

ANNUAL REPORT FY2009 – 2010



CME Division



 UNIVERSITY of IOWA
CARVER COLLEGE
OF MEDICINE
University of Iowa Health Care

CONTINUING MEDICAL EDUCATION (CME)

Currently, eighty-percent of a physician's education is fulfilled by Continuing Medical Education (CME). Undergraduate and graduate medical education occupy only about 20% of the total continuum of medical education needed by physicians. (*Medical School = 4 yrs; Average Residency = 5 yrs; Practice of Medicine = 35 yrs; 44 years total continuum of medical education = 35/44 = 80%.*) In addition, the current rate of medical knowledge is doubling every three years and is projected to be doubling every 73 days by 2020. It is anticipated that CME will play an increasingly prominent role in the education of physicians and other health professionals.

CME VISION, MISSION, AND VALUES

Vision: To achieve the highest quality patient outcomes through a commitment to educational excellence and lifelong learning.

Mission: CME at Iowa: Exemplary Education and Innovative Instruction: Learn it Today, Live it Tomorrow!

Goals: The CME Division embraces the following goals for the College and the continuing professional development of those we serve:

Continuous quality improvement;

Measurable outcomes;

Education that is Effective, Ethical, and Evidence-Based.

CME ACCREDITATION

The University of Iowa Carver College of Medicine is nationally accredited by the Accreditation Council for Continuing Medical Education (ACCME). Accreditation by the ACCME assures physicians and the public that continuing education offered by the College is of high quality and meets accepted CME policies and standards. UI has the only nationally accredited CME program in Iowa.

By virtue of its accreditation, the College sponsors and jointly sponsors educational activities that carry *AMA PRA Category 1 Credit*[™]. Physicians who participate in these activities are eligible to receive this credit, which is a condition of licensure in Iowa (and most other U.S. states) and is used by hospitals and medical specialty certifying boards in meeting credentialing and licensing requirements.

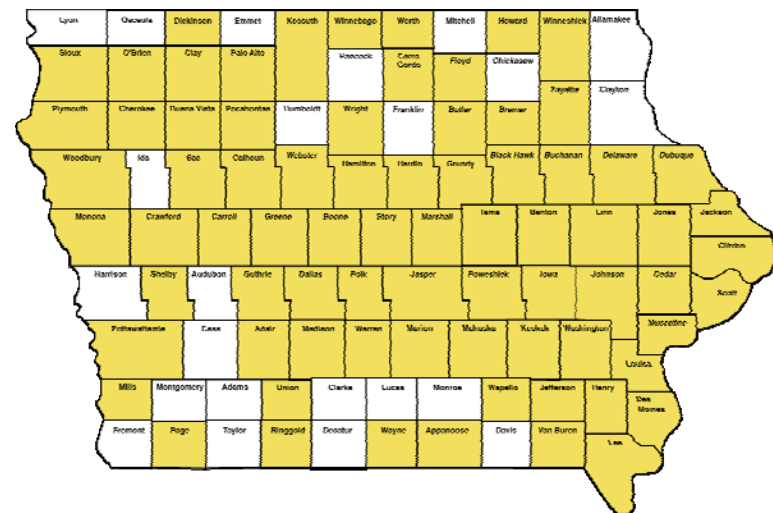
CME PROGRAMMING

There are two main categories of CME programming sponsored by the Carver College of Medicine: internal and external. *Internal* programs are developed primarily for UI faculty, fellows, physician assistants, house staff, and in some cases, other allied health professionals. These programs are typically delivered in the form of an ongoing series offered at regular intervals throughout the year. Examples include Grand Rounds, Tumor Boards, Case/Patient Conferences, Faculty Seminars, Morbidity and Mortality Conferences, Journal Clubs, and Didactic Lecture Series. *External* programs sponsored by the College are designed primarily for a statewide and regional audience, or in some cases, national and international audiences. External programs may be directly or jointly sponsored by the College.

