POSITION DESCRIPTION

Accreditation Council for Continuing Medical Education

President and Chief Executive Officer

Richard von Rueden, M.D.
Partner
rvonrueden@parksquare.com
617-401-2984

Kate Cook
Principal
kcook@parksquare.com
617-401-2982
I. The Opportunity

The Accreditation Council for Continuing Medical Education (ACCME), the national nonprofit organization responsible for accrediting institutions that offer continuing medical education (CME), seeks a new President and CEO. Based in Chicago and with staff and volunteers across the country, the ACCME leads initiatives to identify, develop, and promote standards for quality CME. ACCME standards are designed to ensure that accredited CME improves physician competence and performance and advances the safety and quality of health care provided to patients and communities. The current CEO, Dr. Murray Kopelow, plans to retire in 2015 after leading the ACCME for 20 years, and he leaves the organization in a healthy financial position with an experienced, loyal, and dedicated staff. In an era in which health care delivery, health care education, and systems for physician accountability are all undergoing fundamental transformation, the new ACCME President and CEO has the opportunity, in coordination with his or her peers at other national accrediting, licensing, certifying, and quality improvement organizations, to help shape that transformation.

II. The Organization

Since its founding in 1981, the ACCME has been committed to continuously improving the quality, integrity, and independence of continuing medical education (CME). The organization’s stated mission is to identify, develop, and promote rigorous national standards for quality CME that improves physician performance and health care for patients and their communities. To accomplish that mission, the ACCME is supported by accredited provider fees, workshop registration fees, and review/audit service fees.

The ACCME has seven member organizations, representing the profession of medicine, which were the original founders of ACCME. They are responsible for nominating individuals to the Board of Directors, for providing input into ACCME’s strategic direction, and for oversight of ACCME actions and bylaws changes. The member organizations are the American Board of Medical Specialties, the American Hospital Association, the American Medical Association, the Association of American Medical Colleges, the Association for Hospital Medical Education, the Council of Medical Specialty Societies, and the Federation of State Medical Boards of the United States. The Board of Directors currently has 18 members, including public members, as well as two representatives to the Board from the Federal Government.
The ACCME’s accreditation system supports health professionals’ commitment to lifelong learning and practice improvement, helps them solve problems in the practice of medicine, advances team-based care, and assists them in achieving their institutions’ quality and safety improvement goals. In 2013, there were 1,950 accredited CME providers who offered 138,000 separate educational activities comprising more than one million hours of instruction for more than 24 million learners (physicians as well as other health care professionals). The accreditation process is overseen by 25 staff members, located primarily in Chicago but working as well in sites across the country. The staff coordinates the work of approximately 200 volunteers who conduct surveys and interviews as part of the accreditation process. Recently, the ACCME has expanded its services to offer accreditation to eligible organizations outside of the US.

The ACCME seeks to continuously improve its accreditation services. Through ongoing engagement with providers and other stakeholders, the ACCME identified and implemented changes to simplify the accreditation requirements and process in 2014, and has released a proposal for a new menu of criteria for Accreditation with Commendation.

The ACCME oversees the Maintenance of Recognition system for 42 state and territory medical societies that are recognized as accreditors of the approximately 1,300 state-based organizations offering CME. The state system also utilizes volunteers. In total, a network of approximately 20,000 volunteers serves the ACCME system at the national and state levels.

The ACCME administers the substantial equivalency process, which offers eligible accreditation systems outside of the US the opportunity to receive a designation as substantially equivalent to the ACCME. In response to requests from CE accreditors, the ACCME has implemented a process for verifying that accreditors adhere to the Standards for Commercial Support.

The ACCME implements a robust education, engagement, outreach, and communications strategy to support accredited CE providers and Recognized Accreditors in their work and to communicate the value of accredited CE to a wide range of stakeholders.

Over the past decade the ACCME has instituted a number of initiatives to respond to the changing health care environment and to advance the relevance and quality of continuing education for physicians and other health care professionals. The ACCME Standards for Commercial Support: Standards to Ensure Independence in CME Activities have become a national model. They have been adopted by the Accreditation Council for Pharmacy
Education (ACPE), and the accrediting bodies in nursing, optometry, family medicine, osteopathy, physician assistants, and dentistry base their requirements on the Standards.

The current Accreditation Criteria, adopted in 2006, were designed to align with continuing professional development systems such as the ABMS Maintenance of Certification and the Federation of State Medical Boards Maintenance of Licensure initiatives. In 2009, in support of interprofessional education and collaborative practice, the ACCME, ACPE, and American Nurses Credentialing Center (ANCC) launched the Joint Accreditation for Interprofessional Continuing Education™ program with a unified application, fee structure, set of accreditation standards, and review process. This is the first and only program of its kind in the world.

