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

Learning Formats: Live Activities & Webinars

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Every physician matters, each patient counts.

Disclosure

We have no conflicts of interest to declare with regard to this presentation.

Objectives

- Define criteria for planning a live CME activity
- List 4-5 different live educational formats
- Cite the definition of a webinar and list some pros and cons of offering this form of live activity
- Describe the planning and implementation process of hosting a webinar

ACCME UAC Criterion 5

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

Which format??

Approved Formats for Learning

- Live activities
- Enduring materials
- Journal-based CME
- Test item writing
- Manuscript review
- Performance improvement
- Internet Point of Care

Live Activities

- Conferences
  - Didactic
  - Interactive
  - Combination
- Journal Clubs
- Tumor boards/M&M rounds
- Webinars
- Webcasts

Planning Live Activities

What is the gap?

What is the need?

What is our desired result?

Which format will best accomplish what our learners need?

Live Activities

- Conferences
  - Didactic
  - Interactive
  - Combination
- Journal Clubs
- Tumor boards/M&M rounds
- Webinars
- Webcasts

Pros and Cons of Webinars

Pros

- Not limited by geography
- Shorter length of time
- Multiple people from same organization can participate
- Speaker can be off-site

Cons

- Lack of face-to-face interaction
- Limited to 1-2 hours of learning
- Start-up costs

Planning A Webinar: Timeline

5-6 weeks

Webinar Setup Considerations

- Email Notifications
- Registration Decisions
- Branding (pictures, logos, color scheme)
- Organizers and Panelists
- Polls
- Surveys

Webinar Setup – The Invitation

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Evaluating Your CME Program WEBINAR

Join us for a Webinar on November 17

REGISTER NOW

Space is limited.
Reserve your Webinar Seat Now at:
https://www2.gotomeeting.com/register/911349506

Evaluation is a critical part of planning educational activities. Webinar attendees will explore options to measure the impact of CME activities on physician behavior. To complete evaluation requirements, attendees will look at ways to use the results from individual activities for evaluation of the overall CME program and a program improvement plan to meet the MMS accreditation criteria.

Title: *Evaluating Your CME Program WEBINAR*
Date: Wednesday, November 17, 2010
Time: 12:00 PM - 1:00 PM EST

Web Setup – Email Reminders

From: gotowebinar@citrixonline.com
Sent: Thu 10/7/2010 10:57 AM
To: Cooper, Donnie
Cc:
Subject: Reminder : Your Webinar is on Thursday, October 7, 2010 12:00 PM - 1:00 PM EDT

Dear Bonnie,

Just a reminder that you are an organizer in the following Webinar, which will take place Thursday, October 7, 2010 12:00 PM - 1:00 PM EDT.

"ACCME Standards for Commercial Support Webinar"

1. Click here to start or join:
https://www2.gotomeeting.com/ojoin/829418290/100000000001258846

This link should not be shared with others; it is unique to you.

2. You will be connected to audio using your computer's microphone and speakers (VoIP). A headset is recommended.

Or, you may select Use Telephone after joining the Webinar.

Dial: 18775684108
Organizer Access Code: 607-617-010
Audio PIN: Shown after joining the Webinar

Webinar Setup – Registration

Evaluating Your CME Program WEBINAR

Meeting Type	CME and Conferences – Webinar Education
Dates	Wednesday, November 17, 2010
Time	From 12:00 PM to 1:00 PM
Location	Link To the Webinar Will Be Provided Upon Completion of Your Registration.

Description

The purpose of CME is to facilitate life-long learning among physicians so that their practice may reflect the best medical care for their patients. Evaluation is the part of program planning that helps planners judge the impact of their work on improving healthcare. This activity will help planners explore options to measure outcomes of CME activities, link the individual activities to assess the overall CME program, and determine program improvements to meet the MMS accreditation criteria.

After participating in this activity, learners should be able to:

1. Define two approaches to measure change in learner behavior; 2. Outline three data sources to consider for the overall program evaluation; and 3. Develop a process to identify and review program improvements.