Internal CME Programs. In FY 2009-2010, CME staff approved and awarded continuing medical education credit for 95 Regularly Scheduled Series (RSS) spanning 23 UI departments, centers, and colleges. Attendance at these series included 1,304 physicians, 2,952 other health professional attendees, and a total of 4,467 hours of instruction. (Page 14.) For a current list of RSS sponsored by the College for *AMA PRA Category 1 Credit™*, please visit our web site at <http://www.medicine.uiowa.edu/cme/conferences/ongoing.html>

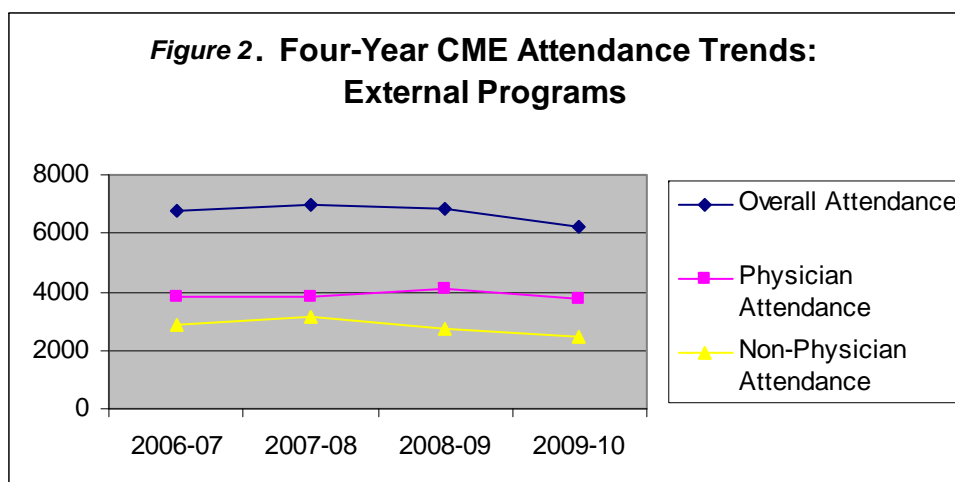
External CME Programs. During FY 2009-2010, attendees came from 76 of the state's 99 counties. (Figure 1.) Over 6,000 attendees participated in a variety of activities including conferences, workshops, seminars, courses, Internet-based activities, and traineeships. A total of 103 external programs or series of programs took place during this time period. (Pages 6-13.) Of the 103 programs, 54 were directly sponsored by the College and 49 were jointly sponsored with colleagues and organizations around the state. In addition to providing CME credit to physicians and certificates of participation to many other health care professionals, the CME office provides event planning and online registration services for CCOM faculty and staff.

Figure 1. CME Attendees by County FY10



CME ATTENDANCE

Overall attendance at CME external programs declined in FY 10, primarily due to fewer non-physician attendees. Physician attendance has remained relatively stable, although FY 10 saw a slight decline in the number of physician attendees as well. (Figure 2.) It should be noted that there is significant variance from year to year in the number and type of CME programs sponsored by the College, so such metrics do not always represent true attendance trends.



CME OUTREACH

CME-To-Go. The primary audience for Carver College of Medicine (CCOM) CME programs are Iowa's physicians and other health providers. As part of the CME-To-Go initiative implemented by Joel Gordon, MD in 2004, CCOM faculty continue to travel throughout the state to deliver one-day or half-day programs that meet the educational needs of Iowa's family practitioners and other community health providers. In FY 10, Dr. Gordon brought all-day multidisciplinary programs to Burlington, Davenport and Dubuque. Topics included Diabetes, Lipids, Hypertension, and Vitamin D for Primary Care Providers.

Jointly Sponsored Programs are CME activities initiated by groups outside the UI Carver College of Medicine that are not accredited by the ACCME. In order for the College to serve as a joint sponsor, several criteria must be met including significant participation in the planning process by the College's medical faculty. In FY 2009-10, the College partnered with a number of entities to provide

CME SURVEY OF IOWA PHYSICIANS

In January 2010, the CME Division conducted a statewide physician survey to assess satisfaction with UI CME programs and elicit suggestions for improvement. The most frequently cited challenge to participating in all-day CME conferences was time away from patients and clinics. Fifty-four percent (54%) of respondents indicated that they regularly access one or more web-based CME programs or other enduring materials to fulfill their educational needs and meet re-licensure requirements. In response to these comments by Iowa's community physicians, the CME Division is developing a webcasting series on a variety of topics important to improving Iowa's health outcomes. Beta testing is expected to begin early in 2011.

