This report summarizes the major accomplishments of the Beaumont Health System Department of Continuing Medical Education from January 1 to December 31, 2016.

Table of Contents

Table of Contents .......................................................... i

Executive Overview/Message from the Director .......................................................... 1

Overview of Beaumont Health CME Programs .......................................................... 2

Allopathic Continuing Medical Education Overview .................................................. 2

Figure 1. Average Number of Allopathic CME Activities in 2016 .................................. 2

Figure 2. Average Hours of Allopathic CME Instruction in 2016 ................................ 3

Figure 3. Average Number of Physician Learners (based on allopathic CME offered) in 2016 .................................................. 3

Figure 4. Average Number of Other Learners (based on allopathic CME offered) in 2016 .......................................................... 4

Osteopathic Continuing Medical Education Overview .............................................. 4

Table 1. Osteopathic CME Data Comparison .............................................................. 4

Overview of Beaumont Health CME Mission Accomplishments ............................ 5

Types of Activities ....................................................................................................... 5

Table 2. Number of Activities by Format ................................................................. 5

Figure 5. Overall Activities by Format Certified by Beaumont Health 2016 .............. 6

Hours of Instruction ..................................................................................................... 6

Table 3. Hours of Instruction by Format and Year ......................................................... 6

Figure 6. Hours of Instruction by Year ......................................................................... 7

Credits Offered ............................................................................................................ 7

Table 4. Types of Credits Offered 2012 to 2016 .......................................................... 7

Figure 7. Type of Credits Offered 2012 to 2016 ......................................................... 8

Target Audience ........................................................................................................ 8

Image 1. CME Attendance by State ........................................................................... 9

Image 2. CME Attendance by County .......................................................................... 9

Attendance by Profession and Activity Type ............................................................. 10

Table 5. Number of Physician Learners by Format and Year ........................................ 10

Table 6. Number of Other Learners by Format and Year ............................................ 10

Content Areas ........................................................................................................... 11

Figure 8. How well Beaumont Met Its Content Areas ............................................... 11

Figure 9. How well Beaumont Designed Activities around Core Competencies ........ 12

Figure 10. Breakdown of Types of Departments Where CME Activities were Offered ............................................................. 12

Figure 11. Non-Clinical Departments .......................................................................... 13

Figure 12. Clinical Departments ................................................................................ 13

Non-Beaumont/Joint Providership ............................................................................. 14
Expected Outcomes................................................................................................................................... 14

Figure 13. Self-Reported Impact of a Beaumont CME Activity on a Learner....................................................... 15

Barriers to Learning................................................................................................................................... 15

Figure 14. Barriers to Change ............................................................................................................................. 16

Linkage to Patient Safety and Quality Metrics ........................................................................................................ 16

Financial Health....................................................................................................................................... 17

Figure 15. Beaumont CME Certification Income ................................................................................................. 17

Income Received for CME Events .................................................................................................................. 17

Figure 16. Beaumont CME Activity Sources of Income ............................................................................................... 18

Figure 17. Average Sources of Income (Allopathic CME Only) ........................................................................... 18

Faculty Development ................................................................................................................................... 19

Staff Education and Scholarship .................................................................................................................. 20

2016 Program Improvements / Accomplishments ......................................................................................... 21

Future Goals…2017 and Beyond .................................................................................................................. 21

CME Committee and Staff .......................................................................................................................... 22

Accredited with commendation by the Accreditation Council for Continuing Medical Education and the American Osteopathic Association to provide continuing medical education for physicians.

© 2016, Department of Continuing Medical Education, Beaumont Health System
Executive Overview/Message from the Director

Welcome to the 2016 Annual Report for the Beaumont Health corporate department of Continuing Medical Education. While the department continued to experience staff turnover in 2016, it was a very successful year with more than 500 educational activities offered, totaling more than 8,000 hours of education, attended by over 35,000 healthcare providers.

The department of CME continues to work closely with departments and divisions within the health system throughout all eight hospitals to oversee the development and implementation of educational activities, ensuring that all CME-certified activities are managed within the Accreditation Council for Continuing Medical Education (ACCME) and American Osteopathic Association (AOA) accreditation requirements and policies, American Medical Association (AMA) requirements, and other CME regulatory policies.

