

# DCA

Diversified Consulting Associates, LLC

## Continuing Medical Education

### UNIQUE CME EXPERIENCE

*DCA works effectively with independent, academic medical centers, sponsoring institutions, and individual training programs across the medical specialties spectrum.*

# focus

## Education viewed as a strategic asset

DCA applies its knowledge of and experience with CME and the requirements of the Accreditation Council for Continuing Medical Education to innovate, advance, and build upon the standards for quality CME.

Physicians are demanding relevant CME knowledge in innovative learning formats that are effective and time-managed.

CME is more important than ever with the Maintenance of Certification, and the Maintenance of Licensure requirements under active consideration. Physician performance and accountability requirements and public reporting have accelerated the need to structure high-impact CME programs that improve physician competence and impart new knowledge (clinical methods, diagnostics, therapeutics, protocols).

CME must be viewed as a strategic asset to both the provider and the learner. To be relevant, it must fulfill physician state licensing educational requirements and be valued by physicians as a vehicle that will maintain and improve their practice of medicine. Additionally, CME must be a service to hospitals to:

- Ensure that the hospital has a well-trained, credentialed medical staff;
- Integrate physicians into the system;
- Improve quality, patient safety, and cost effectiveness of care;
- Support increased patient referrals;
- Ensure that physicians are clinically competitive with physicians in other hospitals;
- Develop and market physicians as peer leaders;
- Recruit physicians to a life-long learning culture (UGME, GME, CME); and
- Integrate clinical practice and quality to deliver the best medical care to patients and communities.

To underscore the accomplishments and aspirations of your current CME organization and to determine the extent to which your CME organization will need to be reshaped to meet future demands, DCA recommends (as a minimum action) a CME Evaluation to accomplish the following:

- Evaluate the CME Organization Structure;
- Construct CME Program Profiles®;
- Conduct a Needs and Value Assessment;
- Conduct a Capabilities Assessment;
- Conduct a Curriculum Assessment;
- Quantify the CME Financial Investment and Annualized Budget;
- Conclude with a Comparative Summary and Analytics; and
- Recommend Strategies.

Health systems will be challenged to continue to provide high quality CME content in a rapidly evolving CME environment—an environment that will be federally conscripted to provide improved and continuously improving quality, patient safety, and cost effective care. DCA can assist your organization in preparing for the migration to a robust curriculum that teaches leadership and clinical excellence, and promotes quality, patient safety, and cost effective care aligned with your organizational strategy.

