals attending. The CME Division also provides the alumni office information regarding any alumni that are attending our CME activities. The Alumni Office is welcome to attend and/or have an exhibit at our activities.

Dr. O'Neill meets annually with each Department Chair to update them on the CME Division, provide them a copy of the CME annual report, and to get their input regarding CME. Dr. O'Neill also provides a presentation at the Executive Council and/or Leadership Council regarding the status of the CME Division including the strategic business plan that was developed with input from the Department Chairs.

The CME Division successfully offered 48 directly sponsored conferences, 27 directly sponsored Regularly Scheduled Series, and 20 jointly sponsored conferences. These

activities promoted Creighton University School of Medicine on a local, regional, national and international basis as reflected in the attendees described above in target audience.

We evaluate the results and outcomes of all our activities at post-conference meetings and in an end-of-the year review. The results of that review are listed on page 12 of this report.

Professional and scholarly growth opportunities have been discussed with faculty, staff, house staff and students. One result of this, the CME Division was rewarded an educational grant by the Office of Academic Excellence to conduct a study to measure the outcomes of implementing Ignatian Values into CME activities. Committee members for this grant included Dr. Lee Morrow, Fr. James Clifton, Dr. Mark Malesker, Jeff Klein and Dr. Sally O'Neill.

In addition, Minh Yen Nguyen, a work study in the CME Division, conducted a research project while working in the CME Division on communication in meetings. This was the project for one of her classes at Creighton University.

The CME Division had a Creighton University student, Jessica Pittman as an Intern. See page 22 for a description of her volunteer internship.

'Scholarly opportunities' is a standing agenda item for CME planning committees.

► **Plan for implementing improvements and needed changes in the overall program: and the CME Mission Statement:**

Input from the Dean, Department/Division Chairs, faculty, and staff is received by the following processes: monthly meetings with the Dean; annual meetings with the Department/Division Chairs; ongoing meetings with faculty, input from the CME Committee, and ongoing input from CME staff through Team Meetings and Retreats. Input is also requested from the organizations that we jointly sponsor activities. Some areas identified by these groups, and that will impact our mission statement include:

Increase Revenue: identify new sources of revenue (increase registration and administrative fees, work with the Development Office to acquire contributions for the CME Division, work with Grants Administration office to obtain grants for the CME Division, work with CUMC to establish funding for the CME Division).

Develop Programs with the Phoenix Campus: Various Department chairs have indicated interest in developing joint CME programs (Pediatrics, Anesthesiology, etc.)

Outcomes Measurement of Ignation Values in CME Activities: We are developing information for planning committees and presenters that will enhance their understanding of ignation values and how they can be implemented into our CME activities. Our evaluations are also being updated to include measurement of change in learners due to implementation of ignation values into our activities. More explanation of this is found on page 6 in the Scholarly Activities section.



Surgical Techniques Conference held at Embassy Suites, LaVista, NE

Updated ACCME Criteria: These criteria have been implemented and continue to be fine tuned. The mission statement will need to be updated to reflect the changes in learners, and expected outcomes. Evaluation forms and agendas for planning meetings have been updated. Change in learners still needs attention. An expanded use of the audience response system is being implemented to facilitate this.

Plans are in place to add a Quality Assurance Committee Member to the CME Committee.

A variety of cost-saving factors have been identified and are either put into place or are being developed by the CME staff including: electronic faculty letters, electronic disclosures, electronic processing of registration confirmations, less expensive three-ring binder format for conference materials, online evaluations, and scanned registrations. This is a standing agenda item at Team Meetings and at staff Retreats.

The status of the strategic business plan has been reviewed. The status is found on page 4 of this report.

The role of CME in being the 'face of the School of Medicine' is recognized by the faculty and Department Chairs and stated at the Medical School retreat. This is an important area in which the CME Division can be a benefit to the School of Medicine in consideration of the present economic and identity issues of the School of Medicine. Many areas are being reviewed such as a template for all power point presentations and welcome slides used at conferences and RSS to provide an easily recognized identity of Creighton University, a regular article about the CME Division is being included in the School of Medicine Newsletter, emphasis is being placed on the introduction of new faculty to CME when they join the School of Medicine, etc. These things will be accomplished by working closely with Creighton Medical Associates and the Public Relations Office.