Although metrics regarding the value of CME to improve physician practice and patient outcomes are scarce, ninety-three percent (93%) of respondents to our survey indicated that they believe that continuing medical education has the potential to improve their performance in caring for patients. A copy of the Executive Summary of this survey may be requested by calling the CME Division at extension 5-8597.

External CME Programs Sponsored by the UI Carver College of Medicine - FY10

<i>Event Date</i>	<i>Event Name/Location</i>	<i>Sponsorship</i>	<i>Hrs. Instruction</i>	<i>Physician Attendees</i>	<i>Other Attendees</i>	<i>Total Attendees</i>
7/1/09	CLIA and the Physician's Office Laboratory-Internet Course	Directly	20.00	190	4	194
7/1/09	Dubuque County Medical Society Postgraduate Education Series	Jointly	3.00	42	0	42
7/1/09	Finley Hospital Multidisciplinary Tumor Conference Series - Dubuque	Jointly	38.00	33	7	40
7/1/09	Noon Medical Seminar Series-Keosauqua	Jointly	3.00	3	10	13
7/1/09	Ottumwa Cancer Conference Series	Jointly	11.00	13	23	36
7/1/09	Pella CME Series	Jointly	34.00	21	7	37
7/1/09	Siouxland Medical Education Foundation Postgraduate Noon Conference Series - Sioux City	Jointly	195.00	84	21	105
7/1/09	VA Central Iowa Health Care System Post Graduate Education Series - Des Moines	Jointly	62.00	48	118	66
7/7/09	Pella CME Series	Jointly	1.00	4	0	4
7/14/09	Iowa Perinatal Team Hospital Visitation Program-Algona	Jointly	2.00	6	0	6
7/15/09	Physician Assistant Lecture Series	Directly	1.00	0	23	23
7/23/09	Pella CME Series	Jointly	1.00	1	2	3
7/29/09	Pella CME Series	Jointly	1.00	3	2	5
8/19/09	Physician Assistant Lecture Series: Vitamin D Deficiency	Directly	1.00	0	26	26
9/3/09	CAPTION Hypertension Training Project-Des Moines	Jointly	5.50	4	5	9
9/10/09	WORKSAFE IOWA - Urbandale	Jointly	6.75	5	14	19
9/12/09	Quad Cities Optometric Focus 2009 - Davenport	Jointly	7.00	9	56	65
9/14/09	CAPTION Hypertension Training Project: Madison, WI	Jointly	5.50	1	1	2

9/15/09	CAPTION Hypertension Training Project: Madison, WI	Jointly	5.50	2	4	6
9/16/09	Physician Assistant Lecture Series: Update on Seizures and Epilepsy	Directly	1.00	0	23	23
9/18/09	Central States Occupational and Environmental Medicine Association's Annual Fall Seminar - Champaign, IL	Jointly	12.00	66	22	88
9/18/09	Iowa Dermatological Society 2009 Fall Meeting	Jointly	9.50	58	3	61
9/18/09	Iowa Neurosurgery Educational Conference	Directly	3.00	23	2	25
9/22/09	Iowa Perinatal Team Hospital Visitation-Chariton	Jointly	2.00	2	0	2
9/22/09	Iowa Perinatal Team Hospital Visitation-Knoxville	Jointly	2.00	3	1	4
9/23/09	CAPTION Hypertension Training Project-Boston, MA	Jointly	5.50	3	4	7
9/23/09	Iowa Perinatal Team Hospital Visitation-Centerville	Jointly	2.00	4	2	6
9/23/09	Iowa Perinatal Team Hospital Visitation-Corydon	Jointly	2.00	1	1	2
9/24/09	Iowa Perinatal Team Hospital Visitation-Bloomfield	Jointly	2.00	1	0	1
9/25/09	Current Topics in Allergy & Clinical Immunology	Directly	6.50	41	14	55
9/25/09	Iowa Radiological Society 2009 Fall Meeting	Jointly	6.50	62	5	67
9/25/09	Urology Postgraduate Conference	Jointly	12.00	118	19	137
9/26/09	2009 Advanced Airway Symposium	Directly	7.50	24	26	50
10/2/09	Medical Management of Lipid Disorders	Directly	5.00	32	42	74
10/8/09	Progress in Internal Medicine	Directly	13.50	104	35	139
10/14/09	CAPTION Hypertension Training Project-Chapel Hill, NC	Jointly	5.50	2	2	4
10/14/09	CAPTION Hypertension Training Project: Chapel Hill, NC	Jointly	5.50	2	2	4

