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HISTORY OF PeriFACTS

For the past 29 years, we (Department of Obstetrics/Gynecology, University of Rochester) have provided continuing medical education nationally and abroad to obstetric nurses and doctors through a program we started in 1991. The program initially used facsimile to transmit our materials and was called "Peri-FAX." It now is called the periFACTS® OB/GYN Academy due to the increasing number of online courses we offer. Our main program, described below, is a lifelong learning program. Participants purchase a yearly subscription for this online medical journal that provides doctors and nurses the opportunity to obtain all of their professional credits in obstetrics and gynecology.

Our website is www.urmc.rochester.edu/obgyn/Peri-FACTS.

POLICY AND PROCESS LINKS

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[Animal Rights Policy](#)

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STRUCTURE OF THE PERIFACTS® ONLINE CONTINUING MEDICAL EDUCATION PROGRAM

Our instructional year is divided into monthly themes, and each month focuses on a single major topic in obstetrics and one topic in women's health. On the first day of each month, we upload a complete set of educational courses and materials that consist of two obstetric articles devoted to the obstetric topic of the month. These articles are written by outside writers. One of our own internal staff writers creates a related clinical case and ten-question test based on each article that includes a fetal heart rate tracing for interpretation. Each clinical case test, if answered correctly, awards CME credits (for doctors) or CNE contact hour credits (for nurses). Each month, a women's health article is offered as well, followed by a five-question review test that upon successful completion also awards CME or CNE credits

Additionally, every month we offer:

- one three-to-six minute video filmed at our periFACTS studio or within our hospital that addresses clinical obstetric/gynecologic issues or fetal monitoring tracing interpretation.
- a web-casted, hour-long lecture on topics outside of obstetrics such as general gynecology, urogynecology, gyn-oncology, or reproductive endocrinology.

- a clinical Obstetric Quandary question posed by an anonymous subscriber that is answered by a member of our team of clinicians.
- A Menopause quandary question sent to us by an anonymous subscriber that is answered by our gynecology menopause group.

On the last day of the month, testing closes, and on the first day of the next month a completely new curriculum of obstetric and gynecology articles, clinical cases, a video, and tests is posted.

TOPIC SELECTION

Feedback from our over 12,000 subscribers is collected throughout the year to assist us in determining the following year's monthly themes. We ask our subscribers to identify the obstetric and women's health topics they consider to be important. We typically receive about 300 suggestions, and reduce them to 12 major obstetric and 12 women's health topics. Of the 12 monthly obstetric topics, we try to include five or six that have a medical focus, (i.e., preeclampsia, diabetes, renal disease), two or three that are psychosocial focus (i.e., the difficult patient, anger management, professional conflict management), a malpractice topic, and a neonatal topic. Women's health topics cover a range of women's health and gynecology topics, including general gynecology, menopause medicine, urogynecology (urinary incontinence), gyn-oncology (women's gynecology cancers), and infertility.

WRITERS

The writers for these articles are personally invited and they are paid an honorarium. They may be drawn from our University, but many are from other Universities or related facilities. With few exceptions, the writers are M.D.'s, Ph.D.'s, or master's-prepared nurses. Each is required to complete our conflict of interest forms.

EDITING

Each article is tested against a plagiarism program to assure originality of the manuscript. Each manuscript is then edited sequentially by two perinatologists and one generalist in obstetrics and gynecology, as well as a non-physician editor and a medical writer. The article is then sent to the writer for final review and approval. The clinical cases accompanying each medical article are edited by perinatologists, a generalist, two master's-prepared nurse practitioners, and a non-physician editor.

