

October 2007

Enduring Materials

Enduring materials are an important part of many continuing education plans. The ACCME defines enduring materials as a “non-live CME activity that “endures” over time. It is most typically a videotape, monograph, or CD Rom. Enduring materials can also be delivered via the Internet. The learning experience by the physician can take place at any time in any place, rather than only at one time, and one place, like a live CME activity.”

It is important to remember that this type of continuing education has special requirements that must be met. Prior to a learner using your enduring materials for credit, the following list of required information must be communicated to the learner (from the ACCME Essential Areas and Elements).

1. Principal faculty and their credentials;
2. Medium or combination of media used;
3. Method of physician participation in the learning process;
4. Estimated time to complete the educational activity (same as number of designated credit hours);
5. Dates of original release and most recent review or update; and
6. Termination date (date after which enduring material is no longer certified for credit).

Enduring materials must be reviewed at least every three years. Because of this, these materials can only be accredited for a maximum of three years. This allows you to review the material to make sure it is current and includes any new developments, data, or discoveries. The review date of your enduring materials, as well as the date of original release and termination date must appear on the material as required by ACCME.

Continued on Page 2

Upcoming Activities for 2007

Physician CME Activities

November 7, 2007

Next Generation MRI: Indications for 3T MR Imaging
Island Imaging Center
Location: Honolulu, HI

November 8, 2007

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

November 16, 2007

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

December 3, 2007

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

Nursing CNE Activities

October 9, 2007

CFMC Quality Summit: A Forum for Hospital Collaboration
CFMC Inpatient Team
Location: Grand Junction, Colorado
http://www.cfmc.org/hospital/hospital_calendar.htm

Enduring Materials Continued

You can create two separate CME opportunities from one activity. There are several ways to do this by using your live activity as a starting point for enduring materials. One way is to use video over the Internet. This use of the Internet has gained huge popularity as technology has risen to meet new demands. Video of your live activity could be turned into an enduring material as long as it meets all requirements. Researching the methods behind online video training or creating enduring materials from live activities will help give you a broader product to offer to your customers.

If you would like more information about enduring materials or would like to discuss having your enduring materials or CE activity accredited, please contact Lorraine Pickrell at 303-784-5761 or 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. Contact Lisa Helseth at 303-784-5733 or email her at lhelseth@cfmc.org.

Marketing from Your Web Site

It takes careful planning and dedicated research to narrow in on your target market. Once this work begins to pay-off and you have learners coming to your site for enduring materials or to register for your activities, you will want to make sure your site meets their needs on an ongoing basis.

First, ask yourself if your activity provides a worthwhile learning. If you are unsure if your activity/enduring materials will provide benefit then re-evaluate them with a team of experts. A direct benefit can be determined by first determining the needs of your audience and by understanding their core concerns.

Your web site needs to achieve a level of credibility that matches that of your audience.

Upcoming Activities for 2007 *Continued*

Nursing CNE Activities Continued

October 11, 2007

CFMC Quality Summit: A Forum for
Hospital Collaboration

CFMC Inpatient Team

Location: Loveland, Colorado

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

November 8, 2007

Maryland Patient Safety Perinatal
Collaborative

Maryland Patient Safety Center

Location: Baltimore, MD

<http://www.marylandpatientsafety.org/>

November 16, 2007

Doing the Right Thing

Colorado Patient Safety Coalition

Location: Denver, CO

<http://www.coloradopatientsafety.org/>

This can be done by creating a site that is not filled with extraneous advertisements. Be sure to use leading experts along with a well-defined curriculum, which address areas of clinical importance to your learners. Test your activities with other staff to find out if they are engaging and interesting. It is always a good idea to include case histories and instant feedback when able. Make sure your site is easy to use, remember that not all of your learners are experienced in the "tech" department. Plug-ins and downloads are often a hindrance to online learning. Try to avoid these when possible.

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