

January 2008

Expand Your CE Impact



The ability to adapt previously completed continuing education activities for new uses is a beneficial tool to continuing education planners. This is a type of recycling method that works to save time, resources and cost. From simple to complex, there are several strategies to expand your CE impact.

One example of this method is to use the material from a live CE activity to create a DVD, which will stand as a new CE activity. This will help save the resources necessary to work through content and will give you another method of reaching your audience. The planning process and a new CE application will need to be a part of the new activity. The following are some areas you might consider to enhance your existing CE offerings:

Live Activities: Whether in person or virtually, these formats range from national conferences and live Internet teleconferences to local workshops, seminars, grand rounds or departmental scientific meetings.

Enduring Materials: These materials include printed, recorded, audio, video and/or online/electronic activities that may be used over time.

Journal-based CME: This describes the process by which accredited providers identify an article, within a peer-reviewed, professional journal, that serves as a planned learning activity.

Test Item Writing: A learning process wherein physicians contribute to the development of high

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Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities

Physician Continuing Medical Education: Web Based - Enduring Material

Online Training - Treating Pain and Preventing Abuse and Diversion

Nursing Continuing Education: Web Based - Enduring Material

Outcome-Based Quality Improvement (OBQI) Web-Based Training

Live Continuing Educational Activities offering Professional Credits:

Upcoming CME Activities

January 29, 2008

Heart Failure Facility Lead Workshop
 Memorial Health System
 Location: Colorado Springs, CO
www.cfmc.org

February 2, 2008

Botulinum Toxin Type A (Botox ®)/Filler
 Aesthetic Medical Concepts
 Location: San Antonio, TX
www.aestheticmedicalconcepts.com

February 3, 2008

Mesotherapy
 Aesthetic Medical Concepts
 Location: San Antonio, TX
www.aestheticmedicalconcepts.com

February 9, 2008

Botulinum Toxin Type A (Botox ®)/Filler
 Aesthetic Medical Concepts
 Location: Orlando, FL
www.aestheticmedicalconcepts.com

Expand Your CE Impact

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stakes examinations, or certain self-assessment modules, by researching, drafting and defending potential questions.

Manuscript Review: Another learning process in which physicians, under the collaborative direction of a journal editor and an accredited provider, critically review assigned journal manuscripts.

Performance Improvement: Structured, long-term processes by which a physician or group of physicians can learn about specific performance measures, retrospectively assess their practice, apply these measures prospectively over a useful interval, and re-evaluate their performance.

Internet, enduring materials: Online learning by physicians on topics relevant to their clinical practice in a structured and self-directed manner. Learning for this activity is driven by a reflective process in which physicians must document their clinical question, the sources consulted and the application to practice.

Take a look to the past to see what activities might be used over again and expanded into a different learning format. Review the activity carefully to make sure it is current and accurate. In upcoming newsletters we will discuss some of these various learning formats to expand your CE program. Visit www.yourCEsource.org and navigate to the request information link under CE Services. Alternatively, you may call Lorraine Pickrell at 303-784-5761 or email her at lpickrell@cfmc.org.

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. Visit us at www.yourCEsource.org or contact Lisa Helseth at 303-784-5733, email lhelseth@cfmc.org.

Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

February 9, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts

Location: Houston, TX

www.aestheticmedicalconcepts.com

February 10, 2008

Mesotherapy

Aesthetic Medical Concepts

Location: Orlando, FL

www.aestheticmedicalconcepts.com

February 10, 2008

Mesotherapy

Aesthetic Medical Concepts

Location: Houston, TX

www.aestheticmedicalconcepts.com

February 16, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts

Location: New York, NY

www.aestheticmedicalconcepts.com

February 16, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts

Location: San Antonio, TX

www.aestheticmedicalconcepts.com

February 17, 2008

Mesotherapy

Aesthetic Medical Concepts

Location: New York, NY

www.aestheticmedicalconcepts.com

February 17, 2008

Mesotherapy

Aesthetic Medical Concepts

Location: San Antonio

www.aestheticmedicalconcepts.com

February 23, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts

Location: Santa Ana, CA

www.aestheticmedicalconcepts.com

Obtaining Repeat Attendees

It is often said that repeat learners at your CE activities are key to your sustained success. This can often be a difficult task when it comes to continuing education. There are many offerings available to learners so it is in your best interest to give these learners a reason to seek you out as a provider of their continuing education. The following is a list of tips to help you become successful at gaining repeat attendees to your CE activities.

