



# Baptist Health South Florida

Continuing Medical Education

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## CME COMMITTEE MEETING

### AGENDA

November 18, 2022

#### I. CALL TO ORDER

#### II. RECUSAL PROCESS

*In accordance with the ACCME Standards for Commercial Support:*

Baptist Health is responsible to ensure that anyone who is in a position to control the content of a Continuing Medical Education (CME) activity has disclosed all relevant financial relationships with any commercial interest companies that the individual or his/her spouse or partner has or has had within the past twelve months.

Additionally we are responsible to resolve conflicts of interests of committee members with relevant financial relationships.

As a CME Committee member, you are in a position to influence the content of Baptist Health's CME Programming.

If you have a relevant financial relationship with a commercial interest company that has products or services related to the content of CME under discussion, this presents a conflict of interest.

Please remember to:

(1) Recuse yourself from any such discussion

**And**

(2) Abstain from all aspects of discussion and decision making, including voting.

#### III. REVIEW MINUTES from February 11, 2022

#### IV. CONFERENCE APPLICATIONS AND REPORTS \*

The following reports were sent out via email to the Committee for review, and are available on the website for your convenience:

##### A. Applications Previously Approved\*

All CME applications were previously approved by the Executive Committee for the period of October 3 through November 14, 2022.

##### B. Evaluation Summaries\*

Conference Evaluation Summaries, which is a summary report of the scores for the conferences, which took place from May through September 2022. We show the scores for the skills learned enhanced my professional competence and skills learned will be applied to the practice, as well as the total average score for each CME activity.

## **V. OLD BUSINESS**

### **A. ACCME Reaccreditation.**

As reported this past July, the Baptist Health Continuing Medical Education Department received reaccreditation with Commendation through November 2027. We thank the Baptist Health CME Committee for our continued support, time and commitment making this accomplishment possible.

## **VI. NEW BUSINESS**

### **A. FY22 Annual CME Program Evaluation**

Dr. Arturo Fridman and Gabriela Fernandez presented the Fiscal Year 2022 Annual Report to Committee.

Our Performance and growth continued in FY22. Availability and accessibility of virtual education continues to bring increase in participation from most disciplines. The number of activities increased significantly, and our Program reached participants from 77 Countries.

Although we increased our Mental and Behavioral Health education, it is not a relicensure year for psychology and Human Trafficking is no longer a requirement for most disciplines, but we still managed to surpass our total attendance and total credits awarded for Fiscal Year 2022.

You may recall that in FY21 we adjusted courses, credits and attendance for ACLS/PALS numbers only to those courses that offered CMEs instead of counting every single opportunity.

We have been working internally to improve our series management efficiency, and to that end, we have moved many of our conference series to Regularly Scheduled Series, which eliminates the individual CME applications reducing our conferences number. By doing so, we bundle a series into one CME application, reducing maintenance and paperwork, but also streamlining ACCME documentation.

Looking at our Online Learning Program, we continue to thrive in 2021, with 53 new courses. In order to increase the activity maintenance efficiency, we have bundled several courses creating Parent/ children relationships.

We engaged learners from pretty much every State in FY22, except some of the islands in FY22. We reached learners in 79 countries through FY22.

To sum up our Performance compared to FY21, we had a total of 85 new CME activities throughout the Program.

The CME Department aligned its resources to meet the needs of our customers, as well as to address support for our staff and department service lines:

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As we continue to support Baptist North, we have made changes to our Ethos LMS website so that we provide filters for Boca Regional content. In addition, we expanding our offerings to new Lynn Cancer Journal Clubs and Tumor Boards.

We have also supported the Marcus Institute with their Knockout Stroke symposium this past September, and we look forward to additional CME/CE events in 2023.

In support of our Baptist Health Wellness and Clinical Well-being we produced 6 new courses, as well as four EBCC live courses, and 2 online courses.

Our Program supported BHSF's system-wide initiatives offering 85 new courses through the delivery of education to address the needs of the interdisciplinary teams in both live and online formats. Including nine CME courses supporting Clinician Well-being and Mental Health initiatives.

Our Digital Transformation continued in FY22, including EthosCE redesign to highlight CME education by specialty and Institutes. Provided comprehensive user support with additional video tutorials on how to navigate our CME Portal.

We developed Faculty Webforms through EthosCE to facilitate faculty CME requirements. Implemented Digital Programs for our Symposiums, with QR codes for easy access.

Since 2021 we have been tracking Google Analytics from our Social Media and Email Campaigns to gauge performance. Google Analytics on our EthosCE portal had over 7.5 million total access, with 3.4 million unique pageviews.

Our Digital Marketing email social media campaign resulted in 3500 engagements through FY22, with 286 sign ups, 320 registrations, almost 1400 CME Login clicks, and over 1500 CME course searchers.

And how we measure our effectiveness is through our post- and follow up evaluation questions. For FY22 we had a 59% response rate of our conference post-evaluations. These questions are included in all our CME course evaluations – and the Average Results are:

1. *The information and/or skills learned will enhance my professional competence or ability. (4.81)*
2. *This activity conveyed information which will assist me in improving the health and/or treatment outcomes of my patients. (4.80)*

Our Outcomes Assessment show an average completion of 89% for pre-surveys, and 61% for post-surveys.

Results show a 29% positive change between the pre- and post- in participant's confidence in the ability to perform the strategies as identified on each CME activity.

Our Financial report shows a difference of \$1,391,647 between budget and actual, with an increase in total income from \$67K in 2021, to \$632K in FY22 thanks to the hard work of Julie Zimmert as our new liaison with our vendors, and our Managers.

The following proposed goals for FY23 were presented to Committee for their consideration:

- Performance & Growth
  - Continue with overall Program growth based on Baptist Health needs
  - Collaborate with internal departments and external organizations to address population health issues
- People & Culture
  - Continue to support BHSF Clinician Well-being and Mental Health education and resources
  - Provide support to Baptist Health patient experience initiatives
- Digital Transformation
  - Transition CME activities from fully virtual back to hybrid or in-person
  - Leverage our latest digital tools to further improve user experience

- Consumer Experience
  - Digital marketing optimization to increase CME Portal users
- Systemness
  - Continue to support BHSF Initiatives and GME growth
  - Align our internal resources to meet the needs of our Institutes
- Smart Growth
  - Restructure internal resources to support more interprofessional education
- Financials
  - Leverage our new CME Development Specialist to continue to increase CME Grants and Sponsorships income

Next steps in the Annual Review process is for the Committee members to review all the data, answer the questions “Are we meeting our CME mission?” and provide comments and suggestions to CME Leadership via email.

Those comments will be shared with the Executive CME Committee; all responses will be summarized and shared with the Committee at our next meeting on February 10, 2023.

At that point, we will review our conclusions and 2023 goals.

#### **VIII. ADJOURNMENT**

Meeting adjourned at 1:15 p.m.

\* Please review all reports posted online in advance of the meeting at [CMECommittee.BaptistHealth.net](https://CMECommittee.BaptistHealth.net)