

How Do You Know You Are Meeting Your Mission?

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Disclosures

- Sr. Management Employee and Shareholder, DBC Pri-Med LLC
 - For-Profit Accredited Medical Education Company which seeks and
 - receives education grants from commercial interests; also conducts CME activities without commercial support; exhibits
- Collaborator with numerous accredited and non-accredited organizations
- No stock or other financial stake in any commercial interest

“If you think education is expensive, try ignorance”

-Robert Bork

Pop Quiz!

- Do you know your organization's CPE mission?
- How often do you think about the mission?
 - Once a week
 - Once a month
 - Once a year
- Does your upper management know your CPE mission?
- Do you think your mission is effective? Why? Why not?
- How many people in the room regularly evaluate their organization's mission?

Our Mission Today: To enable each participant to walk away with the understanding of ...

- What is an organization's mission and why it is important
- What elements are necessary for an effective mission
- What collaborative strategies can be used to achieve your mission
- What measures are available to evaluate your mission

And provide the framework for application of strategies to fulfill on the above.

4 Steps to Meeting your Mission

1

Know your Mission

2

Identify the Elements

3

Collaboration

4

Measure

1. Know What a Mission is and Specifically, YOUR Organization's Mission

1

Know your
Mission

- A mission statement is a short, written statement of the purpose of an organization. This purpose functions to define why an organization exists
- It also provides linkages to your obligations (responsibilities and accountabilities) to the accrediting organization
- “Know Thyself”
- The key is to have a mission statement that aligns with what is actually do-able
 - “Know How To Operationalize”

Your Mission is the Fabric of the Organization

- Keeps everyone connected
- Keeps everyone moving in the right direction

1

Know your
Mission



To assure and advance excellence in education for the profession of pharmacy

ACPE assures excellence in education for the profession of pharmacy by:

- Establishing standards and criteria for the accreditation of pharmacy programs and continuing education providers
- Promoting continuous quality improvement within its accredited groups and itself
- Accrediting pharmacy education providers and programs
- Reporting publicly on its activities
- Encouraging innovation in pharmacy education
- Emphasizing learning outcomes in pharmacy education
- Consulting and assisting in the development and advancement of quality pharmacy education, including the conduct of accreditation research
- Gathering and analyzing information and ideas from multiple sources and viewpoints and requesting and responding to feedback from its various constituencies as the basis for wise policy development and decision-making

PMI Mission Statement

- The purpose of pmiCME's CPE Program is to provide clinically relevant educational activities for clinicians that will advance the practice of healthcare and the outcomes of care for patients.
- Pri-Med is committed to providing superior quality continuing education that is evidence-based, and clinical management state up-to-date practice skills.