10/14/09	Traineeship in Vascular Ultrasound and Vascular Surgery	Directly	24.00	1	0	1
10/15/09	CAPTION Hypertension Training Project-Chapel Hill, NC	Jointly	5.50	2	5	7
10/15/09	CAPTION Hypertension Training Project-Chapel Hill, NC	Jointly	5.50	2	5	7
10/16/09	HIV 2009: An Interdisciplinary Conference	Directly	6.50	17	71	88
10/16/09	Psychiatry Postgraduate Fall Conference	Jointly	6.00	115	37	152
10/16/09	SAHS/IMNA LectureShip	Jointly	3.50	46	1	47
10/16/09	Society of Fetal Urology: Neonatal Surgery - Washington, DC	Jointly	5.75	128	0	128
10/16/09	Treatment of Congenital Clubfoot: The Ponseti Technique	Directly	10.50	17	36	53
10/17/09	2nd Annual Pediatric Cardiac Conference: Pediatric End Stage Heart Failure	Directly	5.50	20	36	56
10/21/09	Physician Assistant Lecture Series:	Directly	1.00	0	20	20
10/23/09	Current Topics in Surgery	Directly	11.75	86	12	98
10/24/09	Regional Anesthesia Study Center of Iowa (RASCI)	Directly	13.00	11	5	16
10/27/09	OSCEP-Make Time for Teaching - Davenport	Directly	2.00	18	4	22
11/10/09	CAPTION Hypertension Training Project - Columbia, SC	Jointly	5.50	1	1	2
11/11/09	CAPTION Hypertension Training Project-Columbia, SC	Jointly	5.50	2	4	6
11/13/09	OB/GYN Postgraduate Conference	Directly	5.75	42	20	62
11/17/09	CAPTION Hypertension Training Project - Gainesville, FL	Jointly	5.50	1	2	3
11/18/09	CAPTION Hypertension Training Project-Tampa, FL	Jointly	5.50	2	2	4
11/18/09	OSCEP-Taking Time for Teaching-Cedar Rapids	Directly	2.00	12	3	15

11/18/09	Physician Assistant Lecture Series: Healthcare in Alaska & the Health Aide Training Program	Directly	1.00	0	20	20
12/4/09	25th Annual Hawkeye Sports Medicine Symposium	Directly	11.75	62	130	192
12/5/09	Regional Anesthesia Study Center of Iowa (RASCI)	Directly	13.00	11	4	15
12/16/09	CAPTION Hypertension Training Project-Austin, TX	Jointly	5.50	3	5	8
12/17/09	CAPTION Hypertension Training Project-Austin, TX	Jointly	5.50	3	5	8
1/14/10	The Concept of 'Recovery' in Mental Health Today: What Does it Mean and How Can it be Applied-Des Moines	Jointly	1.50	5	5	10
1/19/10	Iowa Perinatal Team Hospital Visitation-Orange City	Jointly	2.00	4	0	4
1/19/10	Physician Assistant Lecture Series: Tuberculosis Update	Directly	1.00	0	24	24
1/28/10	Iowa Perinatal Team Hospital Visitation-Newton	Jointly	2.00	4	0	4
1/29/10	32nd Annual Meeting: Midwestern Conference on Health Care in the Elderly - Sleep	Directly	7.25	23	90	113
2/17/10	Individualized Radiology Traineeship	Directly	16.00	1	0	1
2/17/10	Iowa Perinatal Team Hospital Visitation Program-Washington	Jointly	2.00	5	0	5
2/18/10	Physician Assistant Lecture Series: Update on Oral Health	Directly	1.00	0	14	14
2/19/10	Review of the 2009 San Antonio Breast Cancer Symposium	Directly	5.25	51	39	90
2/20/10	Regional Anesthesia Study Center of Iowa (RASCI)	Directly	12.75	14	3	17
2/22/10	Individualized Radiology Traineeships	Directly	16.00	1	0	1
3/3/10	CME and Dinner with The Johnson County Medical Society	Jointly	1.00	28	0	28

