

## Purpose & Mission (Criterion 1)

### Copic Continuing Medical Education (CME) Mission Statement

#### **Purpose**

Copic's Continuing Medical Education program's purpose is to promote lifelong learning for physicians and the health care teams they work with. We will do this through the encouragement of behaviors that lessen the likelihood of medical errors and therefore reduce liability claims and improve patient safety. Copic believes such efforts also "raise the bar" regarding quality patient care. Our educational efforts focus on virtually all areas of medical practice and all medical specialties. The Copic CME program seeks to develop and provide a variety of CME activities that meet the educational needs of providers identified by gaps in knowledge, competence or performance and provide an opportunity to affect patient care. These programs will be within the context of the Accreditation Council for Continuing Medical Education (ACCME guidelines)

#### **Content Areas**

Content is developed to address educational gaps identified in the needs assessments and may include various therapeutic areas. Content is also derived from needs assessments of our audience base and is based on best practices of clinical care, patient safety, and risk management. This includes advances in medical liability derived from case studies research, translation and application in clinical practice. The purpose of the content is to strengthen the knowledge, competence and/or performance of physicians, nurses, and other health care professionals as defined in the needs assessment. Quality improvement in all phases of health care is an element that is expected to be incorporated into all content. We also develop evidence-based and clinically oriented topics for generalists and specialists practicing in academic medical centers or in the health care community. Our content will include one or more of the following:

- Patient safety
- Medical ethics/professionalism
- Evidence-based initiatives.

#### **Target Audience**

The Continuing Medical Education program provides educational activities for physicians, nurses and other health care professionals of multiple specialties and subspecialties that are comprised of local and national physicians and other health care providers. In addition, we work to provide team-based education and training for the health care team in the environment that physicians work in.

#### **Type of Activities**

The educational format is determined based on the type of professional gaps revealed in the needs assessment (i.e. knowledge, competence and/or performance gaps) for live activities, co-provided regularly schedule series (RSS,) and enduring materials. Live education activities vary depending on the needs of the target audience and may include didactic presentations, case studies, team training, interactive techniques, simulated patients, and discussion groups. Accessible enduring materials that may be developed include internet-based, remote access, and case studies. Technology is utilized to present

interactive presentations on the web or via teleconference. We will utilize existing tools and develop new tools to measure post activity changes in patient safety and quality.

### **Expected Results**

- Attendees are expected to apply the knowledge and skills gained through Continuing Medical Education activities to improve the outcome of health care with patient safety in mind. Improved teamwork and communication among the health care team is also a goal. Shared decision making and improved clinician to patient communication skills are also a priority.
- Activities are currently evaluated by subjective attendee assessments. For some activities, aggregated objective data is used to measure overall improvement in clinical care.
- In select activities, health care professional data is used to measure individual improvements. It is the goal of our Continuing Medical Education program to continually improve the outcomes and measure the activities Copic presents.
- Change in physician knowledge, competence, performance is assessed as reported by learners in their evaluations of the topics offered and a level of commitment for making the change.