► **Measurement of Program Improvements and ability to meet the CME Mission Statement:**

Processes to measure program improvements include:

Increased Revenue: Registration and administrative fees have been increased 10-15%, further studies are being conducted to determine staff time expended on activities, a survey has been developed to forward to department/division chairs, faculty, course directors, planning committee, etc. Quarterly budget reports will be provided the Dean.



Conference held at Creighton University Harper Center.

The success of activities is measured at the post-conference meeting for each activity. The planning committee reviews the final registrations, budget, evaluations, and determine if we were successful in accomplishing our objectives of the conference, if the desired change was made, what the strengths were, what improvements need to be made and directions for future activities.

The overall success of the activities is measured annually by a review and analysis of the following evaluations: program, post-conference, faculty, planning committee, facility, exhibitors, and moderators. This report is presented to the Dean, the CME Committee, the Department Chairs, and the faculty. The overall success of the Distinguished Lecture Series is evaluated by the committee members. An addition to the evaluation of the overall success of the RSS is an annual evaluation that is completed by each department/division.

The success of the overall CME program is conducted annually and results included in this report.

► **The CME Division Operates in a manner for improving professional practice:**

The CME Division is recognized by the School of Medicine Departments as the 'face of the School of Medicine'. This places the CME Division in a position to be a change agent within Creighton University School of Medicine. Dr. O'Neill is a member of the Creighton University

School of Medicine Executive Council, and the Nebraska Medical Association Education Commission Committee. Each of these groups focus on improving the physician's professional practice. The CME Committee addresses agenda items that are directed at improving the physicians's professional practice on an ongoing basis.

➤ ***The CME Division utilizes a variety of non-educational strategies to enhance change as an adjunct to its activities:***

The CME Division employs a variety of strategies to enhance change in the learner. Below are some examples:

The Esophageal Conference utilizes transmission between the operating room and the meeting facility to provide the learner with a hands-on experience. The surgery is transmitted to the meeting room where learners can interact with the surgeon while he/she is conducting the surgery.

The audience response system is utilized as a pre and post-test process. It is also used during presentations to enhance attendee participation.

Attendees are provided listing of reference materials to enhance what is presented at the conference.

Attendees are provided latest guidelines and standards.



Surgical Techniques Conference held at Embassy Suites, LaVista, NE

➤ ***The CME Division identifies factors outside its control that impact patient outcome:***

The planning committee for each activity is asked to identify factors outside its control that impact patient outcome. This is built into the planning process. Some of these factors that have been identified are:

- a. financial costs: pharmaceutical costs, health policies, reimbursement issues, insurance issues, registration fees, cost of travel to conference, fewer hospitals paying for registrations,
- b. human factors: patients not following through with medical care prescribed by physician, patients not able to afford insurance, communication between the health care provider and the patient, patient transportation issues,
- c. logistics: location of conference, time of activity, convenient parking, length of conference,
- d. state of science: capabilities and resources needed to provide the needed care,
- e. technology: attendees level of understanding and access to needed technology.

➤ ***The CME Division implements education strategies to remove, overcome or address barriers to physician change:***

Addressing strategies to overcome or remove barriers to physician change is a part of the planning process each planning committee utilizes. Following are some examples identified at meetings:

a. Logistics: The CME Division utilizes the NE Telehealth Network to address the geographic barrier. Attendees are able to attend the meeting in their own community which removes the barriers of cost and time of travel. Parking passes are also provided attendees when the activity is held at a facility requiring parking fees.

b. Content Example: The NE Immunization Conference, provided information regarding the benefits of immunizations over the safety issue concerns and misconceptions in regard to immunizations.

► ***The CME Division builds bridges with other stakeholders through collaboration and cooperation:***

The CME Division offered 48 directly sponsored and 20 jointly sponsored conferences in 2008-09. In the process of offering these activities, the CME Division worked with 39 external organizations and 30 internal areas of the University and CUMC. See page 24 for a listing of these organizations/areas.

