


**2010 DME Conference**  
**CME: Why One Size Does Not Fit All**

**Learning Formats:  
Enduring Materials**  
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November 5, 2010




**MASSACHUSETTS  
MEDICAL SOCIETY**  
*Every physician matters, each patient counts.*



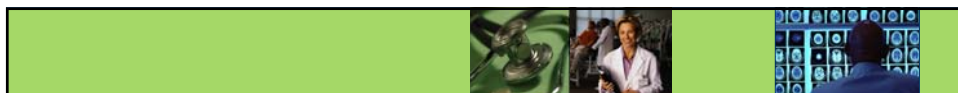
**Disclosure**

- Nothing to disclose



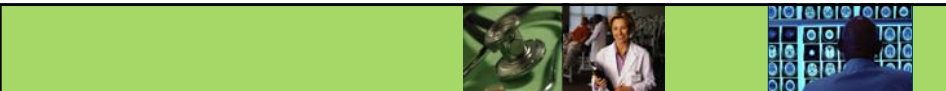
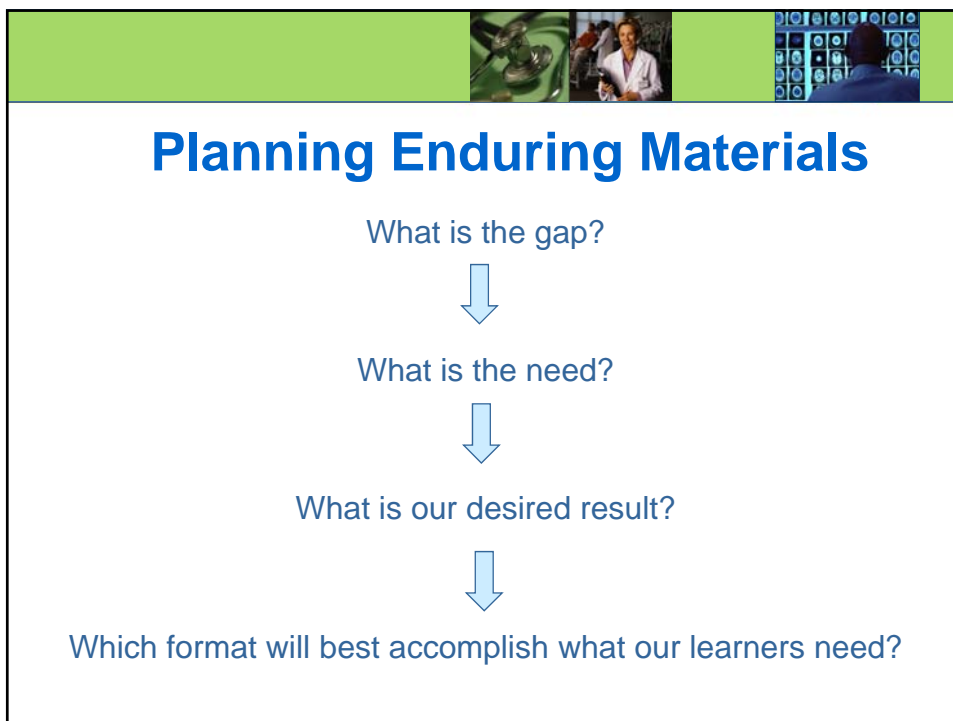
## Objectives

- Define criteria for planning an enduring material
- Examine an enduring material case study
- Discuss best practices and challenges
- Identify future trends and opportunities

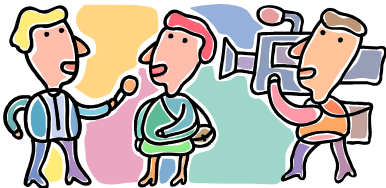


## Criterion 5

The provider chooses educational formats for activities/interventions that are appropriate for the setting, objectives, and desired results of the activity.



## “Interview”



### Enduring Material Checklist for CME Activities

#### Interview Questions for CME Planners

- ☐ What quality gap or professional practice gap did you identify?
- ☐ How did you identify that gap?
- ☐ What need can /should be addressed to close this gap (knowledge, competence, performance)?
- ☐ For whom are you developing this CME activity? What is your target audience (learners)?
- ☐ What is the activity designed to change? (desired results – think about can we actually measure)
- ☐ Based on the desired results listed above, what could be the objectives of this activity?
- ☐ What type of evaluation method will be used to know if the activity was effective at meeting the need and created change in competence, performance, or patient outcomes?
- ☐ What format should be used to deliver this information? (live, enduring material, internet, other)

## Approved Formats for Learning

- Live activities
- Enduring materials
- Journal-based CME
- Test item writing
- Manuscript review
- Performance improvement



## Enduring Materials - ACCME

- *An enduring material is 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.*

## Enduring Materials - ACCME

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).