2. Identify the Elements of your Mission

2

Identify the
Elements

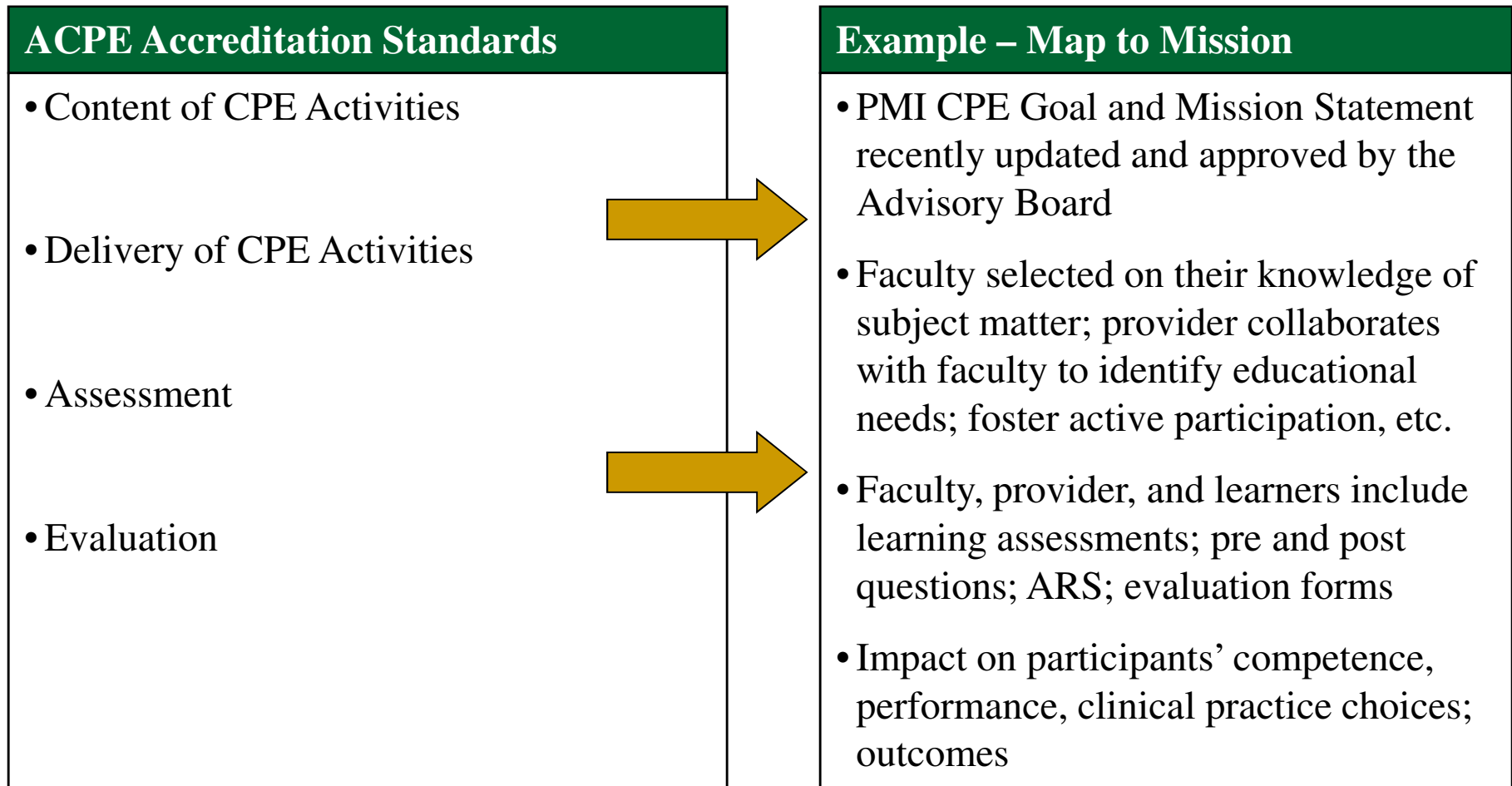
- Understand accreditation criteria and organizational goals
- Map to accreditation criteria (ACPE updated Jan. 1, 2009)
- Identify what you want to achieve
- Customize to the audience

Align Mission with Accreditation Criteria

2

Identify the Elements

- Understand accreditation criteria and organizational goals - http://www.acpe-accredit.org/pdf/CPE_Standards_Final.pdf
- Map to accreditation criteria



Goal and Audience Check

2

Identify the Elements

- Identify what you want to achieve
- Map back to the audience

Establish BASELINE	Evaluate Immediate RESULTS	Follow-Up POST-EDUCATION
<ul style="list-style-type: none">• Measure: Confidence, Knowledge, Adherence• Online survey administered to pre-registered participants 2 wks prior to program• Distributed, tabulated, and analyzed by 3rd party partner	<ul style="list-style-type: none">• Measure: participant satisfaction, content relevance, speaker performance, immediate knowledge transfer, commitment to change• On-Site tools used to collect data throughout activity – Quantitative Evals, ARS, Q&A, Qualitative forms	<ul style="list-style-type: none">• Measure: Confidence, Knowledge, Adherence, Impact on Patient Care, Barriers to Change• Online survey administered to verified participants 6 wks post program• Distributed, tabulated, and analyzed by 3rd party partner