► ***The CME Division participates within an institutional or system framework for quality improvement:***

Every activity planned has quality improvement as a goal. Plans are underway to integrate Quality Improvement more specifically into the CME Mission Statement. This will further enhance a focus on Quality Improvement. Plans are also in place to add a member of the Quality Assurance Committee to the CME Committee.

► ***The CME Division is positioned to influence the scope and content of its activities/educational interventions:***

The CME Division is recognized regionally for its quality conferences, both in excellent content and speakers and as being well organized and administered. The content is based on needs assessment and practice gaps as this is a critical part of the planning process. The CME Committee is key in reviewing and final approval of all category 1 activities making sure they meet the Mission of the University, the School of Medicine, and the CME Division. Dr. O'Neill works with all areas of the School of Medicine including the Office of Medical Education, Graduate Medical Education, and Faculty Affairs adding to the visibility of the CME Division. Dr. O'Neill also chairs the Health Sciences Education Consortium which reviews areas the health sciences can work together. The conference, Pain Management, has become an annual conference and is a result of this committee. Dr. O'Neill also works closely with the Nebraska Medical Association and is involved in activities that focus on improving patient care. The CME Division works with the Department of Health and Human Services. One result of this relationship is the conference, 2009 Nebraska Public Health Conference: Prevent, Promote, Protect: Working Towards a Healthier Nebraska.



Pulmonary Conference held at the Qwest Center Omaha.

► ***The CME Division has a mechanism in place to record and when authorized, verify participation of participating physicians for a six-year period after the date of the activity:***

The CME Division utilizes the software, from gomembers, Inc. to record and verify participation of physicians six years after the date of the activity. In addition, the CME Division has developed a program for recording attendance at RSS. This program also provides a transcript to verify attendance at the RSS and category 1 accredited conferences. The flexibility of the program allows the transcripts to be printed at the departmental level or by the CME Division.

IMPACT OF CME ACTIVITIES

To measure the changes in our attendees, it was decided to utilize competency based learning as a basis. Each activity evaluation and post-conference questionnaire was reviewed regarding the six competencies; patient care, medical/clinical knowledge, practice-based learning and improvement, interpersonal and communication skills, professionalism, and system-based practice. Following is a summary of the outcome of the review.

PATIENT CARE

Attendees at 100% of our programs indicated changes they plan to implement that will improve compassionate, appropriate, effective promotion of health, prevention of illness and treatment of disease.

MEDICAL/CLINICAL KNOWLEDGE

Attendees at 100% of our programs indicated changes they plan to do or implemented regarding the knowledge of established and evolving biomedical, clinical and social science and application of knowledge to patient care and education of others.

PRACTICE-BASED LEARNING AND IMPROVEMENT

Attendees at 98% of our programs indicated they will implement the information gained to investigate, evaluate and improve patient care practices.

INTERPERSONAL AND COMMUNICATION SKILLS

Attendees at 100% of our programs indicated that they plan to or did incorporate information gained to improve interpersonal and communication skills to establish and maintain professional relations with patients, families and other members of the health care team.

PROFESSIONALISM

Attendees at 100% of our programs indicated they gained information that will promote a commitment to continuous professional development, ethical practice, an understanding and sensitivity to diversity and a responsible attitude toward patients, the medical profession and society.

SYSTEM-BASED PRACTICE

Attendees at 96% of our programs indicated an understanding of the contexts and systems in which health care is provided and the ability to apply this knowledge to improve and optimize health care.