The CME department remains positioned to influence the scope and content of our activities and educational interventions through our framework and processes. CME staff is integrally involved with activities from planning to implementation, allowing for the opportunity to offer frequent guidance and feedback to course directors and department administrative coordinators.

In the coming year, we are committed to strengthening and growing our commitment to physician and allied health professional education through our integrated CME program for all of Beaumont Health, providing new and improved courses, strategic partnerships, as well as enhanced infrastructure.

Brooke J Taylor, MPH, CHCP, FACEHP
Director, Continuing Medical Education
Beaumont Health
Assistant Dean, Continuing Medical Education
Oakland University William Beaumont School of Medicine
Overview of Beaumont Health CME Programs

In 2016, Beaumont Health continuing medical education consisted of a single accredited continuing medical education program offering both allopathic and osteopathic CME serving the educational needs of all eight Beaumont hospitals. As a result of the CME integration, a total of 557 certified activities were offered for 8,161.75 hours of instruction.

The majority of the allopathic education provided in 2016 was developed by Beaumont, Royal Oak (43%), with 12% provided by OUWB’s Center for Excellence in Medical Education, 10% provided by Dearborn, 9% provided by Troy, and 4% provided by Grosse Pointe; Beaumont, Farmington Hills, Taylor, Trenton, and Wayne each provided less than 1% of allopathic education in 2016. In looking at the osteopathic education provided, 60% was developed by Beaumont, Farmington Hills and 22% by Beaumont, Trenton; the remaining 12% of osteopathic education was developed by the health system.

Allopathic Continuing Medical Education Overview

Over the past year, 451 allopathic CME-certified activities were provided throughout Beaumont Health offering 6,521.25 hours of instruction to 25,003 physician learners and 7,981 non-physician learners. Overall, Beaumont Health has an incredibly strong allopathic continuing medical education program, especially when comparing Beaumont Health to other CME providers based on data from the 2016 annual report released by the Accreditation Council for Continuing Medical Education.

Figures 1 through 5 represent how Beaumont Health compares to the average national CME accredited hospital/healthcare delivery system (n=83) and school of medicine (n=130) as well as the average state CME accredited hospital/healthcare delivery system (n=930) and school of medicine (n=2).

Figure 1. Average Number of Allopathic CME Activities in 2016

---

Figure 2. Average Hours of Allopathic CME Instruction in 2016

![Average Hours of Instruction](image1)

Figure 3. Average Number of Physician Learners *(based on allopathic CME offered)* in 2016

![Average Physician Learners](image2)
Osteopathic Continuing Medical Education Overview

In 2016, 106 unique osteopathic CME-certified activities were provided throughout Beaumont Health offering more than 1,575.50 unique hours of instruction. More than 2,200 osteopathic physicians received osteopathic CME credits (see Table 1 below).

Table 1. Osteopathic CME Data Comparison

<table>
<thead>
<tr>
<th>Credit Category*</th>
<th>Activities</th>
<th>Hours of Instruction</th>
<th>Credits Awarded</th>
<th>Physician Learners</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-A</td>
<td>8</td>
<td>44.5</td>
<td>4,663.5</td>
<td>370</td>
</tr>
<tr>
<td>1-A Speaker</td>
<td>33</td>
<td>66</td>
<td>488</td>
<td>465</td>
</tr>
<tr>
<td>1-B</td>
<td>73</td>
<td>93</td>
<td>2,446.25</td>
<td>1,095</td>
</tr>
<tr>
<td>1-B Preceptor</td>
<td>2</td>
<td>1,360</td>
<td>98,960</td>
<td>272</td>
</tr>
<tr>
<td>2-A</td>
<td>22</td>
<td>77</td>
<td>52.5</td>
<td>56</td>
</tr>
<tr>
<td>TOTAL</td>
<td>138**</td>
<td>1,640.5**</td>
<td>106,610.25</td>
<td>2,258</td>
</tr>
</tbody>
</table>

