



## CME TRAINING FOR MEDICAL WRITERS COURSE OUTLINE

Our program is specifically designed for medical writers and healthcare professionals interested in entering the CME/CPD industry. CME/CPD Training for Medical Writers provides the in-depth education and training needed to become knowledgeable and qualified in several domains relevant to CME/CPD. The program includes ten comprehensive Modules covering the most important aspects of CME/CPD and, for graduates of the Advanced Level, an internship placement with a CME/CPD provider.

Course content is based on current literature on CME/CPD, reports from leading institutions such as the Institute of Medicine (IOM) and the Agency for Healthcare Research and Quality (AHRQ), and results of focus group discussion with CME Providers on the knowledge and skill set sought in CME writers. The updated criteria for Accreditation mandated by the Accrediting Council for Continuing Medical Education (ACCME) are referenced in each Module.

CME Training for Medical Writers is offered at three distinct levels with increasing depth and support and does not require prior CME experience or knowledge. Formats utilized in the course include webinars, discussion, question-and-answer, homework, and case studies.

### TRAINING LEVELS

Basic-Level Training  
Intermediate-Level Training  
Advanced-Level Training and Internship

MODULES	Basic	Intermediate	Advanced
1. Introduction to Continuing Medical Education/Continuing Professional Development	X	X	X
2. The Role of Educational Linkage and Gap Analyses	X	X	X
3. Conducting Needs Assessments and Writing Educational Objectives	X	X	X
4. Writing CME/CPD Content: Content Validity, Evidence-based Education, and Patient Safety	X	X	X
5. Writing CME/CPD Content: Fair Balance and Bias-free Education		X	X
6. Principles of Adult Learning: How to Teach Physicians so They Learn		X	X
7. Effective CME/CPD: The Translation of Physician Learning into Performance Improvement		X	X
8. Evaluations and Outcome Assessments: Measuring the Efficacy of CME/CPD			X
9. Creating Compelling CME/CPD Slide Presentations			X
10. Building your CME Business			X
CME Writers' Internship			X

### MODULES

B = Basic Level

I = Intermediate Level

A = Advanced Level

#### Module 1 - Introduction to Continuing Medical Education and Continuing Professional Development (B,I,A)

Module 1 provides a broad overview of continuing education for physicians by presenting the history of medical education in the United States and significant events leading up to the current regulatory environment of CME/CPD. The roles of various CME/CPD stakeholders, particularly the ACCME and the American Medical Association (AMA) are discussed. A preliminary examination of ACCME's Updated Criteria for Accreditation and the industry's shift toward performance- and competency-based education sets the stage for the rest of the course. A discussion of the AMA's PRA credit system is also included.

#### Module 2 - The Role of Educational Linkage and Gap Analyses (B,I,A)

Module 2 provides a foundational understanding of the purpose and development of CME/CPD by demonstrating how to link the component parts of the CME/CPD planning process to create a strong program. Detailed discussions and systematic instructions on how to conduct a gap analysis to identify physicians' educational needs are presented.

### **Module 3 - Conducting Needs Assessments and Writing Educational Objectives (B,I,A)**

Module 3 focuses on the importance of, and steps needed, to conduct meaningful needs assessments to determine gaps in physician competence. The role of needs assessment as the foundation for CME/CPD is discussed. The importance of including a discussion of barriers to implementation of practice improvements is highlighted. Students are taught a new way to write educational objectives that immediately engages learners, focuses on active behaviors that can be transferred to the clinical setting, indicates specific benefits to the learner and/or their patients, and provides discrete criteria demonstrating achievement of the objectives.

**Homework A:** Students complete a needs assessment worksheet and use the worksheet to write a needs assessment and educational objectives on a CME/CPD topic of their choice. This will be their chosen topic for the remainder of the course.

### **Module 4 - CME/CPD Content Part 1: Content Validity, Evidence-based Education, and Physician Competencies (B,I,A)**

Module 4 outlines the role of the medical writer in the development of CME/CPD content; gives elements to be included in course descriptions; and provides an overview of the current rules and regulations mandated by ACCME's Updated Criteria for Accreditation regarding content validity and patient care recommendations. We stress the importance of including content, which strengthens physician attributes/competencies and reflects certification requirements. Information is provided regarding where to find the best sources of evidence-based content, rating scales used to indicate the quality of evidence-based literature, and the differences between filtered and unfiltered literature databases.

### **Module 5 - CME/CPD Content Part 2: Fair Balance and Bias-free Education (I,A)**

Module 5 begins with a discussion of the different entities regulating CME/CPD and the roles they play and then provides a focused discussion on ACCME's Standards for Commercial Support. Guidelines for disclosure of potential conflicts of interest and writing bias-free content are provided. Creating educational content relative to patient safety, system barriers, and cultural competencies are also discussed.

### **Module 6 - Principles of Adult Learning: How to Teach Physicians so They Learn (I,A)**

Module 6 begins with a discussion on the shift from presenter-centered to learner-centered CME/CPD. We explore the latest research findings on principles of adult learning and apply them to physician learning. Students master techniques that have proven to increase motivation to learn and retention of learned content. Examples of active and passive learning are given, and the benefits of active teaching methods are discussed. A variety of learning styles is considered.

### **Module 7 - Effective CME/CPD: The Translation of Physician Learning into Performance Improvement (I,A)**

Module 7 reviews the current literature examining components of effective CME/CPD proven to have a positive impact on physician learning, which translate into increased knowledge, advanced skill, and practice improvement. Educational formats, media, and teaching methods leading to measurable improvements in physician competency are discussed. Specific formats and techniques are given to accommodate individual learning styles. Factors that facilitate or act as barriers to physician change are analyzed.

**Homework B:** Students create a case-based learning tool on their chosen CME topic.

### **Module 8 - Evaluations and Outcome Assessments: Measuring the Efficacy of CME/CPD (A)**

Module 8 explores the most valuable evaluation methods in current use for empirically measuring effectiveness of CME/CPD programs in expanding physician knowledge, skill, and performance. The importance of conducting pre- and post-activity evaluations to determine the verifiable effectiveness of a program is discussed. Models for evaluation and assessment are presented and concrete instruction on survey design and development is given. Recommendations for specific format and content for evaluations are included.

**Homework D:** Students design and create a pre- and post-activity evaluation.

### **Module 9 - Creating Compelling CME/CPD Slide Presentations (A)**

Module 9 integrates adult learning theory and principles of effective CME/CPD with cutting-edge techniques for creating compelling and engaging CME/CPD presentations that motivate learners, capturing and retaining interest. Students learn the basics of effective visual presentation and practice techniques proven to encourage interactivity and promote active learning. Instruction on designing and creating slide presentations that replicate interactive educational methods, such as games and simulations, is given.

### **Module 10 - Building Your CME/CPD Business (A)**

Module 10 covers important information to assist in launching your CME/CPD business. Included are where to find clients, legal issues relevant to working in the CME/CPD industry (such as liability and contracts), how to stay organized, important associations you should join and why, and how to brand and promote yourself.

**Homework E:** Students create a business action plan.

### **InQuill Medical Communications' CME/CPD Writers' Internship (A)**

Graduates of InQuill Medical Communications Advanced Level participate in the internet-based CME/CPD Writers' Internship program. Graduates are placed in positions at medical education companies, medical societies, and academic institutions for a six-week period to work on CME/CPD projects. The work is done via the Internet with frequent conference calls with their internship supervisor(s) for guidance and progress updates.