- ♦ Attendance List
 - Use the sign-in sheet for future promotions. This is too often forgotten or considered insignificant when in reality it is your best marketing tool.
- ♦ Be Remembered
 - Make sure your audience leaves with something from you. This can be as simple as a business card or flyer to a branded give-away item. For Internet CE, offer your attendees the chance to join your mailing list or to receive a newsletter.
- ♦ Impressions - End the activity on a positive, even exciting note. This will help your audience to remember your activity. Allow time for socialization and networking, attendees may only get the chance to communicate with their peers during these valuable periods. Not only will these things create a positive impression but will also create a buzz, which in turn creates positive word of mouth marketing.



Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

February 24, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Los Angeles, CA
www.aestheticmedicalconcepts.com

March 1, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: West Palm Beach, FL
www.aestheticmedicalconcepts.com

March 1, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Dallas, TX
www.aestheticmedicalconcepts.com

March 2, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: West Palm Beach, FL
www.aestheticmedicalconcepts.com

March 2, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Dallas, TX
www.aestheticmedicalconcepts.com

March 7, 2008

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Saddle Brook, NJ
www.cpepdoc.org/seminars.htm

March 8, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New Orleans, LA
www.aestheticmedicalconcepts.com

March 8, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

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Obtaining Repeat Attendees

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- ♦ Follow-up – It is easy to relax your effort after the conclusion of an activity. It is in this time, when the activity is still fresh in your learners mind, that follow-up is most vital. A short note or email extending a thank you can set you apart from other CE providers. You might also consider offering a follow-up activity to help solidify the information for the learners.
- ♦ Perks – When able, use your sign-in sheets to locate past attendees and offer them discounts or bonuses for attending another of your CE activities. Discounts could be given for single CE activities or after a set of five. For example you could offer half off the registration price after a learner attends five of your other CE activities. Bonuses could include a free book or video for repeat attendance.
- ♦ Demographics – By using the demographics of repeat attendees you can better target your marketing efforts to those more likely to attend your CE activities. Track how many repeat attendees you have at each CE activity, this can be useful for demonstrating your success.

Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

March 9, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New Orleans, LA
www.aestheticmedicalconcepts.com

March 9, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

March 15, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Las Vegas, NV
www.aestheticmedicalconcepts.com

March 15, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: San Francisco, CA
www.aestheticmedicalconcepts.com

March 16, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Las Vegas, NV
www.aestheticmedicalconcepts.com

March 16, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: San Francisco, CA
www.aestheticmedicalconcepts.com

March 22, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Houston, TX
www.aestheticmedicalconcepts.com

March 22, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com



Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

March 23, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

March 23, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Houston, TX
www.aestheticmedicalconcepts.com

March 29, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Hawaii, HI
www.aestheticmedicalconcepts.com

March 29, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Phoenix, AZ
www.aestheticmedicalconcepts.com

March 30, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Phoenix, AZ
www.aestheticmedicalconcepts.com

March 30, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Hawaii, HI
www.aestheticmedicalconcepts.com

April 2008

Heart Failure Facility Lead Workshop
Memorial Health System
Location: Denver, CO or Northern CO
www.cfmc.org

May 16, 2008

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Denver, CO
www.cpepdoc.org/seminars.htm

July 2008

Heart Failure Facility Lead Workshop
Memorial Health System
Location: Grand Junction, CO
www.cfmc.org

September 12, 2008

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Louisville, KY
www.cpepdoc.org/seminars.htm

October 2008

Heart Failure Facility Lead Workshop
Memorial Health System
Location: Denver, CO
www.cfmc.org

December 5, 2008

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Denver, CO
www.cpepdoc.org/seminars.htm