DETERMINING CNE OR CME EDUCATIONAL VALUE

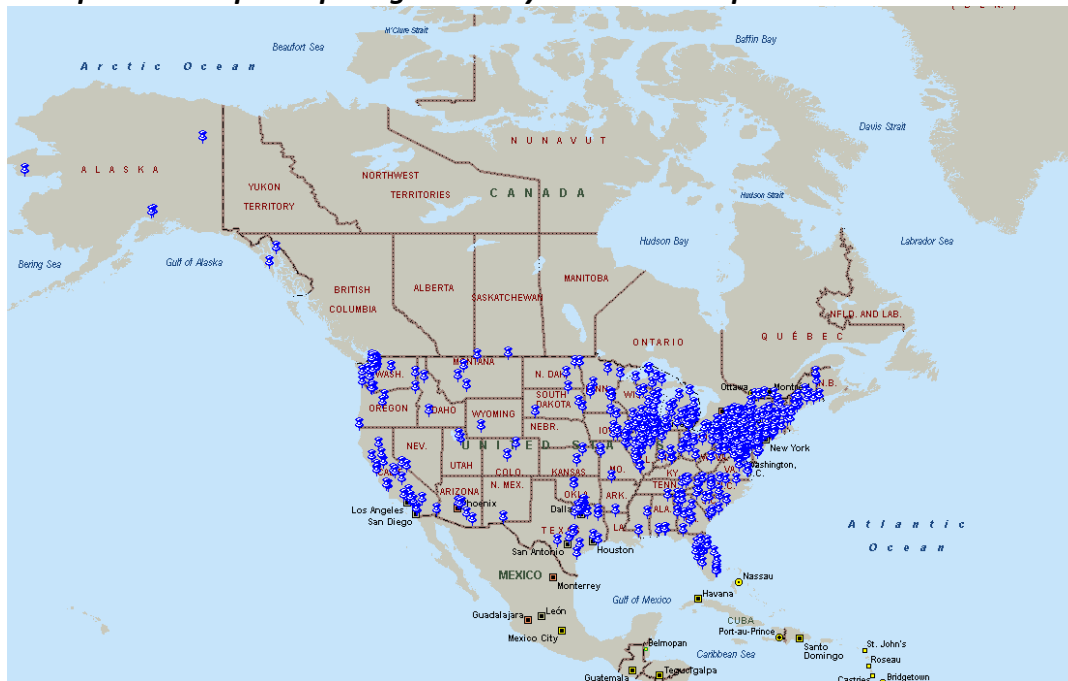
To comply with requirements of the American Nurses Credentialing Center (ANCC), all articles in obstetrics or gynecology, before publication, are sent out to nurse leaders throughout the U.S. who serve as our pilots (reviewers). They read the materials for content as well as document the time in minutes necessary to read the articles, read the accompanying clinical cases, and complete the short tests developed from the materials in the articles. These results are then summarized by reviewers. In our periFACTS weekly editorial/staff meeting, CNE or CME credits are officially assigned based on one hour being equal to one CME or CNE.

CUSTOMER BASE

Currently, we have **over 12,000 active participants** in one or more of our education programs across the United States.

The periFACTS® OB/GYN Academy has provided continuing education to Obstetrics, Fetal Monitoring, Antepartum/Postpartum and Women's Health Care providers for 29 years across the United States.

periFACTS® participating Health Systems and Hospitals across the U.S.



PHILOSOPHY OF THE PERIFACTS® ONLINE CONTINUING EDUCATION PROGRAM

A major theme of the program is clinical learning. Moreover, since its beginning in 1991, the learning materials selected are relevant to Level I and Level II hospitals. Of note, many Level III and Level IV hospitals (University teaching hospitals) subscribe to periFACTS® as well. PeriFACTS currently is designed as a yearlong subscription-based program. The subscription program provides at least 42 CNE or CME credits annually.

THE PERIFACTS® VIDEOS

In January 2007, we added to the monthly online curriculum a three-to-six-minute video that addresses fetal heart rate interpretation, clinical care, patient safety or women's health issues. These videos are all filmed at the University of Rochester or at our periFACTS video studio and are free to subscribers of our periFACTS® Online Continuing Education program. CNE and CME credits are awarded for viewing these videos and successfully completing the short review tests that follow. Subscriber responses have been very enthusiastic about the value of these videos.