3. Strategies to Collaborate

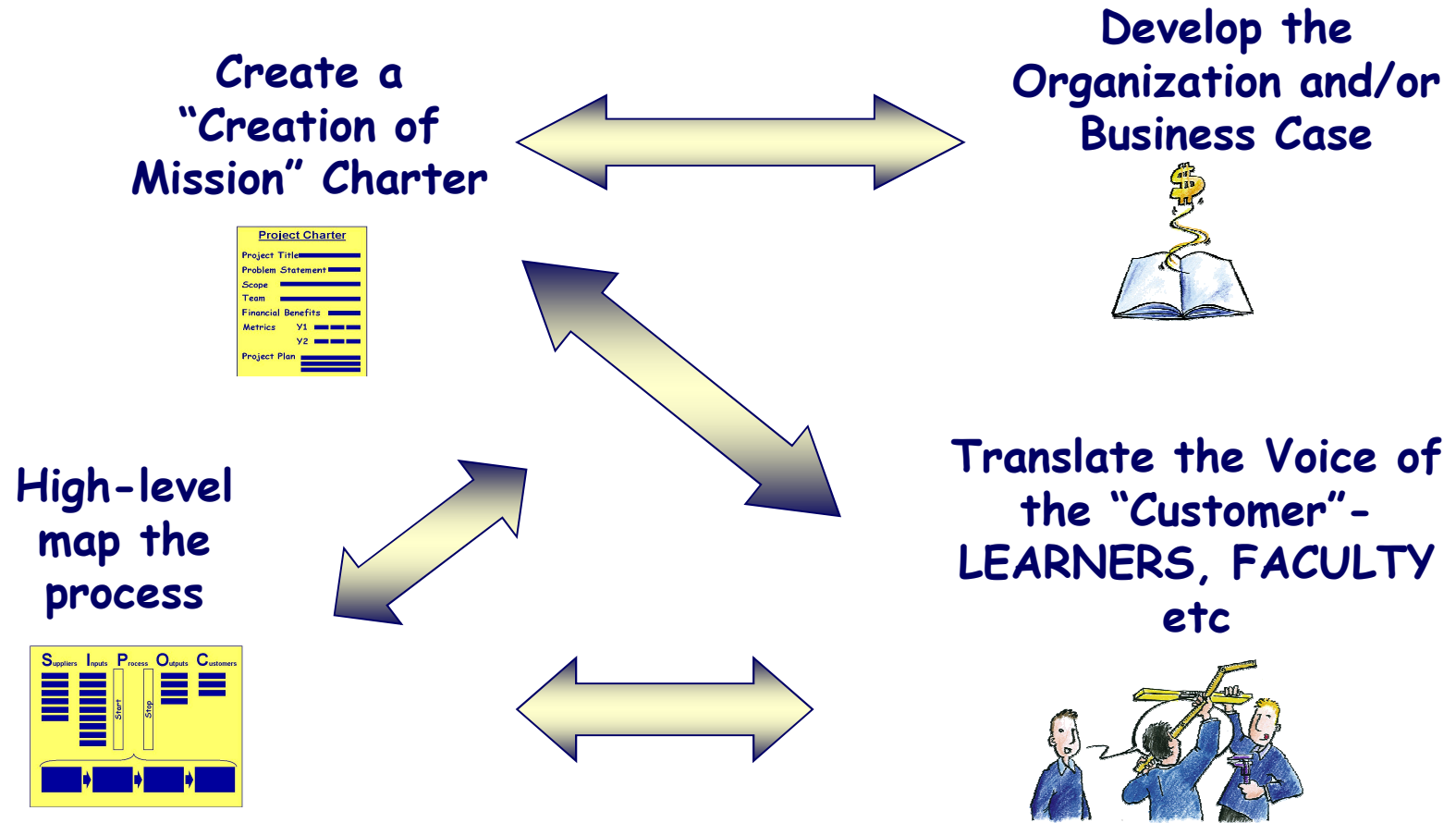
3

Collaboration

- Bring your internal and external stakeholders together to assess opportunities to leverage other expertise to advance the mission, particularly by potential partnerships
- Assess opportunities to leverage other expertise for potential partnerships
- Maximize the resources available to you
- Remember your mission and how stakeholders can help you deliver on that mission

Maximize Resources

- ✓ Assess opportunities to leverage other expertise for potential partnerships
- ✓ Maximize the resources available to you

