

CME-UPDATE December 2010

brought to you by the

Office of Continuing Professional Education



585-275-4392

www.urmc.rochester.edu/cpe

“Knowledge comes, but wisdom lingers.” – Alfred Lord Tennyson

For over 32 years, Paul Lambiase has been instrumental in the design and development of continuing medical education (CME) and special events at the University of Rochester Medical Center. Under his leadership as Director, the Office of Continuing Professional Education has grown enormously. In 1976, the office had only two staff members. We now have 12 staff members, plus additional TAR staff as needed, to support more than 200 annual CME activities.

A strong proponent of life-long learning, Paul has worked closely with activity directors, planning committees, and departments to produce activities that are significantly more than just platforms to educate physicians, nurse practitioners, and other health care professionals. His work has strengthened the local and regional presence of the medical center as well as increased our national and international visibility.

Paul's involvement in CME has stretched well beyond the walls of the UR Medical Center. He has held various roles in local, regional, national and international organizations. He served as Treasurer (1992-1998) and then President (2000-2001) of the Society for Academic Continuing Medical Education. He also has been a member of the Group on Educational Affairs Association of American Medical Colleges, the Finance and Investment Committee of the Alliance for Continuing Medical Education, and the Continuing Medical Education Council for the State of New York.

Paul will continue to play an active, but part-time, role in the Office as he works on special projects in the upcoming months and assists us in preparing for our reaccreditation by the ACCME in 2011. An avid skier and woodworker, Paul looks forward to spending more time on

the slopes with his wife, Trish; visiting with their children, Maya and John Paul, and granddaughter, Emma.

We will greatly miss Paul's warm leadership, expertise, and experience in the ever-evolving world of Continuing Medical Education.



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CME APPLICATION WINDOW

Completed applications for LIVE ACTIVITIES taking place MAY 2, 2011 – JUNE 2, 2011 MUST be received by JANUARY 2, 2011.

NEWS

Updated 2010 CPR & ECC Guidelines

The 2010 American Heart Association Guidelines on resuscitation have been published... To "Get With the Guidelines" [click here](#) .

The Office of Continuing Professional Education will be detailing the changes in our January newsletter and implementing the newest science and changes into our 2011 ALS course offerings.

THE SCOOP ON CME: EDUCATIONAL NEEDS

By Melissa Newcomb, MBA, CCMEP, Assistant Director for Certification, UR CPE

In preparing an educational activity for CME certification, ACCME regulations require a 'needs assessment.' What does this really mean? It's important to begin with a problem in practice, i.e., an area where practitioners can improve their clinical, educational, or research skills. Is there something that practitioners in your target audience do not know or do not know how to do? Is there something that they are doing incorrectly? Something they are not yet doing but should

be? A 'yes' answer to one of these questions becomes the *educational need* to be addressed by the CME activity.

The next step is to document the source of the need: how do we really know that the need exists? National or regional-level needs, using published public health statistics or evidence-based medicine guidelines, are good options for large-scale issues such as instructing a broad audience on the latest updates in diabetes. More local needs, such as hospital or departmental quality measures or patient outcomes revealed by medical record audits, are even better: they may be more relevant and can have the most direct impact on practitioner behavior. Individual department, team, or practitioner needs, such as manager, student, or patient reviews, can be the beginning of a performance improvement project or specialized series activity with long-term impact on healthcare outcomes.

Our Office's educational coordinators and Medical Director can help you determine the most important educational need among the often complex issues in your field of interest. Doing so will then lead to the next steps in planning your learning objectives, instructional methods, and outcomes measurements — all topics for articles in future issues of CME-Update.

UPCOMING PROGRAMS in DECEMBER

December 2 | Neurology for the Primary Care Provider for primary care practitioners, residents, medical students, nurses, nurse practitioners, and physician assistants. This full-day, case-based conference is designed to increase the competence in neurology and update attendees on diagnosis and treatment of patients with Acute Stroke Treatment, Parkinsons Disease, and Multiple Sclerosis. [REGISTER HERE!](#) Or, call our office for more information: 585-275-4392

MONTHLY

January 2011 – December 2011 | Translational Pain Research Forum
The target audience for this program is clinical pain specialists, pain researchers, residents, fellows, nurse practitioners, pharmacists. Provide a regular, on – going opportunity for researchers and clinicians involved in pain research and treatment to interact and discuss latest developments in the pain field through case – based evidence. **Contact: Jeannie Cammack, 585-340-8900**

SAVE THE DATE!

February 12, 2011 | DIABETES 2011 – THE CUTTING EDGE

February 17-22, 2011 | MEDICAL AND SURGICAL ASPECTS OF ESOPHAGEAL AND FOREGUT DISORDERS

March 18-19, 2011 | 56th ANNUAL OPHTHALMOLOGY CONFERENCE

April 9, 2011 | ADVANCES IN PAIN MANAGEMENT

April 28-May 1, 2011 | ROCHESTER VASCULAR 2011

April 28, 2011 | ANNUAL ASTHMA, ALLERGY AND PULMONARY UPDATE

April 30, 2011 | CARDIOLOGY FOR CLINICIANS

May 26, 2011 | 24TH ANNUAL ROCHESTER CONFERENCE IN PERINATAL MEDICINE

THE OFFICE OF CONTINUING PROFESSIONAL EDUCATION

Please visit our website, www.urmc.rochester.edu/cpe, for the most current information on the many CME offerings certified through our office. Also available on the site are applications to obtain CME credit for our activity, guidelines, and other useful tools.

In addition to awarding *AMA PRA Category 1 Credit*[™], our office offers a wide range of fully-coordinated conference services for both on- and off- campus events. Our professional activity planners can assist with every aspect of your planning needs to help you meet your goals for hosting a successful educational activity. Plus, we waive our CME certification fee for activities fully-coordinated by our office!

Contact our office at **585-275-4392** or CMEOffice@URMC.rochester.edu.

We'd be happy to assist with your CME questions! We look forward to continuing to help meet your ongoing educational goals.