OFFICE OF CONTINUING PROFESSIONAL DEVELOPMENT & EVALUATION STUDIES (CPDE)

- Paul Mazmanian, PhD
  - Associate Dean for Continuing Professional Development and Evaluation Studies
- John Boothby, MSW
  - Director, Continuing Medical Education
- Roberta McKnight, PhD
  - Director, Evaluation Studies

  - Theater Row Building, 4th Floor
  - 8th & Broad
  - www.cme.vcu.edu or www.cpde.vcu.edu

CPDE OVERVIEW

- Two program units in CPDE:
  - Continuing Medical Education program
  - Evaluation Studies program
- One of the larger medical school CME programs in the U.S.
- Over 17,000 participants annually in activities held on campus, at St. Mary's Hospital, McGuire VAMC, community hospitals in Central Virginia, and throughout Virginia and nationally
- Many types of activities; live & recorded

CME MISSION

- To assist physicians to further their clinical competence and professional development, and to contribute to the body of knowledge regarding physicians, learning, behavior and educational outcomes
- Services include:
  - Designation of AMA credit for activities
  - Educational & accreditation consultation
  - Program development & planning (soup to nuts)
  - Visiting faculty program to Affiliate Hospitals
  - Individualized learning experiences

EVALUATION STUDIES MISSION

- To improve the undergraduate, graduate, and continuing medical education programs at VCU, and to contribute to the body of knowledge regarding the professional development of physicians, their learning, and behavior
- Services include:
  - Study design
  - Data collection & management
  - Report writing
  - Research focused on medical education

CME ACCREDITATION

- Full 6 year accreditation with commendation awarded 2007 from the Accreditation Council for Continuing Medical Education (ACCME)
- AMA Category 1 credit
- Nationally accredited provider of CME

COMMERCIAL SUPPORT OF CME & CONFLICTS OF INTEREST

- Commercial support can help provide quality, cost-effective CME to physician learners
- VCU adheres fully to the ACCME's *Standards for Commercial Support of CME*
  - Faculty relationships with commercial interests resolved & disclosed to the audience
  - Commercial support appropriately acknowledged
  - Best available evidence required for all presentations
- Full adherence to both CPDE and School of Medicine policies on conflict of interest

ALL CME PRESENTATIONS MUST HAVE:

- Balance
- Independence
- Objectivity
- Scientific rigor

FACULTY PARTICIPATION IN CME

- Opportunity to present:
  - Latest research findings
  - New treatment protocols
  - Highlight new or expanded clinical services & expertise of your dept/division
- Participation in CME-certified activities is an accepted component of each faculty member's promotion and tenure portfolio
- Consult with your Department/Division Chair for specific guidance

OPPORTUNITIES TO PRESENT CME ACTIVITIES

- Individual live presentations
  - Grand Rounds and other Regularly Scheduled Series (RSSs)
  - Affiliate Hospital presentations in community hospitals
    - Fredericksburg, Petersburg, Emporia (honoraria, travel reimbursed)
  - Conferences & seminars
- Online, print, audio-video presentations
  - Web-based content (e.g., Conscious Sedation)
  - Enduring materials

FURTHER INFORMATION:

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