*Credit Categories:
- Category 1-A: live, formal educational programs sponsored by an American Osteopathic Association accredited Category 1 CME sponsor
- Category 1-A Speaker: lecturers in osteopathic medical education in a didactic format
- Category 1-B: medical education lecture attendance, and committee meetings
- Category 1-B Preceptor: GME faculty/preceptors (up to 720 hours/year)
- Category 2-A: formal educational programs that are sponsored by an ACCME accredited provider for AMA PRA Category 1 Credit™ or an AOA-accredited Category 1 CME Sponsor that does not meet the faculty/hours requirement for Category 1-A credit

**Several activities offered more than one AOA credit category.
Overview of Beaumont Health CME Mission Accomplishments

The mission of the Beaumont Health Continuing Medical Education program is to develop and implement creative, ethical, and evidence-based educational opportunities for life-long learning that are designed to increase competence, enhance practice performance, promote patient safety, and/or improve patient outcomes in the populations served by the healthcare providers we educate. Learners are expected to gain competence in their approach to clinical problem solving, apply newly acquired strategies in their practice, and change their performance in order to provide evidence-based and patient-centered care.

In 2016, the department of CME successfully fulfilled its mission through the certification of 451 educational activities totaling 6,521.25 hours of instruction.

For purposes of this report, all data prior to 2016 is based on legacy Beaumont (William Beaumont Hospital) only.

Types of Activities

Beaumont uses a variety of activities in order to accomplish its educational goals, including seminars and/or workshops; web-based enduring materials; simulation training; ongoing faculty development series; and departmental regularly scheduled series (grand rounds, tumor boards, mortality/morbidity conferences, journal clubs).

Table 2. Number of Activities by Format

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars*</td>
<td>263 (91)</td>
<td>151 (110)</td>
<td>122 (104)</td>
<td>138 (107)</td>
<td>152 (125)</td>
</tr>
<tr>
<td>Osteopathic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>Seminars</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>98</td>
</tr>
<tr>
<td>Regularly</td>
<td>125</td>
<td>132</td>
<td>147</td>
<td>175</td>
<td>234</td>
</tr>
<tr>
<td>Scheduled Series</td>
<td>(RSS)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Osteopathic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RSS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web-based</td>
<td>41</td>
<td>86</td>
<td>87</td>
<td>94</td>
<td>61</td>
</tr>
<tr>
<td>Enduring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning from</td>
<td>2</td>
<td>1</td>
<td>4</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Teaching</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>431</td>
<td>370</td>
<td>361</td>
<td>416</td>
<td>557</td>
</tr>
<tr>
<td>(259)</td>
<td>(329)</td>
<td>(343)</td>
<td>(385)</td>
<td>(530)</td>
<td></td>
</tr>
</tbody>
</table>

*Several allopathic seminars had multiple sessions – each session is recorded as a new activity per Accreditation Council for Continuing Medical Education requirements. Removing duplicate sessions increases the number of unique offerings as identified in parentheses.

The overall number of allopathic activities Beaumont certified for CME credits increased by 8% with the number of unique allopathic offerings increasing by 10% compared to 2015.

Data for 2012 to 2015 is based on legacy Beaumont (William Beaumont Hospital); data prior to 2016 is not available for osteopathic activities.
Figure 5. Overall Activities by Format Certified by Beaumont Health 2016

**Number of Activities**

- **Courses**
- **RSS**
- **Internet (enduring)**

*Data includes both allopathic and osteopathic certified education.*

**Hours of Instruction**

In 2016, the hours of instruction for allopathic CME increased by 22% compared to 2015 with more than 6,500 hours of instruction offered. The increase was primarily noted in Seminar/Courses.

