

WORLD CAFÉ
CME PROGRAM MANAGEMENT – BEST PRACTICES

Effective CME Committee

- Train committee members for greater engagement
- Physician champion required who has passion and CME experience; assigned by Administration
- Include multi-disciplinary/multi-department members: MD's, NP's, PA's, Marketing & Pharmacy
- Send proxy to committee meeting if cannot attend
- Require every RSS or program/activity to have a representative on the committee
- Having an engaged Medical Director is important
- Plan ahead, sending out meeting "save-the-dates" to committee members

Evaluation Tools

- Survey Monkey
- QR Code use
- Microsoft Office 365 – Free Form Feature called "Moodle"
- Audience Response System (ARS)
- Focus group discussion
- Post-evaluation, months afterwards
- Ask for "Ah-Ha Moment" comments/take-aways
- Share evaluation summaries with Planning Committee members and program/activity directors

Social Media & Innovative Technology

- Webinars/Web-Ex
- Skype for Business (has IM function)
- Facebook Live
- Twitter
- TED talks
- LiveSlides Add-in – app for imbedding live website content into Powerpoints
- Zoom video conferencing
- Poll Everywhere
- Insta-stories
- Push notifications/reminders

Needs Assessment & Outcomes

- Evaluations/Annual Surveys
- QA data/patient outcomes
- National, state and local data (including ISDH)
- Risk management
- Conduct community assessment
- Organizational priorities
- Hospital accreditations
- Stakeholders
- Interdisciplinary projects
- Intent to change
- Pre-Post test
- Learner identified needs
- HCAHPS

Work/Process Simplification

- Mass certificate generation (Excel or Word mail merge)
- Shared responsibility with departments requesting CME
- If wearing too many hats, hire an assistant!
- Regular department huddles
- Color-coding files and/or your calendar
- Switch to quarterly RSS activity evaluations
- Stream-line sign in process – i.e., QR codes or badge scans
- Google Forms – for data collection from speakers
- Major Time Consumers:
 - Phone calls; follow-up with presenters; last-minute requests