WEB-CASTED GRAND ROUNDS

For subscribers, monthly web-casted grand rounds (a formal hour-long lecture) are available at no additional cost. As a value-added addition, however, CNE/CME credits are not available for this portion of the program. Adding web-casted grand rounds of national speakers is intended to offer doctors and nurses who use periFACTS® a broader education on a formal level of topics in obstetrics as well as gynecology. This step broadens our appeal to providers and will be an important step as we expand our international footprint.

OTHER APPLICATIONS FOR OUR ONLINE CONTINUING EDUCATION PROGRAM?

In 2007, several nursing school professionals approached us requesting that we build a platform of education for their nursing students who often go out to community hospitals to learn obstetrics and receive their education in a more unstructured way. In 2011, we developed a complete online teaching module entitled the “Student Tutorial” consisting of a large number of chapters, clinical cases, and videos for students interested in OB/GYN and fetal monitoring. Each student is given his or her own account to access and complete the program at school or at home. It also is a way to encourage nursing students to pursue obstetrics and gynecology as a career choice after graduation.

DEVELOPING A PROGRAM FOR NEW GRADUATES

It has come to our attention that new graduates (especially nurses) may find our lifelong learning periFACTS® program a little too challenging. To prepare them for more advanced learning, we have created a complete online course entitled “**Essentials of Fetal Monitoring**” that consists of a 15-hour course that includes clinical chapters, clinical cases, videos, and tests that cover the basics of the intrapartum period, delivery, and postpartum care. A strong emphasis is placed on fetal physiology and fetal heart rate monitoring interpretation.

Our **Essentials of Inpatient Obstetric Nursing Care** offers a 15-hour course covering all aspects of inpatient care that should be provided by nurses as they then enter the field of obstetrics. Up to 50 CNEs are available.

Our **Essentials of Newborn Care** offers a complete course on the care of newborns, providing up to 15 CNE credits.

For those nurses who work only in antepartum or postpartum units and do not use fetal monitoring, we now have modified our lifelong learning course for them by focusing on the topic of the month, but removing the fetal monitoring component of the clinical cases that are presented monthly in the periFACTS® Online Continuing Education program.

HOW CAN PERIFACTS® PROGRAMS BE PURCHASED?

To promote our services and courses, we have an online periFACTS® Store that is available to subscribers and non-subscribers where individuals can purchase courses, articles, textbooks, and videos while earning CNE credits at their own pace. Store link: www.periFACTSstore.urmc.edu. We also offer prospective participants and hospitals a free, 30-day trial to our periFACTS® Online Continuing Education program that allows them to preview our learning management system and complete a sample curriculum.

HOW HAS PERIFACTS EXPANDED ITS ROLE?

1. We left Blackboard, later Sum Total, and now leverage Cornerstone (2016) as our online learning management system, offering an informational-technologic platform that expands our ability to distribute educational materials more quickly, and provides our coordinator (main contact) at each hospital or health system with reporting and tracking capabilities for his or her own hospital's group.
2. PeriFACTS has expanded to publish several medical books related to obstetrics and gynecology.

Fetal Heart Rate Monitoring: Pathophysiology and Practice (Third Edition, 2019), Our own fetal monitoring textbook is available online as part of the periFACTS® Online Continuing Education program and can be purchased separately as an additional resource for participants

The Little Book of Menopause: Essays on the Biology and Management of Menopause: In June 2016, we expanded our book effort to include a new book of essays entitled *The Little Book of Menopause; Essays on the Biology and Management of Menopause*, which provides both patients and providers with a better understanding of the biology and management of menopause. It was named one of the top 10 books on menopause for 2017. In 2018, it was reissued as the expanded version of the **Little Book of Menopause** and released as a BLOG online as www.obgyn.urmc.edu/menopause .

The Little Book of Menopause: Living with the Challenges of Breast Cancer. This book was published In May 2018. It contains 15 chapters and 15 short essays on aspects of living after surgery, chemotherapy and radiation for breast cancer patients. Writers have been drawn from the cancer networks of Beth Israel Medical Center, NY City, University of Rochester Pluta Cancer Center, and Stanford Cancer Network.