**Table 3. Hours of Instruction by Format and Year**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Allopathic</td>
<td>Osteopathic*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seminars</td>
<td>884.25</td>
<td>629.25</td>
<td>769.5</td>
<td>1,065.25</td>
<td>1,146</td>
</tr>
<tr>
<td>Regularly Scheduled Series</td>
<td>2,846</td>
<td>3,105.25</td>
<td>3,468.75</td>
<td>3,995.25</td>
<td>5,086.5</td>
</tr>
<tr>
<td>Web-based Enduring</td>
<td>27</td>
<td>70.25</td>
<td>80.25</td>
<td>118.5</td>
<td>78.25</td>
</tr>
<tr>
<td>Web-based Live</td>
<td>2</td>
<td>1.5</td>
<td>4.75</td>
<td>13.5</td>
<td>9.25</td>
</tr>
<tr>
<td>Learning from Teaching/Preceptoring</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>154</td>
<td>201.25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>3,729.25</td>
<td>3,806.25</td>
<td>4,323.25</td>
<td>5,346.5</td>
<td>6,521.25</td>
</tr>
</tbody>
</table>

*Osteopathic hours of instruction include Category 1-A, 1-A Speaker, 1-B, 1-BP, and 2-A.*
Beaumont CME continues to offer different types of CME credits with the majority of credits offered continuing to be from the allopathic CME credit system (AMA PRA Category 1 credits™).

### Table 4. Types of Credits Offered 2012 to 2016

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>AMA PRA Category 1</td>
<td>3,729.25</td>
<td>3,806.25</td>
<td>4,323.25</td>
<td>5,346.5</td>
<td>6,521.25</td>
</tr>
<tr>
<td>OUWB Meaningful Participation</td>
<td>37.00</td>
<td>44.00</td>
<td>209.00</td>
<td>157.5</td>
<td>149.75</td>
</tr>
<tr>
<td>American Academy of Family Physicians</td>
<td>61.50</td>
<td>52.00</td>
<td>36.75</td>
<td>28.00</td>
<td>47.25</td>
</tr>
<tr>
<td>Maintenance of Certification</td>
<td>0.00</td>
<td>0.00</td>
<td>12.00</td>
<td>5.00</td>
<td>1.00</td>
</tr>
<tr>
<td>Trauma CME</td>
<td>19.00</td>
<td>37.00</td>
<td>53.00</td>
<td>91.00</td>
<td>67.75</td>
</tr>
<tr>
<td>American Osteopathic Association 1-A</td>
<td>0.00</td>
<td>0.00</td>
<td>4.00</td>
<td>1.00</td>
<td>57.5</td>
</tr>
<tr>
<td>AOA 1-A Speaker</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>84.00</td>
</tr>
<tr>
<td>AOA 1-B</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>92.00</td>
</tr>
<tr>
<td>AOA 1-BP</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>1360.00</td>
</tr>
<tr>
<td>AOA 2-A</td>
<td>0.00</td>
<td>37.25</td>
<td>14.75</td>
<td>7.5</td>
<td>34.00</td>
</tr>
</tbody>
</table>
Target Audience

*CME activities are directed toward healthcare professionals within Beaumont Health as well as at the local, regional and national levels.*

In 2016, our activities continued to be designed primarily for internal Beaumont/Oakland University William Beaumont School of Medicine employees (84%) with the remaining activities designed for local/regional (8%), national (6%), and international audiences (3%).

During the past year, credits were issued to more than 36,000 healthcare providers (almost 33,000 credits were issued for allopathic education). Learners came from 41 states with Delaware, Idaho, Maine, Mississippi, Montana, New Hampshire, North Dakota, Rhode Island, and Wyoming being the only U.S. states not represented.
**Attendance by Profession and Activity Type**

An increase in the number of physicians and other learners claiming CME credits was observed in 2016 due to the integration of CME programs across Beaumont Health as well as improvements made to the processes for claiming credits.

**Table 5. Number of Physician Learners by Format and Year**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars</td>
<td>2,505</td>
<td>2,269</td>
<td>2,203</td>
<td>2,396</td>
<td>4,066</td>
<td>659</td>
</tr>
<tr>
<td>Regularly Scheduled Series</td>
<td>20,391</td>
<td>18,017</td>
<td>17,033</td>
<td>16,909</td>
<td>20,698</td>
<td>1,599</td>
</tr>
<tr>
<td>Web-based Enduring</td>
<td>122</td>
<td>605</td>
<td>360</td>
<td>206</td>
<td>129</td>
<td>0</td>
</tr>
<tr>
<td>Web-based Live</td>
<td>2</td>
<td>5</td>
<td>14</td>
<td>20</td>
<td>29</td>
<td>0</td>
</tr>
<tr>
<td>Learning from Teaching</td>
<td>0</td>
<td>5</td>
<td>119</td>
<td>74</td>
<td>81</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Credits Offered</strong></td>
<td>23,020</td>
<td>20,896</td>
<td>19,729</td>
<td>19,531</td>
<td>25,003</td>
<td>2,258</td>
</tr>
</tbody>
</table>

