

# INVITATION

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THE 13<sup>TH</sup> ANNUAL  
CONFERENCE FOR  
CME PROFESSIONALS  
*The Gail Harms Memorial Conference*

**PARTNERS IN PERFORMANCE:  
TOOLS AND TIPS FOR STRENGTHENING  
THE PERFORMANCE OF YOUR CME PROGRAM  
WHILE NAVIGATING THE ACCREDITATION  
PROCESS**

A CONFERENCE AND NETWORKING OPPORTUNITY  
FOR THE BEGINNER, INTERMEDIATE  
AND ADVANCED CME PROFESSIONAL

**Our goal is to do more than deliver information.  
We will provide specific examples of how to put the  
updated criteria into practice in your CME Program.**

PRESENTED BY



***CELEBRATING 28 YEARS***

FRIDAY, NOVEMBER 20, 2009  
9:00 a.m. – 4:30 p.m.

Good Samaritan Hospital  
Moseley-Salvatori Auditorium  
616 Witmer Street  
Los Angeles, CA 90017

Conference includes continental breakfast and complimentary lunch.

# **PARTNERS IN PERFORMANCE: TOOLS AND TIPS FOR STRENGTHENING THE PERFORMANCE OF YOUR CME PROGRAM WHILE NAVIGATING THE ACCREDITATION PROCESS**

## **Gap Analysis/ Determination of Need**

The SCMEC planning committee has identified knowledge, competence and performance gaps in SCMEC members and the CME community at large.

Knowledge: As expressed by members, there is a desire to learn more about the updated criteria, the accreditation process, and how to achieve measurable outcomes.

Competence: CME providers or other educational content planners are not able to apply updated criteria in their CME program and/or are unable to achieve a systems approach with other colleagues in their CME planning.

Performance: Based on state and national accreditation surveys, even if providers are competent, there is a performance gap in applying accreditation guidelines and standards and/or achieving measurable outcomes.

## **Desired Outcomes/Objectives**

Upon completion of the activity, participants will be better able to:

- Collaborate with those in your institution or other educational content planners who can help identify performance gaps.
- Successfully navigate the IMQ and ACCME re-accreditation surveys or process.
- Manage a CME Program that meets all the accreditation criteria and provides education that closes performance gaps in your institution or with your target audience, including specialty societies.

## **Learners/Target Audience**

This activity is designed for professionals who are directly or indirectly involved in the planning of CME activities, as well as their performance improvement/quality management and medical librarian colleagues. Physicians involved in the planning process of CME activities are strongly encouraged to attend.

## **Educational Methods**

This activity will be a 7.5 hour event. It will include lecture presentations, case examples, breakout sessions, use of an audience response system, a luncheon, networking opportunities, raffles, and more!

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**Activity Accreditation**



This activity has been planned and implemented in accordance with the Institute for Medical Quality (IMQ) and the California Medical Association's (CMA) CME Accreditation Standards through the Joint Sponsorship of SCMEC and Providence Saint Joseph Medical Center.

Providence Saint Joseph Medical Center is accredited by IMQ/CMA to provide continuing medical education for physicians. Providence Saint Joseph Medical Center takes responsibility for the content, quality and scientific integrity of this CME activity.

Providence Saint Joseph Medical Center designates this educational activity for a maximum of 6.0 *AMA PRA Category 1 Credits*<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity. This credit may also be applied to the CMA Certification in Continuing Medical Education.

This activity has been approved by the National Association Medical Staff Services for 6.0 Category 1 continuing education units.

**Distinguished Faculty/Moderators\***

- **Pam Beaton, BS**  
Associate Administrator, IMQ CME Accreditation Program
- **Ysabel Bertolucci, AHIP**  
Manager, East Bay Library Services,  
Kaiser Permanente Oakland
- **Sheryl Horowitz, PhD**  
Program Administrator, Cultural and Linguistic Competency  
(CLC) Program, IMQ
- **Jeffrey Mallin, MD**  
Surveyor, IMQ/CMA  
Member, IMQ/CMA CME Committee  
Member, ACCME Accreditation Review Committee  
Director of Medical Education,  
Kaiser Permanente Downey Medical Center
- **Shepard Palitz, MD**  
Surveyor, IMQ/CMA  
Member, IMQ/CMA CME Committee  
Retired General Surgeon
- **Jerrald Roberts**  
CME Project Coordinator, University of Utah School of  
Medicine