This webinar is FREE for MMS accredited providers and $100 for non-accredited providers.

To register click the "More Info" button below.

Edit Event | More Info | Close

Membership System

Webinar System

Field:	Required?	Field:	Required?
First Name	☑	Phone	☐
Last Name	☑	Industry	☐
Email Address	☑	Organization	☐
Address	☐	Job Title	☐
City	☐	Purchasing Time Frame	☐
State/Province	☐	Role in Purchase Process	☐
Zip/Postal Code	☐	No. of Employees	☐
Country	☐	Questions & Comments	

Check All | Clear All

Create Your Own

New Question: ☐ Required?

Webinar Setup – Waiting Room

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Evaluating Your CME Program WEBINAR

Audio: Use your microphone and speakers (VoIP) or call in using your telephone.

18775684108, access code 479-601-082, audio key [audio key]

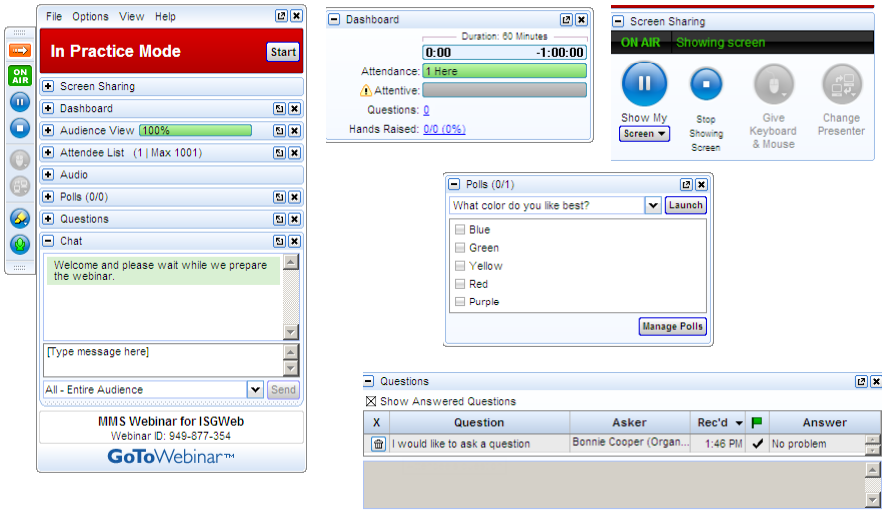
Nancy L. Bennett, PhD
Educational Consultant

Danna G. Muir, MBA
Manager, Accred. & Education Outreach
Massachusetts Medical Society

Practice – Roles

Role	Responsibility
Attendee	Any person who joins a Webinar with no pre-specified role. Attendees have very limited privileges
Organizer / Moderator	The person who schedules and starts a Webinar. Has access to all controls.
Panelist	A guest who will be presenting (speaker) and/or answering questions (subject-matter expert) during a Webinar.
Technical Producer	Expert in the webinar tool and overall production support. Triages technical issues during the webinar.
Media Setup	The on premise expert for PC, projection, conference phone setup.

Practice – The Controls



Production – Prior to Countdown

- **What to have in hand**
  - Phone numbers and email addresses of all speakers
  - Final copy of all presentation materials
  - Seed questions
  - Webinar technical support numbers
  - Equipment check

Production – The Countdown

- **30 min prior**
  - Log on and start webinar to enable waiting room
  - Organizers join with audio
- **15 min prior**
  - Have PowerPoint ready to share and test audio quality
- **5 min prior**
  - Start screen sharing
- **On the Hour**
  - Announce to panelists and organizers that we are about to begin
  - All organizers mute themselves
  - Start broadcast audio and then start recording
  - Moderator begins

Webinar – Best Practices

- Think interactive
- Have a script for your presentation
- Have seed questions ready
- Have your organizers and panelists on the line at least 30 minutes prior
- Coordinate last minute sign-ups
- Practice