CME ACTIVITIES OFFERED

by Health Sciences Departments/Divisions (2008 - 2009)

DEPARTMENT OF ANESTHESIOLOGY

- TeamSTEPS* Train the Trainer Project*Strategies & Tools to Enhance Performance & Patient Safety Training

BIOMEDICAL SCIENCES

- Distinguished Lecture Series-How Can We Overcome the Limits to Hair Cell Regeneration in Mammals
- Distinguished Lecture Series-Reversing Corticosteroid Resistance as a New Strategy to Treat Inflammatory Diseases

CARDIOLOGY

- 23rd Annual AACVPR Meeting
- 9th Annual Vincent Runco, Jr., MD Visiting Scholar Program, Battle Against Childhood Obesity



CONTINUING MEDICAL EDUCATION DIVISION (MEDICAL DEAN'S OFFICE)

- 7th Annual Biopreparedness Symposium (2)
- 8th Annual Pain Management Conference-Practical Management and Considerations
- 2009 Nebraska Public Health Conference
- Moderate Sedation
- Spanish for Healthcare Professionals
- 2nd Annual Making It! Business Start-Up Conference
- Nebraska Stroke Symposium
- 20th Annual Thomas Timothy Smith Lecture-Candidates Speak Out on Healthcare: A Public Forum
- 26th Annual Meeting of the American Academy of FertilityCare Professionals Meeting the Challenges in Women's Health; FertilityCare and NaPro Technology
- Creighton Model FertilityCare Allied Health Education Program, EPI
- Creighton Model FertilityCare Allied Health Education Program EPII
- NaPro Technology Clinical Experience
- 2008 American Academy of FertilityCare Professional Annual Meeting
- Creighton Model FertilityCare Practitioner Education EPI
- Nursing Alumni Expert Symposium
- Bellevue Public Schools-Immunization Update 2009
- Central College Health Association 2009: The Voice of College Health for 60 Years
- Improvised Explosive Devices (4)

FAMILY MEDICINE

- William Clark MD Lecture; Global Health Equity and International Medical Electives
- Obesity 360°-A Comprehensive Review
- 2009 Primary Care Update

HEALTH SCIENCES - MACA & PREVENTATIVE MEDICINE

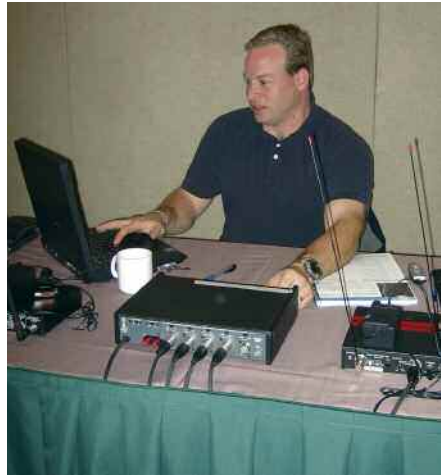
- Addressing Health Disparities: Focus on Mental Health

INTERNAL MEDICINE

- 22nd Annual James F. Sullivan, MD Visiting Professorship-Scleroderma 2009 A Classic Rheumatology/Internist Disease
- 29th Annual Infectious Diseases Symposium
- Internal Medicine Faculty Development Program

NEUROLOGY

- 5th Annual Parkinson's Progress: Brain and Behavior
- 5th Annual Parkinson's Progress: Brain and Behavior; Patients Family and Caregivers
- 2nd Annual Therapy Matters in Parkinson's Disease
- 2nd Annual Therapy Matters in Parkinson's Disease; Patients Family and Caregivers



Rob Wisler, Audiovisual Technician

OFFICE OF MEDICAL EDUCATION (MEDICAL DEAN'S OFFICE)

- Summer Initiative for Teaching Excellence in the Health Sciences 2009

OBSTETRICS & GYNECOLOGY

- 23rd Annual Day with the Perinatologists; Perspectives in Practice

PATHOLOGY

- AOA Pathology Lecture: "Physician Communication: Speaking Mindfully"

PEDIATRICS

- 12th Annual Practical Pediatrics; 2008 Update
- Immunize Nebraska 6th Annual Immunization Conference
- 5th Annual Regional Pediatrics Symposium
- Women in Medicine Series; Educational Scholarship
- Women In Medicine Series; Work and Family Balance
- Women In Medicine Series; Negotiating Skills
- Women in Medicine Series; Time Management
- Women in Medicine Series; Working with Legal Counsel
- Women in Medicine Series; Managing Conflict / Dealing with Difficult People
- Women in Medicine Series; The Career Path
- Women in Medicine Series; Research Funding
- Women in Medicine Series; Reforming Health: What Can We Expect from the New President and Congress?