**Table 6. Number of Other Learners by Format and Year**

<table>
<thead>
<tr>
<th>Other Learners*</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seminars</td>
<td>1,547</td>
<td>1,830</td>
<td>1,482</td>
<td>1,292</td>
<td>3,157</td>
</tr>
<tr>
<td>Regularly Scheduled Series</td>
<td>3,005</td>
<td>2,666</td>
<td>2,392</td>
<td>3,165</td>
<td>4,466</td>
</tr>
<tr>
<td>Web-based Enduring</td>
<td>90</td>
<td>520</td>
<td>372</td>
<td>385</td>
<td>273</td>
</tr>
<tr>
<td>Web-based Live</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>29</td>
<td>85</td>
</tr>
<tr>
<td>Learning from Teaching</td>
<td>0</td>
<td>0</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Credits Offered</strong></td>
<td>4,647</td>
<td>5,021</td>
<td>4,250</td>
<td>4,871</td>
<td>7,981</td>
</tr>
</tbody>
</table>

*Osteopathic credits do not apply to other learners.
Content Areas

The content of Beaumont’s CME activities serves both primary care and medical specialties as appropriate. Activity topics address communication skill development, clinical practice guidelines related to improvement of patient quality of life; diagnosis, treatment and prevention of disease, clinical research, and ethics & safety considerations for patients.

Figure 8. How well Beaumont Met Its Content Areas

In addition, each CME-certified activity was developed to address at least one American Board of Medical Specialties, Accreditation Council for Graduate Medical Education, or Institute of Medicine core competency.
In 2016, 60% of Beaumont certified activities were developed by clinical departments, 29% by non-clinical departments such as medical administration, human resources, information technology and 11% were developed by organizations external to Beaumont.

**Figure 9. How well Beaumont Designed Activities around Core Competencies**

**Figure 10. Breakdown of Types of Departments Where CME Activities were Offered**
Figure 11. Non-Clinical Departments

- Ethics
- Human Resources
- Information Technology
- Medical Administration
- OUWB School of Medicine
- Quality & Safety

Figure 12. Clinical Departments

- Anesthesiology
- Cardiovascular Medicine
- Emergency Medicine
- Family Medicine
- Internal Medicine
- Neuroscience
- OB/Gyn
- Oncology
- Ophthalmology
- Orthopaedic Surgery
- Pathology
- Pediatrics
- PM&R
- Psychiatry
- Radiology
- Surgery
- Urology
Non-Beaumont/Joint Providership

Beaumont CME regularly partners with outside organizations in the planning, development and implementation of CME activities. In 2016, our formal partners included:

- American Academy of CME
- American Conference for the Treatment of HIV
- American Board of Emergency Medicine
- Association for Molecular Pathology
- Aspen Retinal Detachment Society
- Arizona Ophthalmological Society
- Cabrini Clinic
- Detroit Institute of the Arts
- Greater Detroit Area Health Council
- Journal of Investigative Dermatology
- Medical Conference Planners
- Michigan Arthroplasty Registry Collaborative Quality Initiative
- Michigan Center for Fertility and Women's Health
- Michigan Department of Community Health
- Michigan Health & Hospital Association
- Michigan Public Health Institute
- Michigan Orthopaedic Society
- Michigan Society of Echocardiography
- Michigan Society of Eye Physicians and Surgeons
- Michigan State University
- Minimally Invasive Neurosurgical Society
- Retina Society
- Vit-Buckle Society
- Wayne County Health Department
- Wayne State University

Expected Outcomes

Learners are expected to gain competence in their approach to clinical problem solving, apply newly acquired strategies in their practice, and change their performance in order to provide evidence-based and patient-centered care.