3/5/10	Current Topics in Primary Care- West Burlington	Directly	7.00	21	19	40
3/6/10	4th Annual Iowa International Anesthesia Symposium-Cabo San Lucas, Mexico	Directly	19.00	40	29	69
3/9/10	Iowa Perinatal Team Hospital Visitation Program-Manchester	Jointly	2.00	7	0	7
3/10/10	Iowa Perinatal Team Hospital Visitation Program-West Union	Jointly	2.00	4	1	5
3/18/10	Central States Occupational and Environmental Medicine Association-Lisle, IL	Jointly	7.50	51	14	65
3/19/10	Central States Occupational and Environmental Medicine Association-Lisle, IL	Jointly	11.00	96	7	103
3/20/10	Academy of Organizational & Occupational Psychiatry 21st Annual Meeting-Chicago, IL	Jointly	13.25	15	1	16
3/26/10	12th Annual Occupational Health Symposium	Jointly	6.00	2	37	39
3/26/10	American College of Physicians: Iowa Chapter Scientific Meeting	Jointly	10.00	122	0	122
4/1/10	A Guide to Educating Patient- Internet Course	Jointly	1.00	0	0	0
4/2/10	Current Topics in Primary Care- Davenport	Directly	6.25	22	15	37
4/7/10	2010 Emergency Medicine in Iowa	Directly	4.75	42	9	51
4/7/10	36th Annual Iowa Conference on Perinatal Medicine - W. Des Moines	Jointly	11.50	23	146	169
4/8/10	6th International Pediatric Continuous Renal Replacement Therapy Conference: Rome, Italy	Jointly	10.75	158	70	228
4/8/10	Annual Meeting of the American Academy of Clinical Psychiatrists - Chicago, IL	Jointly	18.00	391	58	449

4/10/10	Iowa Psychiatric Society Spring Meeting: Mood Disorders Through The Life Cycle - Johnston	Jointly	5.00	31	12	43
4/16/10	8th Annual Physical Medicine & Rehabilitation Symposium	Directly	3.50	11	16	27
4/16/10	American Medical Directors Association-Iowa Chapter 2010 Spring Symposium - Des Moines	Jointly	5.00	16	8	24
4/16/10	Iowa Academy of Ophthalmology 2010 Annual Meeting - Des Moines	Jointly	3.75	12	21	33
4/16/10	Iowa Dermatological Society 2010 Spring Meeting	Jointly	9.50	59	2	61
4/16/10	Iowa Orthopaedic Society Spring Meeting, 2010 - Des Moines	Jointly	5.50	45	4	49
4/17/10	Regional Anesthesia Study Center of Iowa (RASCI)	Directly	12.50	18	5	23
4/28/10	The Examined Life: Writing and the Art of Medicine	Directly	20.25	54	67	121
4/30/10	12th Annual Occupational Health Symposium	Jointly	6.00	1	29	30
4/30/10	12th Annual Update in Infectious Diseases	Directly	6.25	54	66	120
4/30/10	Twelfth Annual Optometric Conference	Directly	6.00	0	106	106
5/1/10	Iowa Anesthesia Symposium	Directly	10.00	41	26	67
5/6/10	32nd Annual Renal Physicians Meeting	Directly	6.50	22	4	26
5/7/10	5th Annual UI Asthma Center Conference	Directly	6.50	26	32	58
5/7/10	Current Topics in Primary Care-Dubuque	Directly	6.25	41	13	54
5/11/10	Iowa Perinatal Team Hospital Visitation Program-Webster City	Jointly	2.00	2	1	3
5/11/10	Iowa Perinatal Team Hospital Visitation Program-Iowa Falls	Jointly	2.00	5	0	5
5/12/10	Iowa Perinatal Team Hospital Visitation Program-Emmetsburg	Jointly	2.00	3	0	3