PHARMACOLOGY

- Distinguished Lecture Series-Can We Forget to be Addicted?

PREVENTATIVE MEDICINE

- Deaf and Hard of Hearing Patients-Guidelines for Healthcare Providers (2)

PSYCHIATRY

- Distinguished Lecture Series-Selective Publication of Clinical Trials
- 7th Annual Women's Health in the 21st Century
- Frank J. Menolascino Lecture-The Darwinian Dynamics of Depression

PULMONARY & CRITICAL CARE DIVISION

- *Integrating Evidence Based Pulmonary and Critical Care Medicine into Clinical Practice 2009*
- *Distinguished Lecture Series-Lung Transplantation*

SURGERY

- *6th Annual Esophageal Conference*
- *17th Annual: The Management of Colon & Rectal Diseases by Primary Care Physicians and their Support Staff*
- *18th Annual Winter Meeting; Midwest Society of Colon & Rectal Surgeons*
- *4th Annual Surgical Techniques for Primary Care Physicians*

SURGERY-TRAUMA AND CRITICAL CARE SERVICES

- *2008 Trauma Symposium (October/November)*
- *Trauma Case Review (4)*
- *Rural Trauma Team Development Course*



REGULARLY SCHEDULED SERIES (RSS)

There were 20 RSS offered throughout the year. Departments/Divisions offering these conferences are:

- Allergy/Immunology
- Cardiology
- Endocrinology
- Internal Medicine
- Neurology
- Oncology
- Pathology
- Pediatrics
- Psychiatry
- Pulmonary Medicine
- Surgery

Total attendance at these conferences was 11,544 (3,884 Physicians, 185 Nurses, 2,025 Residents, 4,240 Students, 1,210 others). Category 1 credits offered: 390

DISTINGUISHED LECTURE SERIES

The Distinguished Lecture Series was established to offer Medical faculty and staff an opportunity to invite distinguished speakers to the Creighton University campus, expand our CME offerings, and provide our faculty, staff, residents and students a chance to interact one-on-one with speakers recognized nationally and internationally for their clinical and research accomplishments. Funding for the Series is a combination of funding from the Medical Dean's office, and the host department.



Dr. Atul Mehta, Dr. Naresh Dewan and Dr. Syed Mohiuddin

The process for Creighton Medical faculty to get involved in the Series is to nominate a speaker. The CME Division sends nomination forms to the medical faculty in February. The completed nomination forms are reviewed by the Distinguished Lecture Series Committee and selections are made for the upcoming academic year.



Dr. Atul Mehta and Dr. Naresh Dewan

Following is a listing of speakers and host departments for the 2008-2009 Series. A total of 585 physicians, nurses, residents, students, and staff attended the 2008-2009 Series.

▶ **Selective Publication of Clinical Trials: Are Drugs as Effective as 'Advertised' in Peer-Reviewed Medical Journals?**

Speaker: Erick Turner, M.D.
September 3, 2008
Host Department: Psychiatry

▶ **Lung Transplantation**

Speaker: Atul C. Mehta, MBBS
December 17, 2008
Host Department: Medicine/Division of Pulmonary & Critical Care

▶ **Can We Forget To Be Addicted?**

Speaker: Peter W. Kalivas, Ph.D.
February 25, 2009
Host Department: Pharmacology

▶ **How Can We Overcome the Limits to Hair Cell Regeneration in Mammals?**

Speaker: Jeffrey T. Corwin, Ph.D.
April 1, 2009
Host Department: Biomedical Sciences

▶ **Reversing Corticosteroid Resistance as a New Strategy to Treat Inflammatory Diseases**

Speaker: Peter J. Barnes, MA, DM, DSc, FRCP, FMedSci, FRS
May 13, 2009
Host Department: Biomedical Sciences