During the educational planning stages, it was identified that 98% of Beaumont CME activities were being designed to change knowledge/competence, 18% performance, and 3% patient outcomes. Following the conclusion of each CME-certified activity, learners were asked to identify whether the content would help improve their competence, performance, and/or patient outcomes as well as how their participation in the CME-certified activity would change their practice. Approximately, 80% of learners indicated they would either seek additional information or implement new information/skill(s) into their practice as a result of the activity. Within 60-days following each conference, a follow-up survey was distributed to learners; while response rates were low overall, an average of 62% of learners completing the survey self-reported that they had successfully sought additional information or implemented new information and/or skill(s) into their practice.
Of those learners who indicated they had successfully made a change to their practice as a result of participating in the CME-certified activity (51%), the 60-day post conference follow-up survey also revealed that overall 11% had implemented changes with varying results and 19% still had plans to implement changes into their practice. More than 20% of learners who successfully implemented a change in practice indicated they had noticed an improvement in their patient outcomes as a result of the activity. The following word cloud demonstrates several common themes noted regarding observed improvements in patient outcomes:

**Barriers to Learning**

While few learners indicated system barriers would prevent them from making changes to their practice, the pre-conference application (completed by the planning committee), immediate post-conference evaluation, and 60-day post-conference follow-up evaluation (each completed by learners) identified multiple barriers that could potentially impact learning and/or implementation of changes in practice.
Evaluation results also indicated that, overall, learners felt the level and quality of Beaumont CME activities were appropriate (99%), the content was relevant (96%), and activities were presented without bias/product promotion (99%).

**Linkage to Patient Safety and Quality Metrics**

Planners were asked to identify through the CME educational planning document/application whether the meeting would be utilized as a strategy to meet any patient safety and/or quality metrics at the department, hospital, or health system-level. Approximately 52% of meetings were designed to meet at least one national quality metric, such as AHRQ (10%), Core Measures (21%), HCAHPS (13%), or Joint Commission (9%).
Financial Health

While Beaumont CME has historically increased the amount of income received annually for certification and other services performed by the department, a decrease in CME certification income was noted in 2016 due to a change in pricing for internal projects. As part of the integration of CME programs across Beaumont Health, it was decided that CME would no longer charge a fee for events being planned by Beaumont departments for Beaumont employees. See Figure 15 for a breakdown of CME fees collected.

Of the CME fees collected, 86% were related to certifying the event for CME credits, 5% was for managing the registration process, 4% was for an additional rush fee for late application submissions, and 2% was to provide American Academy of Family Physician additional certification. Additional fees collected that totaled less than 1% of the fees included applying for educational grants, processing name badges, and providing on-site meeting management support.

Figure 15. Beaumont CME Certification Income

Income was received from multiple sources for certified CME events, including commercial support (i.e., grants from pharmaceutical and medical device companies), advertisements and exhibit fees, registration fees, and government grants. All income for CME-certified activities was received by the department hosting the event in order to off-set event expenses; CME did not retain any of this income. In 2016, 50% of CME-related income was from advertisements and exhibit fees, 29% from registration fees, and 19% from commercial support grants.
When comparing Beaumont Health to the average nationally accredited and state accredited school of medicine and hospital/healthcare delivery system, Beaumont Health brings in a high volume of commercial support as well as significantly more advertising/exhibit and registration income for our CME-certified activities (see Figure 17). Data for this comparison again came from the Accreditation Council for Continuing Medical Education 2016 Annual Report referenced on page 2 of this report and reflects Beaumont’s allopathic CME program only.

Figure 16. Beaumont CME Activity Sources of Income

Figure 17. Average Sources of Income (Allopathic CME Only)
Faculty Development

In 2016, Beaumont CME was able to work with Beaumont Farmington Hills to develop five osteopathic faculty development courses on the topics of physician wellness, burnout prevention and professionalism, quality and safety, transitions of care, understanding the research process, and GME and NAS review.