### Early Recognition of Dementia: A Phase Change in Primary Care Practice

Original Publish Date:	October 31, 2010
Review Date(s):	N/A
Term of Approval End Date:	October 31, 2011
Estimated Time to Complete:	1.5 Hours
Risk Management:	Yes
Course Format:	Slide - Audio Lecture
Course Fee:	Nbns-\$15, Non Nbns-\$30

To participate in the CME activity: (1) review the information on this page which includes the learning objectives and faculty disclosures; (2) listen to the presentation; (3) read the material; (4) complete the exam; (5) view/print certificate.

☐ Yes, I have read the required course information.

**START COURSE**

#### Course Information

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## Enduring Materials AMA PRA Category 1 Credit™

Effective July 1, 2011

- **Enduring materials—must include an assessment of the learner's performance; credit may be awarded only to those that meet a minimum performance level.**



"Participants will receive a confidential report of their examination score. You must receive a score of 70% or better to receive AMA PRA Category 1 Credit™. A confirmation of credit will be issued at the end of the course to those who successfully complete the examination."

## Enduring Materials - Examples

- Case Study
- Podcast (Audio or Video)
- Slides
- Slide-Audio Lecture
- Text & Graphics
- Interactive
- Games
- CD Rom or DVD
- Monograph (home study)



## Case Example

Early Recognition of Dementia

MASSACHUSETTS MEDICAL SOCIETY  
Every physician matters, and patient counts.

alzheimer's association

**Early Recognition of Dementia Webinar**




*Prerecorded on January 26, 2010*

1 A presentation of the Massachusetts Medical Society & the alzheimer's association

Slide 1 / 59 | Playing 00:02 / 00:03

Slide Title	Duration
1. Early Recognition of Dementia Webinar	
3. The Massachusetts ...	00:03
4. Thank you to MA/N...	00:07
5. Faculty disclosures	00:09
6. Faculty introductions	00:56
7. Early recognition of...	00:03
8. Learning goals	01:01

88 Minutes 46 Seconds Remaining




## Planning Enduring Material

What is the gap?




What is the need?

What is our desired result?

Which format will best accomplish what our learners need?



The screenshot shows a webinar titled "Early Recognition of Dementia Webinar" presented by the Massachusetts Medical Society and the Alzheimer's Association. It is a prerecorded session from January 26, 2010. The interface includes a table of contents on the right with topics like "Early Recognition of Dementia Webinar", "Thank you to Dr. [Name]", "Faculty introductions", "Early recognition of dementia", and "Learning goals".



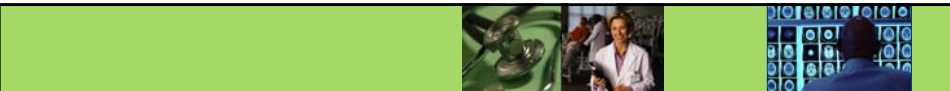
## Participant Feedback

- Do you have examples of enduring materials?
- What are your successes?
- What are your challenges and or barriers?



## Trends to Watch...


- Hybrid events, rebroadcasts, etc.
- More on-demand content (better technology (quality))
- Mobile capabilities (phone, new devices)
- Shared content/shared revenue models
- Bundled and subscription pricing
- Virtual “coffee shop” and knowledge communities
- Open content
- Electronic books
- Simple augmented reality
- Gesture-based computing and virtual data analysis
- Competitive learning (games)
- Integration of social media into e-learning (and game definitions)



## Game Dynamics

**What are game definitions and how do they impact e-learning?**

- 1. Achievement Definition:** A virtual or physical representation of having accomplished something.
- 2. Appointment Dynamic Definition:** A dynamic in which to succeed, one must return at a predefined time .
- 3. Avoidance Definition:** The act of inducing player behavior not by giving a reward, but by not instituting a punishment.
- 4. Cascading Information Theory Definition:** The theory that information should be released in the minimum possible snippets to gain the appropriate level of understanding at each point during a game narrative.
- 5. Communal Discovery Definition:** The game dynamic wherein an entire community is rallied to work together to solve a riddle, a problem or a challenge. Immensely viral and very fun.
- 6. Envy Definition:** The desire to have what others have. In order for this to be effective seeing what other people have



# Questions?