LOCATIONS OF CME ACTIVITIES

NEBRASKA

Omaha

Creighton University Harper Center
Creighton University Hixson Lied Science Bldg.
Creighton University Medical Center
Comfort Inn & Suites
Embassy Suites Hotel-Old Market / La Vista
Gallup Riverfront Campus
Holiday Inn Convention Center
Omaha Marriott Hotel
Pope Paul VI Institute
Qwest Center Omaha
Bellevue Public Schools
Tri Valley Health System
Columbus Community Hospital
Fremont Area Medical Center
Fremont Civic Center
Good Samaritan Hospital
Cornhusker Hotel
Faith Regional Health Services
Divots Conference Center
Sandhills Convention Center

Bellevue

Cambridge

Columbus

Fremont

Gering

Kearney

Lincoln

Norfolk

North Platte

INDIANA

Indianapolis

Indiana Convention Center

IOWA

Okoboji

Missouri Valley

Arrowwood Resort

Community Memorial Hospital

SOUTH DAKOTA

Rapid City

Best Western Ramkota Hotel

UTAH

Park City

The Canyons Ski Resort



FREQUENCY OF CME COURSES

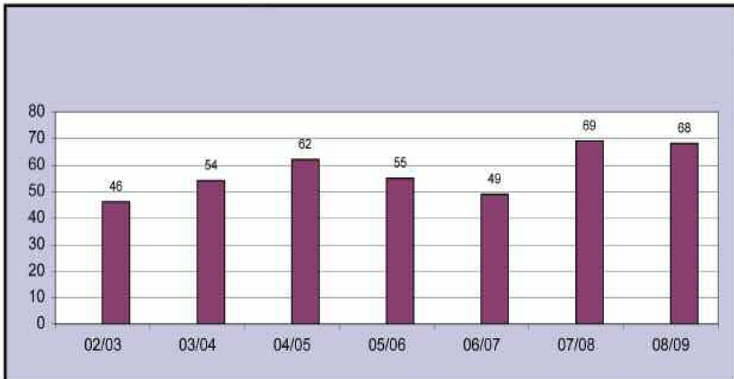
TOTAL/AVERAGE NUMBER OF PROGRAMS (FORMAL & OUTREACH) PER MONTH PER YEAR

	02/03	03/04	04/05	05/06	06/07	07/08	08/09	Average # of Programs per month
JUL	0	2	3	2	1	3	0	2
AUG	0	1	2	0	3	4	2	2
SEP	11	8	5	3	6	8	10	7
OCT	7	8	8	13	5	6	9	8
NOV	1	3	6	7	6	8	4	5
DEC	2	3	3	1	1	2	6	3
JAN	1	0	1	1	1	2	0	1
FEB	2	6	10	4	6	6	4	5
MAR	3	4	5	7	6	8	8	6
APR	7	9	10	7	8	8	11	9
MAY	6	5	5	6	3	7	8	6
JUN	6	5	4	4	3	7	6	5
								5
TOTAL PER YR	46	54	62	55	49	69	68	58

Total/Avg # of pgms per month

Total/Avg # of pgms per year

NUMBER OF PROGRAMS (FORMAL & OUTREACH) PER YEAR



STATES/COUNTRIES REPRESENTED

Creighton University received local, national, and international recognition through the CME activities offered. Attendees of CME activities represented every state in the United States except Alaska, and 17 foreign countries.

UNITED STATES
All states except Alaska

FOREIGN COUNTRIES / AREAS

- Austria
- Australia
- Canada
- England/UK
- France
- Ireland
- Japan
- Mexico
- Nigeria
- Poland
- Republic of Korea
- Scotland
- Singapore
- Spain
- Switzerland
- Taiwan ROC
- Turkey

Health Sciences Continuing Education Credits Offered

The CME Division worked with 16 accrediting boards to acquire credits and two endorsements for various health professionals, promoting the multidiscipline, team approach to health care.