3. **WOMEN'S HEALTH COURSE:** In August of 2016, we changed the name of our periFACTS® gynecology course to the Women's Health Course. This update allows us to broaden our range of topics and offer a more comprehensive collection of education to our providers and expand our program's reach.

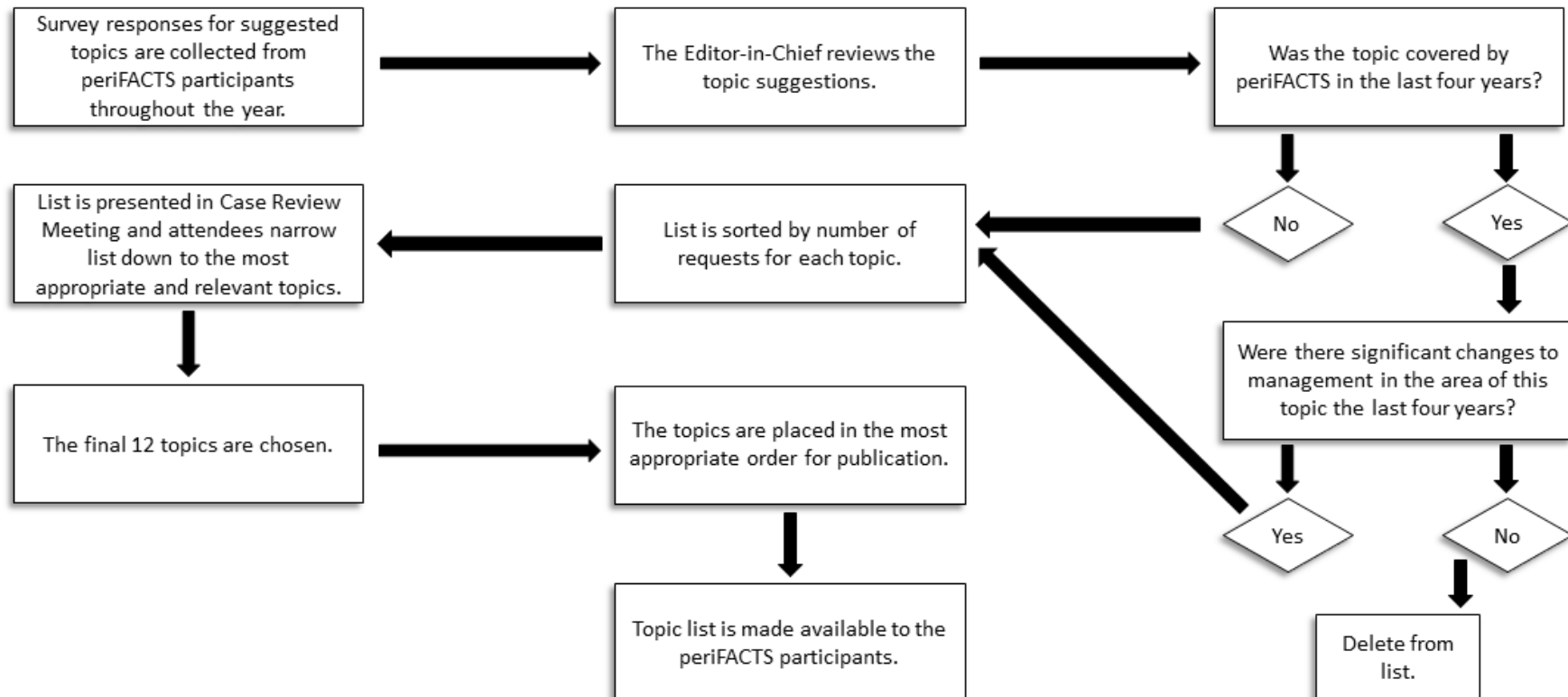
The University of Rochester Center for Nursing Professional Development is accredited with distinction as a provider of nursing continuing development by the American Nurses Credentialing Center's Commission on Accreditation.

The University of Rochester Center for Nursing Professional Development is approved by the California Board of Registered Nursing, Provider Number CEP12376.

