

## A Change for the Better

Our continuing dedication to customer service has produced another exciting change within our system. The Office of Continuing Education at CFMC evaluates current systems, determines the need for change, and then diligently implements necessary improvements to benefit customers and staff alike. To this end, we have worked closely with the CFMC Information Technology Department to update our CE certificate production process.

CE activity joint sponsors and co-providers will now be given a Microsoft Excel template. This template will be used to track attendees of each activity. While there are several standard pieces of information gathered in this form, the most important to the process is the columns that pertain to the names, degrees and e-mail addresses. Once transferred back to CFMC, this data will be converted automatically to produce the attendee's CE certificate. The new system will then generate an email to the attendee and will attach their certificate automatically. We feel this change will erase any delays that were previously experienced in receiving certificates.

We are also looking to the future by incorporating our certificate generation system into our ever-expanding web site. Our hope is to allow attendees of past CE activities to login and see the amount of credit they have been awarded by attending ALL CFMC jointly sponsored and co-provided educational activities. Another feature available to the attendee, print new and old certificates at the click of a button. Print a report of the credits accumulated over a period of time. Look for more updates to come!

## Feedback

As part of a quality improvement organization, it is our goal to continually strive for improvement. If you have comments or suggestions, we would like to hear from you. Contact Lisa Helseth at 303-784-5733 or email her at [lhelseth@cfmc.org](mailto:lhelseth@cfmc.org)

## Upcoming Activities for 2007

### August 9-12, 2007

2007 Balance Conference for Women Physicians  
Women's Balance Conference  
Location: Breckenridge, CO  
<http://www.balanceconference.org/>

### August 23, 2007

Surgical Care Improvement Project  
Kansas Foundation for Medical Care  
Location: WebEx  
<http://www.kfmc.org>

### September 18, 2007

EMR Road Show  
Medical Records Institute  
Location: San Antonio, TX  
[www.medrecinst.com](http://www.medrecinst.com)

### September 19, 2007

EMR Road Show  
Medical Records Institute  
Location: Austin, TX  
[www.medrecinst.com](http://www.medrecinst.com)

### September 21, 2007

Patient Care Documentation  
CPEP  
Location: Louisville, KY  
<http://www.cpepdoc.org/seminars.htm>

### October 5, 2007

EMR Road Show  
Medical Records Institute  
Location: Raleigh, NC  
[www.medrecinst.com](http://www.medrecinst.com)

### October 9, 2007

EMR Road Show  
Medical Records Institute  
Location: Arlington, VA  
[www.medrecinst.com](http://www.medrecinst.com)

### November 1, 2007

EMR Road Show  
Medical Records Institute  
Location: Evanston, IL  
[www.medrecinst.com](http://www.medrecinst.com)

## Outcomes Measurement, Follow-Up

The Office of Continuing Education at CFMC has completed work on the outcomes measurement tool. Beta testing of the tool is currently in progress and yielding exciting results. During testing, summaries are generated to show comparable sets of replies from both speakers and attendees. This immediate evaluation shows several things. First, it shows if the attendee is learning from the content. Second, it suggests attendee expects to make a change or improvements due to the content. Third, it allows the speaker to thoroughly evaluate the content in relationship to the audience. Fourth, it allows future planning teams to evaluate the next step in education by applying the evaluation summary to their needs assessment, objectives and outcomes.

This model attempts to relate the intention of speakers to the assessment by attendees. This is not required for “outcomes”, but it illustrates “linkage” in CME. Speakers were asked to complete the same Program Content Assessment form that attendees complete on-site. An intended action is to prompt speakers to think more carefully about what they will present and how they will connect their content to the stated objectives of the activity and how attendees will perceive their presentation. Educational information is best internalized when the attendee is given a way to make it personal. Skills are better learned when the information is not only presented to the learner, but also demonstrated.

The post-activity outcomes phase, occurring three months after the initial evaluation, will take a critical look at the intended outcomes and allow us to measure the effectiveness of each activity. It will also allow us to break down the results to specific topic areas within a conference. The post-activity outcomes phase is the evaluation tool used to learn if the attendee sustained the learning and made actual change or improvement. This model attempts to identify characteristics that are universal to education. The goal is to find a consistent and “standard” way to measure CE activities using evaluation terms that may apply to every presentation. For activities currently participating in beta testing, a follow-up evaluation tool will be distributed to attendees the first week in September of this year.

Results of our test group will be calculated and distributed as a learning model later this year. The outcomes

## Upcoming Activities for 2007 *Continued*

### November 2, 2007

EMR Road Show  
Medical Records Institute  
Location: Southfield, MI  
[www.medrecinst.com](http://www.medrecinst.com)

### November 8, 2007

Maryland Patient Safety Perinatal Collaborative  
Maryland Patient Safety Center  
Location: Baltimore, MD  
<http://www.marylandpatientsafety.org/>

### November 13, 2007

EMR Road Show  
Medical Records Institute  
Location: Tampa, FL  
[www.medrecinst.com](http://www.medrecinst.com)

### November 15, 2007

EMR Road Show  
Medical Records Institute  
Location: Miami, FL  
[www.medrecinst.com](http://www.medrecinst.com)

### November 16, 2007

Doing the Right Thing  
Colorado Patient Safety Coalition  
Location: Denver, CO  
<http://www.coloradopatientsafety.org/>

### November 29, 2007

EMR Road Show  
Medical Records Institute  
Location: Seattle, WA  
[www.medrecinst.com](http://www.medrecinst.com)

### December 3, 2007

Patient Care Documentation  
CPEP  
Location: Denver, CO  
<http://www.cpepdoc.org/seminars.htm>

measurement tool is a vital part of the CE process by enabling change within activities and most importantly within each attendee.

Contact Lorraine Pickrell at 303-784-5761 or [lpickrell@cfmc.org](mailto:lpickrell@cfmc.org), if you would like more information about the services CFMC can provide to help you succeed.