The Strategic Value of Accredited CME as a “Bridge to Quality™”

CME as a Bridge to Quality™ Accreditation Workshop
August 14-15, 2014

Are We Ready for the Future of CME?

1. What are we building?
2. Who is it for?
3. Have we got it right?

With thanks to....

Adapted from Amir Shevat, Google Developer Relations, Tel Aviv University, June 2013

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“It is the young physicians…”
ACCME Member
Organization Executive
April 25, 2014

“It is the young physicians…”
ACCME Member
Organization Executive
April 25, 2014

900,000
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In 2024, about ‘us’, ‘they’ say
… Do you believe?
• ‘They’ did not have mobile phones
• ‘They’ did not have Internet
• ‘They’ did not have color TV
• ‘They’ used film and not digital cameras

Already they can say....

In 2035, about ‘us’, ‘they’ may say
… Do you believe?
• ‘They’ had mobile phones
• ‘They’ had to learn to drive
• ‘They’ had to cook
• ‘They’ sometimes were disconnected from the internet

Years from 2014....
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In 2042 ... Do you believe ?
* ‘They’ had to learn
* ‘They’ were sick from time to time
* ‘They’ lived in a governed state
* ‘They’ had internet and computers

With all due respect, I say that, maybe...

People who learned like this.....

...should be careful when they design systems for people who learn like this

**Digital Native**

“ It is now clear that as a result of this ubiquitous environment and the sheer volume of their interaction with it, today’s students think and process information fundamentally differently from their predecessors.”

Marc Pensky, 2001
Digital Native or a Digital Immigrant?

Digital native  
Have blended their online life with their offline life

Digital immigrant  
Are adapting to the digital technology introduced during their life time.


They co-exist…..for a while yet

Digital native  
Digital immigrant


“To ensure quality [CPD] opportunities, … [We] require that accredited CPD providers approve group learning activities”

A CME/CPD ACCREDITOR

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How are we going to ‘approve’ this?

How do we think they will react to,

**Two Prevalent Models**

**MOL**
- Reflective self-assessment
- Self-directed searching and learning
- Reflect & Change

**MOC**
- Have a license
- Do products that count
- Pass a test
- Compare your performance to others’

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In 2014 My Professional Practice Gap

In 2035 My Professional Practice

Next

Require and reward
• Engagement
• Change

Next

Require and reward
• Engagement in...
  – Identifying one’s own gaps
    • Outsourced
    • Insourced
  – Addressing gaps
    • Learning
    • Processes
• Change

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Require and reward

• Engagement in...
  – Identifying one’s own gaps
    • Outsourced
    • Insourced
  – Addressing gaps
    • Learning
    • Processes
• Change

Usefulness Measured by...

• Predictive validity
• Content validity
• Face validity

Require and reward

• Engagement in...
  – Identifying one’s own gaps
    • Outsourced
    • Insourced
  – Addressing gaps
    • Learning
    • Processes
• Change

MOL

• Reflective self assessment
• Self-directed searching and learning
• Reflect & Change

MOL Framework

<table>
<thead>
<tr>
<th>Obligation</th>
<th>Expectation</th>
</tr>
</thead>
<tbody>
<tr>
<td>To know, “How am I doing?”</td>
<td></td>
</tr>
</tbody>
</table>

| Path to Fulfillment |
| To identify, “What improvements can I make?” |

| As judged by what standard |
| To have access to, “What do I need to know and be able to do?” |
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CPD as a Scholarly Pursuit
CME as the Academy
- Discovery
- Integration
- Application

Scholarship Reconsidered
Promotions of the Professions
1997

* I DON'T KNOW.....BUT I AM GOING TO FIND OUT!

In 2042 ... Do you believe?
- 'They' had to learn
- 'They' were sick from time to time
- 'They' lived in a governed state
- 'They' had internet and computers

Community
Location
Media
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