In addition, the department of CME continued to worked closely with the Oakland University William Beaumont School of Medicine Center for Excellence in Medical Education in order to assist with career development, clinical teaching skills, knowledge of adult learning principles, and assessment techniques. More than 50 faculty development courses were offered in collaboration with OUWB throughout 2016, including:

Certificate in Medical Education
*Topics included: blended learning, curriculum theory, diversity and inclusion, educational theory and pedagogy, internationalization, interprofessional education, feedback and mentoring, large group teaching, presentation skills, simulation, teaching of thinking (critical, reflective and interpretive), practice-based education, workplace learning, addressing professionalism issues with students, threshold concepts and transformational learning*

Faculty Development
*Topics included: cultural awareness, diversity and inclusion, curriculum, brief teaching moments, imposter syndrome, teaching in an ambulatory setting, ethics, difficult conversations*

Fellowship in Medical Education
*Topics included: hypothesis driven research, introduction to qualitative data collection methods, program evaluation, evaluation research, qualitative analysis methods, questionnaire design, survey research, scholarly writing, publishing, data management, formulating research questions, searching and evaluating medical education literature*

5th Annual Medical Education Week
*Topics included: changing challenges and opportunities in medical teaching, clinical cultural competence, developing practice wisdom, creating a productive and engaging writing practice, accessing and publishing medical education resources, Stanford clinical teaching workshop, the impaired physician and student*

Our mission is to...
- enable students to become skilled, ethical, and compassionate physicians who are invested in the scholarship of discovery, and dynamic and effective medical educators.
- provide opportunities for physicians-in-training to develop their knowledge and skills and to benefit from collaborative relationships with highly qualified faculty, medical staff and numerous supporting professionals.
- provide opportunities for lifelong learning for physicians in order to increase physician competence, enhance practice performance, promote patient safety, and improve patient outcomes in the populations we serve.
- foster a culture of excellence among the OUNB school of medicine basic science and clinical faculty members through focused faculty development activities with a shared commitment to better educate tomorrow’s physicians.
Staff Education and Scholarship

Regular staff education and process improvement team meetings are held throughout the year. In addition, the following scholarship occurred:

Conferences Attended
- Beaumont Health Leadership Academy
- Michigan State Medical Society annual conference
- Society for Academic Medical Education annual conference and webinars

Presentations Given
- CME World Congress – San Diego, CA
  *Identifying and Mitigating Conflict of Interest: A Survey of CME Providers*
- Michigan State Medical Society Annual Conference on CME Accreditation – Battle Creek, MI
  *Regularly Scheduled Series: Documentation, Evaluation, Abstracts and More*
  *American Board of Medical Specialties and PARS: A Maintenance of Certification Update*
  *PARS Update: Changes for the 2017 Reporting Year*

Research Projects
- Identifying and Mitigating Conflict of Interest: A Survey of CME Providers
  
  This research project evaluated continuing professional development professionals on the most common and specific actions taken for identifying and resolving (mitigating) identified conflicts of interest, the resources spent on identification and resolution of conflicts of interest, and how processes vary by provider type and activity format.

State/National Committees Served
- Alliance for Continuing Education in the Health Professions *Almanac* – Assistant Editor
- Alliance for Continuing Education in the Health Professions – Annual Conference Planning Committee
- Accreditation Council for Continuing Medical Education – Site Surveyor
- Accreditation Council for Continuing Medical Education – Accreditation Review Committee
- Michigan State Medical Society – Continuing Medical Education Committee
- Society for Academic Continuing Medical Education – Central Region Representative
- Society for Academic Continuing Medical Education – Board of Directors
- Society for Academic Continuing Medical Education – Strategic Affairs Workgroup
- Society for Academic Continuing Medical Education/Association for American Medical Colleges – Joint Working Group
- Association for Hospital Medical Education – CME Committee

Professional Memberships
- Alliance for Continuing Education in the Health Professions
- Association for Hospital Medical Education
- Society for Academic Continuing Medical Education
2016 Program Improvements / Accomplishments

A number of projects were completed in order to improve the overall program and/or increase efficiencies within the department of Continuing Medical Education. The primary accomplishments for 2016 include:

✓ Implemented a fully integrated organizational CME structure for Beaumont Health including development of consistent job descriptions, redirection of reporting relationships, and consolidation of accreditations for both allopathic and osteopathic CME.