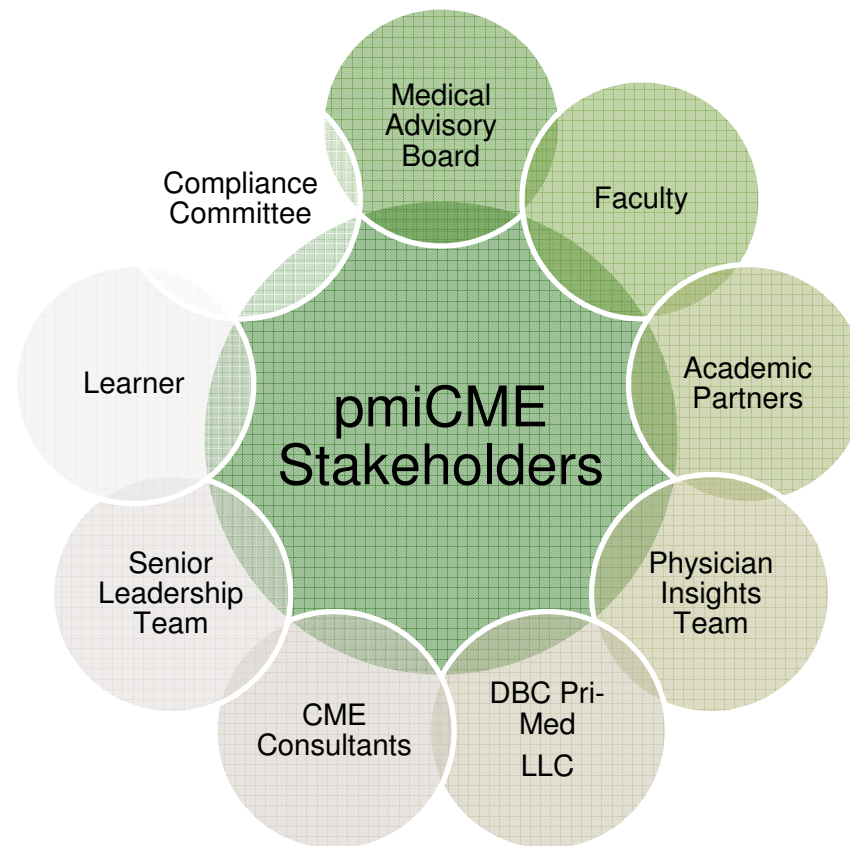


Review Against Mission

3

Collaboration

- ✓ Remember your mission and how stakeholders can help you deliver on that mission



Identify your Stakeholders

3

Collaboration

✓ Bring your stakeholders together Assess opportunities to leverage other expertise for collaboration to meet your Mission

Example: PMI Stakeholders in Continuing Professional Development



- Fair & Unbiased
- Clinically Relevant
- Scientifically Rigorous

4. Measure

4

Measure

- Internal committee meetings and regular analysis
- medical advisory boards and faculty feedback
- ACPE feedback
- Refine accordingly

4. Measure

4

Measure

- ✓ Internal committee meetings and regular analysis



Feedback-ANALYZE

4

Measure

- ✓ Attendee quantitative and qualitative feedback
- ✓ Medical advisory boards feedback
- ✓ Course Chair and Faculty feedback
- ✓ ACPE feedback



4. Measure

4

Measure

✓ Refine accordingly

Year	Areas for Improvement Identified	Improvement	Impact of the Improvement on the stated missions and goals
	support of PMI that allows for the real-time availability of information relating to evaluation data, issuance of certificates, accessibility of information needed for the planning process to support the collaboration—in short, an information management system.	to: <ul style="list-style-type: none"> ▪ Process information in timely manner ▪ Minimize the amount of manual processing ▪ Increase the accuracy of the data ▪ Capability of linking information back to stakeholders 	real-time <ul style="list-style-type: none"> ▪ Application of data to make improvements timely improvements to the overall program. ▪ Learners can self-access certificates online ▪ Feedback from evaluation analyses are provided to appropriate stakeholders for the purpose of immediate improvement for the next iteration of the appropriate module.



Key Takeaways to Remember When Working With Your Mission

- Identify key elements to include in mission statement
- Ensure mission maps to accreditation criteria
- Identify key stakeholders who will aid in achieving mission
- Keep mission top of mind all the time
- Review mission annually

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