



In September 2016, periFACTS® will be celebrating its 25th year providing continuing education nationally and abroad to women's health care providers. PeriFACTS® started in 1991. The program initially used facsimile to transmit our materials and was called "Peri-FAX." It is now called the periFACTS® OB/GYN Academy due to the increasing number of programs we offer. Our main program, described below, is a lifelong learning program. Participants purchase a yearly subscription for this online journal that provides providers the opportunity to obtain all of their professional credits in obstetrics and women's health online.

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

Structure of the periFACTS® Online Continuing Education Program

Our instructional year is divided into monthly curriculums, and each month focuses on a single major topic in obstetrics and one major topic in women's health. On the first day of each month, we release a complete set of educational courses and materials that includes two obstetric articles devoted to the obstetric topic of the month. These articles are written by outside writers and are reviewed for plagiarism before moving through our unique editing process. One of our own internal staff writers creates two related clinical cases based on the two articles that include fetal heart rate tracings. Each case is accompanied by a series of five or ten questions that, if answered correctly, award 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. In July of 2013, we added a monthly menopause article, which I write, that touches upon a relevant topic in the biology and/or management of menopause. These articles speak to a rapidly growing population of women in the U.S. whose clinical care differs significantly from that of their reproductive years and for whom a unique need of education for care providers and their patients is badly needed.

Additionally, every month we offer:

- one three-to-six minute video filmed at my 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 Quandary question posed by an anonymous subscriber that is answered by a member of our team of clinicians.

On the last day of the month, testing closes, and on the first day of the next month a completely new curriculum is posted.

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

Topic Selection

Feedback from our participants is collected throughout the year to assist us in determining the following year's monthly curriculums. We ask our subscribers to identify the obstetrics and women's health topics they consider to be important or would like to learn about. We typically receive about 300 suggestions, and reduce them down to 12 major obstetric and 12 women's health topics. Of the 12 monthly OB topics, we try to include three or four that have a medical focus (i.e., preeclampsia, diabetes, renal disease), three or four that are psychosocial (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, urogynecology (urinary incontinence), gyn oncology (women's gyn cancers), and Infertility.

Editing

Each article is edited 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 are edited by a perinatologist, a generalist, two master's-prepared nurse practitioners, and a non-physician editor. Each clinical case is reviewed by our periFACTS® team twice during a weekly case review meeting where the cases are read out loud as part of our editing process.

Determining CNE or CME educational credit

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 but also document the time in minutes necessary to read the articles and the accompanying clinical cases, and take the tests developed from the materials in the articles. These reports by reviewers are then summarized. In our periFACTS® staff meeting, CNE or CME credits are officially assigned based on one hour being equal to one CME or CNE credit.

Customer Base

Currently, periFACTS® has nearly 11,000 active nurses, doctors, and students in one or more of our education programs across the United States and abroad.

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



International locations include Guam, Saudi Arabia, and United Kingdom.

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. Interestingly, many Level III and IV hospitals (University teaching hospitals) subscribe to periFACTS® as well. The program is currently subscription-based with an annual fee of \$95 per nurse and resident, \$123 per nurse-practitioner, nurse midwife or physician's assistant, and \$154 per physician. The subscription program provides at least 42 CNE or CME credits annually, which averages \$2.26 per CNE contact Hour (2016 pricing.) The current market averages approximately \$19.73 per CNE contact hour, so it is easy to see why our program is attractive to hospitals that have limited funds for staff education.

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 my personal 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 test that follows. 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.

Developing a Program for New Graduates

It has come to our attention that new graduates (especially nurses) may find our life-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 with 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.

For those nurses who work only in antepartum or postpartum units and do not use fetal monitoring, we now have modified our life-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.

What is on the horizon for periFACTS®?

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, provides our coordinator (main contact) at each hospital or health system with reporting and tracking capabilities for his or her own hospital's group and, in time, will expand the value of our educational program.
2. In the summer of 2010, the periFACTS® online store was created. All of our periFACTS® programs are

now available for purchase in our store, including our periFACTS® Online Continuing Education program, Essentials courses and CNE Contact Hours, individual online courses eligible for CNE Contact Hours, Videos downloads, DVDs, books, and textbooks.

3. We have developed the **periFACTS® OB/GYN Academy** to organize our growing number of courses and member benefits available through periFACTS®.

PeriFACTS® monthly newsletter: In 2013, we added a monthly newsletter that is sent to current subscribers and those who might consider our programs. This electronic newsletter is emailed to our subscriber base the first week of every month and is also available to the public on our website. The newsletter contains a monthly feature, news on new products or announcements from periFACTS®, and a preview of the month's topics for the periFACTS® Online Continuing Education program.

Fetal Heart Rate Monitoring Textbook Post-Test: In April 2014, we developed a post-test to accompany our best-selling textbook, *Fetal Heart Rate Monitoring: Pathophysiology and Practice*. This product provides our fetal monitoring participants with an additional resource and an opportunity to earn additional CNE Contact Hours towards certificate and certification maintenance. The post-test is now available for our textbook's second edition.

PeriFACTS® Book Shelf: In June 2014, we launched a new category in our online store called the periFACTS® Book Shelf. Our book shelf includes periFACTS® published books and textbooks, partner books from various providers and authors on women's health, and a curated selection of leadership and women's health-related books available directly through Amazon.

Essentials Courses: Beginning in October 2014, we launched a series of "Essentials Courses" on various topics essential to women's healthcare providers, including Inpatient Obstetric Nursing, Pain Management and our latest addition, Essentials of Fetal Monitoring. Our Essentials programs are available to individual providers and to hospital groups and are eligible for CNE Contact Hours.

The Little Book of Menopause: In June 2016, we expanded our book shelf to include a new book of essays entitled *The Little Book of Menopause; Essays on the Biology and Management of Menopause*, written by James R. Woods, Jr., M.D. and Elizabeth D. Warner, M.D. This book provides both patients and providers with a better understanding of the biology and management of menopause.

Advisory Committee: In July of 2016, we established our first-ever periFACTS® Advisory Committee to help guide our program topics and to help us gain valuable insight into the field of women's health.

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.



ⁱ The University of Rochester Center for Nursing Professional Development is accredited as a provider of continuing nursing education by the [American Nurses Credentialing Center's Commission on Accreditation](#).

Provider 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™*.