\* Speakers are subject to change without notice

## A G E N D A

8:00AM – 8:55 AM	Registration, Continental Breakfast
9:00AM – 9:10AM	Presidents Welcome <b>Jacqueline Steltz-Lenarsky, MA</b> President, SCMEC <b>Lisa Marks, MLS, AHIP</b> President, MLGSCA
9:10 to 9:25 AM	Pre-Test: Audience Response System <b>Jacqueline Steltz-Lenarsky, MA</b>
<b><u>S E S S I O N I</u></b>	
9:30AM – 10:00AM	Leveraging Librarians to Enhance CME Activities <b>Ysabel Bertolucci, AHIP</b>
10:00AM – 10:30AM	How to Set-Up Your Own Easy & Exciting Internet Point-of-Care CME Program <b>Jerrald Roberts</b>
10:30AM – 10:45AM	Q&A
10:45AM- 11:00AM	BREAK
11:00AM - 11:30AM	Put a Little CLC into Your Case-Based RSS' <b>Sheryl Horowitz, PhD</b>
11:30AM- 12:00PM	CME As A Strategic Asset in Your Organization <b>Speaker: To Be Announced</b>
12:00PM – 1:00PM	<b>Lunch &amp; Awards</b>
<b><u>S E S S I O N I I</u></b>	
1:00PM – 1:30PM	Updated Criteria, New Application Process: What You Need to Know <b>Pam Beaton, BS</b>
1:30PM – 2:15PM	Compliance Findings: What Are Problem Areas for Providers? <b>Jeffrey Mallin, MD</b>
2:15PM – 3:00PM	Moving From Compliance to Performance: No More Business-As-Usual <b>Shepard Palitz, MD</b>
3:00PM – 3:20PM	BREAK
3:20PM – 4:20PM	<b>BREAKOUTS</b>
4:20 PM - 4:30PM	Evaluations/ Post-Test: Audience Response System
4:30PM	Adjournment

## **REGISTRATION INFORMATION**

Mail or FAX registration form to:

**Maria Anderson**  
**SCMEC Treasurer**

100 W. Main Street, Suite 6  
Tustin, CA 92780

Tel 714-505-4777 Ext. 10 Fax 714-505-7698 Email: treasurer@scmec.org

Make check payable to: **SCMEC**

Amex, MasterCard, and Visa accepted  
(Please use the authorization form provided)

*Early* Registration Fees:

**On or Before October 31, 2009**

\$150.00 (SCMEC members only)

(\$125.00 for each additional registrant from the same institution)

\$175.00 (non-SCMEC members)

(\$150.00 for each additional registrant from the same institution)

**After October 31, 2009, add \$40 to each category above**

Add \$75.00 for Individual SCMEC Membership

Add \$150.00 for Organizational Membership, up to 3 members

REGISTRATION DEADLINE: **November 7, 2009**

Cancellation Policy:

***No refunds after November 7, 2009***

A limited number of rooms are available for the night prior to the conference, November 19<sup>th</sup>, at the Wilshire Grand Los Angeles for \$99 + tax. The hotel is located one block from the conference center.

To book your room(s) please call 888-773-2888 and ask for the "SCMEC" rate.

Parking Validation: Parking validations will be provided for the Lucas lot (located across from the conference center).

### Special Needs

SCMEC fully complies with the legal requirements of the American with Disabilities Act rules and regulations thereof. If you would like to attend this activity and have any special needs; please notify us.

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**REGISTRATION FORM**

Please print clearly

REGISTRATION DEADLINE: November 7, 2009

CANCELLATION POLICY: No Refunds After November 7, 2009

Name		
Title		
Institution		
Address		
City, State, Zip Code		
Phone #		
Fax #		
Email Address		
SCMEC Membership Status	<input type="checkbox"/> Member	<input type="checkbox"/> Non Member
No. of years as CME Professional		
Lunch choice (please select one)	<input type="checkbox"/> Vegetable lasagna	<input type="checkbox"/> Chicken cacciatore

FOR MORE THAN 2 REGISTRANTS, PLEASE COPY THE  
REGISTRATION FORM

If you have any *special needs* (including dietary restrictions) for this activity, please specify:

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Mail or FAX registration form to:

Maria Anderson

**SCMEC Treasurer**

100 W. Main Street, Suite 6

Tustin, CA 92780

Make checks payable to "SCMEC"

Amex, MasterCard, and Visa accepted

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www.scmec.org



## C R E D I T   C A R D   A U T H O R I Z A T I O N   F O R M

Date: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Expiration Date (MM/DD/YYYY): \_\_\_\_\_ V-Code: \_\_\_\_\_

Amount of Charge: \$ \_\_\_\_\_

Charge / Payment For: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Please Fax Completed Form To:**

**SCMEC Treasurer**

Fax 714-505-7698

**Or Via Mail:**

**Maria Anderson**

100 W. Main Street, Suite 6

Tustin, CA 927820

**Questions?**

Phone: 714-505-4777 x10

Email: [Treasurer@scmec.org](mailto:Treasurer@scmec.org)

[www.scmec.org](http://www.scmec.org)