ACCREDITATION COUNCIL FOR CONTINUING MEDICAL EDUCATION	Hours Provided
American Medical Association (Conferences & RSS)	873
American Academy of Family Physicians	292.5
American College of Obstetrics and Gynecologists	133
Emergency Medical Services	71
American Association of Critical Care Nurses	7
Registered Dietitian	20.75
Nebraska Pharmacy Association	33
Nebraska Psychological Association	6
Nurses	267.4
Physical Therapy	17.5
American Association of Respiratory Care	7
Society of American Gastrointestinal Endoscopic Surgeons	endorsements
American Academy of Pediatrics	endorsements
Certified Health Education Specialists	24.5
Veterinary Medicine	4
Registry of Interpreters of the Deaf	3

CME COMMITTEES

For each CME activity, we establish a planning committee based on the identified educational needs and practice gaps to oversee the planning process and ensure that the activity meets the standards for category 1 credit. Dr. O'Neill chairs each activity planning committee.

In addition to the activity-specific planning committees, the CME Division is supported by a number of permanent committees that ensure continued high quality CME programming for the Creighton University community. These committees are:

CME COMMITTEE

Provides advice to the CME Division on CME activities, policies and procedures, and long-range planning.

PROGRAM REVIEW SUBCOMMITTEE

Meets monthly to review each program that is submitted for category 1 credit.

STRATEGIC PLANNING AND POLICIES SUBCOMMITTEE

Establishes policies to keep the CME Division current with ACCME requirements; establishes procedures to assist in the overall management of the CME Division; and to identify the recipient of the Distinguished CME Faculty Award. Establishes the goals and strategic plan for the CME Division.

DISTINGUISHED LECTURE SERIES COMMITTEE

Reviews and selects lecturers for the Distinguished Lecture Series.

HEALTH SCIENCES EDUCATION COMMITTEE

Coordinates continuing education activities within the Creighton University Health Sciences.

CURRICULUM COORDINATOR COMMITTEE

Coordinates Departmental Conferences for the Creighton University School of Medicine.

THANK YOU

A special thank you to Dr. Subhash Bhatia

Dr. Bhatia has been involved with CME as a member of the CME Committee since July, 1988 (21 years) and as Chair of the CME Committee since July, 1989 (20 years). His guidance and support of the CME Division has made a big impact and is greatly appreciated.



Dr. Subhash Bhatia

CME DIVISION STAFF

The CME staff is crucial to the accomplishment of the goals established for the CME Division. Their dedication, expertise, and ability to work with a wide variety of groups and individuals is critical to maintaining the high level of activities, both in quantity as well as in quality. Staff development opportunities are provided to keep staff current in technology and management skills.

EDUCATIONAL OFFERINGS ATTENDED BY STAFF INCLUDE:

- DoIT's Basic Blue Café Session
- Creating a Clutterfree Workspace
- BlueQ (online evaluations)
- Typo3 (manage and update web content)
- Banner (advanced training)
- BlueLine (online class scheduling)



Pictured (front) left to right: Karen Wise, Executive Administrative Assistant, Dr. Sally C. O'Neill, PhD, Associate Dean, Jeff Klein, BA, Business Development, (back) left to right: Lee Taylor, Administrative Assistant, Joann Dornier, Administrative Assistant, Cate Pogge, BA, Program Planner and Lin Adkins, Administrative Assistant

STUDENT AND RESIDENT INVOLVEMENT AND OPPORTUNITIES IN CME

The CME Division promotes residents and student attendance and involvement in CME activities. This introduces them to lifelong learning and provides current information on a variety of topics, adding to their knowledge. This is reflected in the following:

Conferences	526 residents	352 students
RSS	2,025 residents	4,240 students
Total	2,551 residents	4,592 students

In addition to attendance at conferences and RSS, residents and students are frequently involved in planning conferences. The Thomas Timothy Smith Lecture planning committee included Resident Christopher (Tag) Veal. He was instrumental throughout the planning process providing input regarding the promotion of the lecture to residents and students. Additionally, 25 students were involved the evening of the lecture, helping with registrations, management of the panel, etc.

CME INTERN

JESSICA PITTMAN

Jessica Pittman was the first Continuing Medical Education Volunteer Intern. She plans to graduate in the Spring of 2011 as a Health Administration and Policy major with a minor in Public Health. She attended several conferences such as Practical Pediatrics, Obesity 360°, Addressing Health Disparities, and the Nebraska Public Health Conference. She was vital in developing an awareness of the need for continuing education in the field of public health.