✓ Implemented and operationalized the use of a single CME software system (CloudCME™) across Beaumont Health to improve physician credit tracking and eliminate data redundancies.

✓ Implemented new technology-based methods for claiming CME credits including texting.

Future Goals…2017 and Beyond

☐ Align continuing medical education offerings with the strategic imperatives of Beaumont Health through the creation of a CME offering related to just culture/improving safety culture, population health, and value-based purchasing.

☐ Achieve successful Allopathic CME Accreditation through the Accreditation Council for Continuing Medical Education. Begin revising processes for allopathic CME accreditation to comply with new accreditation criteria.

☐ Increase osteopathic CME offerings throughout Beaumont Health to assist osteopathic physicians with meeting their licensure requirements. Provide a minimum of three Category 1-A educational opportunities.

☐ Increase educational opportunities that are eligible for maintenance of certification credits to assist Beaumont Health medical staff obtain appropriate education to improve competence, performance and/or patient outcomes. Provide a minimum of five MOC-approved CME opportunities.

☐ Increase collaborations with the departments of nursing and pharmacy in order to develop interprofessional education designed for the entire healthcare team.

☐ Increase linkage of CME into quality improvement and patient safety initiatives to assist Beaumont Health with improving patient and physician satisfaction, managing and preventing serious safety events, and monitoring and improving appropriate core and quality assessment measures.
CME Committee and Staff

The CME Committee and Staff are crucial to the accomplishment of the goals established for the department of Continuing Medical Education. Their dedication, expertise, and ability to work with a diverse population is critical to maintaining a high-quality CME program.

2016 CME Staff

- Brooke Taylor, MPH, CCMEP – Director of Continuing Medical Education
- Alexia Allen – CME Coordinator (through June 2016)
- Linda Fennell – Administrative Assistant (joined July 2016)
- Esther Gargalino – CME Osteopathic Coordinator (joined from legacy Botsford, January 2016)
- Karlene Kilburn – CME Coordinator (through September 2016)
- Rebecca Kirk – CME Coordinator (joined December 2016)
- Sherrie Ode – CME Coordinator
- Jessica Rice – CME Coordinator
- Christian Smith – Computer Systems Coordinator
- Marianne Soroka-Martin – CME Coordinator (joined from legacy Oakwood, January 2016)
- Lindsay Yeatts – Administrative Assistant (through June 2016); CME Coordinator (starting July 2016)

CME Committee

Todd Wilkinson, MD  
Internal Medicine, Royal Oak  
CME Committee Chair

Zulfigar Ahmed, MD  
Anesthesiology, Dearborn

Edward Cohn, MD  
Ophthalmology, Royal Oak

Nancy Cutler, MD  
Pediatric Cardiology, Royal Oak

Jeffrey Devries, MD, MPH  
Graduate Medical Education

Thomas Ditkoff, MD  
Orthopaedic Surgery, Royal Oak

Christine Duncan  
Medical Education, Dearborn

Rajesh Gulati, MD  
Cardiology, Wayne

Sangeeta Kaur, MD  
Obstetrics & Gynecology, Royal Oak

Paula Kim, MD  
Family Medicine and Medical Administration, Grosse Pointe

Kiran Nandalur, MD  
Radiology, Royal Oakaa

Kathy Pawlicki, MS  
Pharmacy Administration

Renato Ramos, MD  
Cardiology, Royal Oak

Valerie Reid  
Library Services, Dearborn

David Rodgers, MD  
Family Medicine, Troy

Manveen Saluja, MD  
Internal Medicine, Royal Oak

Sandor Shoichet, MD  
Internal Medicine, Royal Oak

Lori Stec, MD  
Ophthalmology, Royal Oak

Robyn Thomas  
External Quality Measures

Collette Wyte, MD  
Emergency Medicine, Royal Oak

Janet Zimmerman  
Library Services, Royal Oak