Federal agencies have included accredited CME as a strategic partner in their public health initiatives, such as the FDA’s Risk Evaluation and Mitigation Strategy for opioid medications.

Through these and other initiatives, ACCME has taken a leadership role in raising accreditation standards and positioning accredited CE as a strategic resource to health care improvement on the local, national, and international level.

More information about the ACCME, including a copy of the 2013 Annual Report, can be found at www.accme.org.

III. The Position

The President and CEO reports directly to the ACCME Board of Directors. The Directors expect the new CEO to work with them to set, communicate and implement a vision and strategy for the ACCME at this critical time of transition. The Board anticipates that this vision will incorporate an ongoing focus on continuously improving and communicating the value of the ACCME accreditation system and its contributions to health professionals’ continuing professional development, healthcare institutions’ quality and safety goals, and patient care. The Board also anticipates that the vision and strategy will include ever increasing levels of engagement and collaboration with the other medical education accreditation, licensing, physician credentialing, and health care quality improvement organizations, as well as with accreditation and credentialing bodies in the other health professions.
IV. The Individual

Qualifications and Experience

- A board-certified physician;
- Respected leader who is highly regarded nationally, particularly in the realm of medical education;
- Demonstrated appreciation for the unique role of high-quality medical education in improving the quality of patient care and the health of communities;
- Substantive involvement with organizations dealing with medical education and continuing medical education in particular;
- A powerful grasp of the challenging issues facing medical education and accreditation as well as health care delivery and financing;
- Significant management experience, including budgetary responsibility and ideally profit-and-loss accountability;
- Experience in working effectively with boards, with an understanding of the principles of good governance;
- Record of success in identifying, recruiting, developing, and retaining talented staff, ideally including work with remote staff;
- Preferably with experience as well in recruiting, developing, and retaining an expert volunteer pool;
- Record of successful management of complex negotiations;
- Technologically savvy, ideally including familiarity with health care information technology, current trends in the use of social media and communication technology, and technology that supports virtual offices and volunteer management;
- Understands and applies sophisticated data analysis and interpretation;
- Appreciation for the role of educational assessment, including medical education evaluation, outcomes, and research;
• Preferably has been or continues to be an active clinician, with a strong appreciation for the world of the practicing physician;

• Understanding of the evolution of health care to team-based delivery, value-based care, and population health, with the corresponding role of medical education and interprofessional education;

• Experience with quality and safety improvement initiatives, possessing a strong, demonstrated commitment to excellence in the delivery of health care services and medical education.

**Leadership and Management Competencies**

• A visionary who can create and communicate a compelling picture of how the organization and accreditation as well as health care overall will evolve, tying current initiatives to longer-term strategies and the organization’s mission and values;

• An effective change agent with sensitivity to organizational culture, who is comfortable both leading change and managing in a rapidly changing environment;

• Inspirational leader who provides a contagious sense of mission, purpose, and focus;

• A particularly strong communicator, who is able to effectively engage internal staff, volunteers, government agencies, and a diverse range of other organizations and external stakeholders, including the public and media;

• Coalition builder;

• Systems thinker;

• Original thinker who drives organizational innovation, stimulating staff and external stakeholders to generate and implement innovative solutions to organizational and system challenges;

• Recruiter and developer of top talent and excellent teams;

• Good mentor, who is committed to the professional development of staff; empowers staff by setting goals and tracking performance to achieve superior results; a good
m motivator who motivates and incentivizes staff through a supportive, respectful, and flexible work environment;

- Service-minded with an ultimate focus on high-quality patient care and population health;
- A strong, articulate advocate and public spokesperson for the organization, while recognizing and balancing other viewpoints and interests;
- Highly developed skills in personal diplomacy and negotiation; politically adroit particularly in interactions with external stakeholders.

**Personal Characteristics**

- Dynamic and inspiring;
- Intelligent and innovative;
- Optimistic and engaging;
- Particularly strong interpersonal skills and emotional intelligence;
- Excellent communicator with executive presence;
- Embodies professionalism with high ethical standards and sound judgment;
- Open communications style with an ability to readily develop and maintain trust;
- Self-confident, determined, and persistent, with an ability to appropriately challenge while not becoming confrontational;
- Yet also adaptable, collegial, and collaborative, with the capability to quickly and effectively build consensus.