Upcoming CNE Activities

January 29, 2008

Heart Failure Facility Lead Workshop
Memorial Health System
Location: Colorado Springs, CO
www.cfmc.org

February 2, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: San Antonio, TX
www.aestheticmedicalconcepts.com

February 3, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: San Antonio, TX
www.aestheticmedicalconcepts.com

February 9, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Orlando, FL
www.aestheticmedicalconcepts.com

Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

Upcoming CNE Activities (continued)

February 9, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Houston, TX
www.aestheticmedicalconcepts.com

February 10, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Orlando, FL
www.aestheticmedicalconcepts.com

February 10, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Houston, TX
www.aestheticmedicalconcepts.com

February 16, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

February 16, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: San Antonio, TX
www.aestheticmedicalconcepts.com

February 17, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

February 17, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: San Antonio
www.aestheticmedicalconcepts.com

February 23, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Santa Ana, CA
www.aestheticmedicalconcepts.com

February 24, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Los Angeles, CA
www.aestheticmedicalconcepts.com

March 1, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: West Palm Beach, FL
www.aestheticmedicalconcepts.com

March 1, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Dallas, TX
www.aestheticmedicalconcepts.com

March 2, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: West Palm Beach, FL
www.aestheticmedicalconcepts.com

March 2, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Dallas, TX
www.aestheticmedicalconcepts.com

March 7, 2008

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Saddle Brook, NJ
www.cpepdoc.org/seminars.htm

March 8, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New Orleans, LA
www.aestheticmedicalconcepts.com

March 8, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

Upcoming CNE Activities (continued)

March 9, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New Orleans, LA
www.aestheticmedicalconcepts.com

March 9, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

March 15, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Las Vegas, NV
www.aestheticmedicalconcepts.com

March 15, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: San Francisco, CA
www.aestheticmedicalconcepts.com

March 16, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Las Vegas, NV
www.aestheticmedicalconcepts.com

March 16, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: San Francisco, CA
www.aestheticmedicalconcepts.com

March 22, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Houston, TX
www.aestheticmedicalconcepts.com

March 22, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

March 23, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: New York, NY
www.aestheticmedicalconcepts.com

March 23, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Houston, TX
www.aestheticmedicalconcepts.com

March 29, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Hawaii, HI
www.aestheticmedicalconcepts.com

March 29, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Phoenix, AZ
www.aestheticmedicalconcepts.com

March 30, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Phoenix, AZ
www.aestheticmedicalconcepts.com

March 30, 2008

Mesotherapy
Aesthetic Medical Concepts
Location: Hawaii, HI
www.aestheticmedicalconcepts.com

April 2008

Heart Failure Facility Lead Workshop
Memorial Health System
Location: Denver, CO or Northern CO
www.cfmc.org

April 4, 2008

Botulinum Toxin Type A (Botox ®)/Filler
Aesthetic Medical Concepts
Location: Atlanta, GA
www.aestheticmedicalconcepts.com

Upcoming CFMC Jointly Sponsored and Co-Provided Educational Activities (continued)

Upcoming CNE Activities (continued)

April 5, 2008

Mesotherapy

Aesthetic Medical Concepts

Location: Atlanta, GA

www.aestheticmedicalconcepts.com

April 23, 2008

CFMC Quality Summit: A Forum for Hospital Collaboration

CFMC Inpatient Team

Location: Denver

http://www.cfmc.org/hospital/hospital_calendar.htm

May 16, 2008

Patient Care Documentation

Center for Personalized Education for Physicians

Location: Denver, CO

www.cpepdoc.org/seminars.htm

July 2008

Heart Failure Facility Lead Workshop

Memorial Health System

Location: Grand Junction, CO

www.cfmc.org

October 2008

Heart Failure Facility Lead Workshop

Memorial Health System

Location: Denver, CO

www.cfmc.org

Our monthly newsletters are a free publication offering readers the latest continuing education news, information and insight. If you have a topic suggestion or would like to submit an article for review, please use the following links:

[Submit a topic suggestion](#)

[Submit an article for review](#)

*A new direction
in continuing
education...*
yourCSource.org