5/12/10	Iowa Perinatal Team Hospital Visitation Program-Spirit Lake	Jointly	2.00	4	0	4
5/13/10	WORKSAFE Iowa: Occupational Medicine Associates Network Spring 2010 Meeting and Seminar-Urbandale	Jointly	7.25	7	13	20
5/15/10	Operations Research For Surgical Services, Huntsville, AL	Directly	35.00	3	3	6
5/21/10	12th Annual Occupational Health Symposium	Jointly	6.00	5	68	73
5/21/10	18th Annual Advanced Concepts in Functional Endoscopic Sinus Surgery	Directly	16.50	18	0	18
5/21/10	21st Annual Iowa Rheumatology Symposium	Directly	6.50	41	18	59
5/21/10	Specialists Education in Extracorporeal Membrane Oxygenation (SEECMO)	Directly	12.00	16	169	185
5/22/10	Regional Anesthesia Study Center of Iowa (RASCI)	Directly	12.25	24	0	24
5/23/10	43rd Head and Neck Cancer and Reconstructive Surgery Course	Directly	70.50	35	0	35
5/26/10	Physician Assistant Lecture Series: Cancer Screening Update	Directly	1.00	0	20	20
6/4/10	Preeclampsia: From Bench to Bedside	Directly	7.50	82	79	161
6/5/10	Midwest Neurosurgical Society Annual Meeting, 2010	Jointly	4.25	31	0	31
6/7/10	Agricultural Medicine: Occupational and Environmental Health for Rural Health Professionals	Jointly	19.00	16	1	17
6/9/10	Agricultural Medicine: Occupational and Environmental Health for Rural Health Professionals	Jointly	18.50	10	24	34
6/11/10	Practical Approaches to the Medical Treatment of Obesity	Directly	7.25	44	80	124

6/15/10	Performance of Electrophysiology Procedure Without the Use of Radiation	Directly	3.00	1	0	1
6/17/10	Iowa Eye Association Annual Meeting	Jointly	9.75	66	2	68
6/18/10	Updates in Medicine: 2010-Charlotte, NC	Directly	7.50	128	0	128
6/22/10	Iowa Perinatal Team Hospital Visitation Program-Atlantic, Iowa	Jointly	2.00	4	0	4
6/23/10	Iowa Perinatal Team Hospital Visitation Program-Creston, Iowa	Jointly	2.00	3	1	4
6/23/10	Iowa Perinatal Team Hospital Visitation Program, Shenandoah, Iowa	Jointly	2.00	4	1	5
6/25/10	Iowa Cardiovascular Medicine Symposium	Directly	3.50	51	6	56
6/26/10	Iowa Chapter of the American College of Cardiology Annual Meeting	Jointly	2.50	13	6	19
Total Programs 103*			1247.25	3794	2438	6232

*Some activities were counted as a single series even if they included several individual sessions.

**Internal Regularly Scheduled Series (RSS) Sponsored by the Carver College of Medicine – FY10
(Grand Rounds, Tumor Boards, Clinical Conferences, etc.)**

Department	Number of Series	Hours Instruction	Physician Attendees	Other Attendees	Total Attendees
Anesthesia	10	321.75	71	231	302
Cardiothoracic Surg.	2	96	52	24	76
Dermatology	1	48	17	162	179
Emergency Medicine	1	240	41	136	177
Family Medicine	3	204	32	17	49
Internal Medicine-	19	679.25	345	67	412
Neurology	1	240	38	126	164
Neurosurgery	2	96	17	92	109
OB-GYN	2	72	76	33	107
Ophthalmology	2	128	79	56	135
Orthopaedics	1	68	24	223	247
Otolaryngology	3	168	36	5	41
Pathology	6	264	77	730	807
Pediatrics	14	630	117	248	365
Psychiatry	2	108	63	164	227
Radiation Oncology	1	96	6	15	21
Radiology	2	96	44	8	52
Surgery	13	552	117	371	488
Urology	6	288	29	1	30
CDD	1	12	4	102	106
College of Public Health	1	24	5	91	96
ICTS	1	24	4	47	50
Student Health	1	12	10	3	13
Totals	95	4467	1304	2952	4253