She expanded our programming opportunities to include the public health sector by creating a mailing list. We hope that this addition will not only increase attendance at current conferences, but also widen the diversity of our programs.

Jessica utilized her knowledge from attending our conferences and her passion for public health to create and moderate a Public Health Panel Discussion for students.



Dr. Adi Pour

The purpose of this was to inform students by defining public health, explaining how it relates to health professions, and its social justice implications. The panelists included Dr. Adi Pour, Director of the Douglas County Health Department, Dr. Linda Ohri, Pharmacy Professor, Dr. Marti Wilken, Nursing Professor, Ms. Emily Warming, OneWorld Community Health Center Social Services Coordinator, and student Kyla Hoskins. The panel engaged both audience members, and panelists to create a forum of learning. It was well

attended and an excellent application of her experiences as an intern.

This summer she will be studying abroad in Croatia to learn about topics including the effects of culture on public health and Croatia's economic and political identity. Her career goals aim to develop government programs to benefit those without adequate healthcare services.

WORK STUDY STUDENTS

JACOB DAFFNER

Jacob Daffner is a work study in the CME Division. He is interested in a career in the health professions. His experience in CME provides him an opportunity to be around the hospital and to see the role of this area of the School of Medicine.



MINH YEN NGUYEN

Minh Yen Nguyen has been a work study in the CME Division throughout her time as a pre-med student at Creighton. During her last year as a work study, she conducted a study on communication styles and patterns during meetings. She was able to attend a variety of meetings chaired by the CME Division for her study.



JOINT AND CO-SPONSORS

of Continuing Medical Education and Community Education Activities

To further enhance exposure for the University, the CME Division worked with 39 external organizations. To promote internal working relationships, the CME Division worked with 30 departments/divisions/entities within Creighton University Medical Center and Creighton University.

EXTERNAL GROUPS

Alegent Health
Alpha Omega Alpha
American Academy of FertilityCare Professionals
American Association of Cardiovascular and Pulmonary Rehabilitation
American Heart Association
American Parkinson's Disease Association
American Stroke Association
Bellevue Public Schools
Boys Town National Research Hospital
Bryan LGH Medical Center
Central College Health Association
Children's Home Healthcare
Children's Hospital
Columbus Community Hospital
Community Memorial Hospital-Missouri Valley, IA
Faith Regional Health Services
Fremont Area Medical Center
Immunization Task Force-Metro Omaha
Iowa Western Community College
LifeNet-Air Medical Services
Madonna Rehabilitation Hospital
March of Dimes
Methodist Health System
Midwest Society of Colon and Rectal Surgeons
Nebraska Chapter of the American College of Surgeons
Nebraska Department of Health & Human Services
Nebraska Emergency Medical Services
Nebraska Medical Association
Nebraska Medical Center
Nebraska Stroke Association
Omaha Veterans Affairs Medical Center
Pope Paul VI Institute
Rural Health Education Network-Nebraska
Center for Bioterrorism Education
St. Elizabeth Regional Medical Center
St. Louis University
The Ambassador-Pediatrics
Tri-Valley Health Systems-Cambridge, NE
University of Nebraska Medical Center
University of South Dakota

INTERNAL GROUPS

Creighton University:
Departments/Divisions/Entities within the
School of Medicine--
Allergy/Immunology
Anesthesiology
Biomedical Sciences
Cardiology
Center for Health and Counseling
Center for Health Policy and Ethics
Endocrinology
Family Medicine
Health Sciences-MACA
Intellectual Resources Management
Internal Medicine
Neurology
Obstetrics and Gynecology
Oncology
Office of Medical Education
Office of Minority Health
Pathology
Pediatrics
Pharmacology
Preventive Medicine & Public Health
Psychiatry
Pulmonary and Critical Care
Surgery/Trauma
Women in Medicine
Alumni Office
School of Dentistry
School of Nursing
School of Pharmacy and Health Professions
University College
University Ministry
Creighton University Medical Center





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