The University of Rochester School of Medicine and Dentistry is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. This activity has been approved for *AMA PRA Category 1 Credit™*.

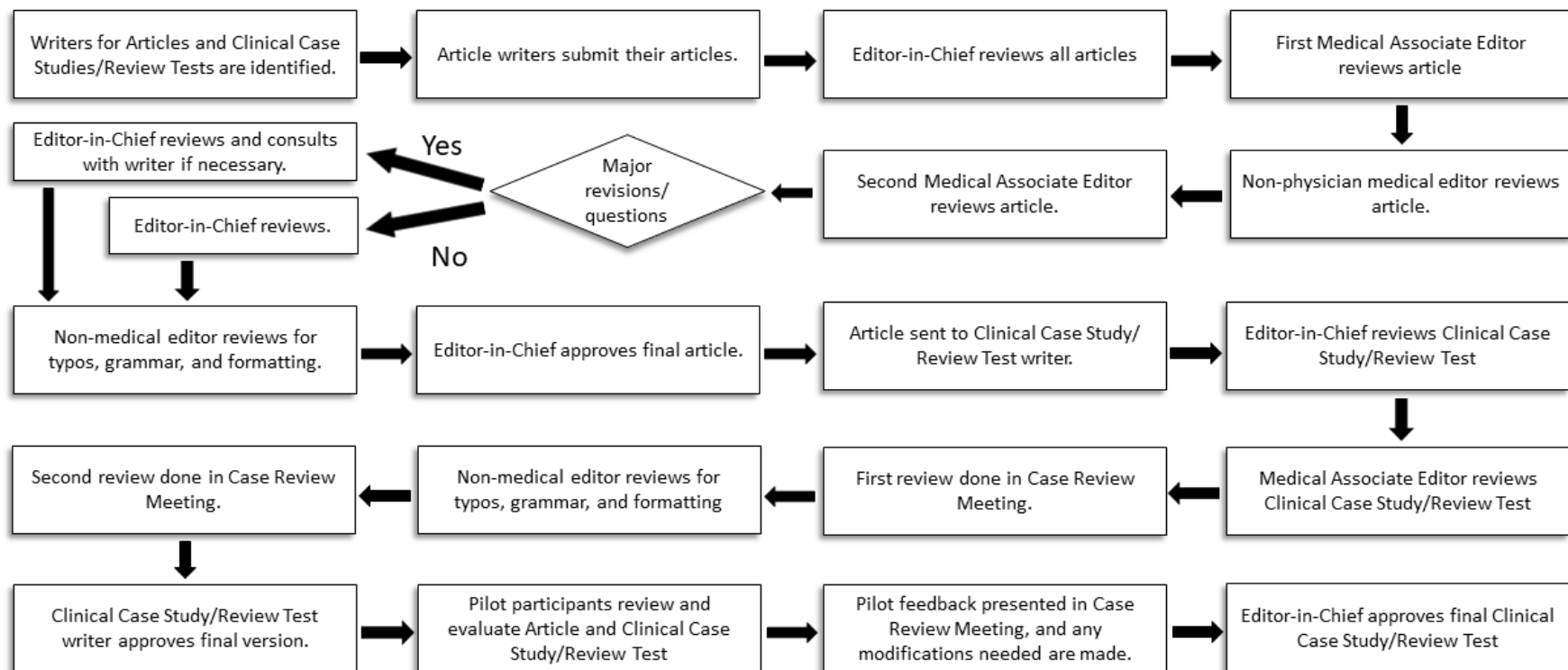
This figure details the process by which topics for the next periFACTS OB/GYN Academy's curriculum year are determined based on input from our subscribers across the United States.

Topic Selection Process



This figure depicts how the manuscripts for the periFACTS curriculum are received and edited through a structured program involving physician and nurse specialists and medical writers.

Article/Case Study Review Process



This figure explains the process by which manuscripts, once fully edited, are then reviewed by nurse or physician specialists across the United States for input regarding clarity, appropriateness, and personal time taken for reviewing the article.

Pilot (Reviewer) Program Process

