

The 2010 Texas CME Conference

June 23-25, 2010 ★ Austin



The Westin Austin at The Domain
11301 Domain Dr., Austin, TX 78758

BROUGHT TO YOU BY:

- ★ Texas Medical Association
- ★ Texas Alliance for Continuing Medical Education

Transitioning CME to Continuous Performance Improvement ... for Physicians ... for CME Professionals

Physician One-Day Track on Thursday at Special Rate of \$175

Conference Highlights

- Challenges and opportunities facing the CME system
- 2006/2007 ACCME and TMA accreditation criteria
- Practical strategies for better CME outcomes
- **NEWCOMER TRACK**

Who Should Attend

- Physician CME committee chairs and members
- CME activity planners
- CME staff/physicians from organizations seeking accreditation as a CME provider
- Individuals in related professions who collaborate with CME providers

Reasons to Attend

The goals of this conference are to:

- Introduce CME newcomers to the accreditation process.
- Enhance CME planning and management skills.
- Provide updates in accreditation standards and the CME system.
- Provide a practical forum for CME providers to share ideas and learn from each other.

Participants in this conference should be able to:

- Describe the purpose of CME and its role in impacting patient care.
- Assess the role of CME in supporting physicians in the Maintenance of Certification (MOC) process.
- Identify innovative educational formats for CME that close identified gaps in medical practice.
- Utilize CME planning processes that yield measurable changes in physician competence, physician performance, or patient outcomes.

For more information contact Billie Dalrymple, Texas Medical Association, 401 W. 15th St., Austin, Texas 78701; (512) 370-1446; or billie.dalrymple@texmed.org.

Registration Hours

Wednesday: 2-5:30 pm
Thursday: 7:30 am 4:30 pm
Friday: 7:30-10 am



Physicians Caring for Texans



CONFERENCE INFORMATION

CME Accreditation

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the Texas Medical Association and Texas Alliance for Continuing Medical Education. The Texas Medical Association is accredited by the ACCME to provide continuing medical education for physicians.

CME Credit

The Texas Medical Association designates this educational activity for a maximum of 10.5 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

NAMSS Accreditation

This program has been approved by the National Association Medical Staff Services for up to **12.5** continuing education credit(s)."

Hotel Information

For reservations and hotel information, [click here](#) or contact the Westin Austin at the Domain, 11301 Domain Dr., Austin, Texas 78758; (866) 961-2858. Please identify yourself with the Texas Medical Association to receive the conference rate of \$149 for single or double occupancy.

- **Room block cut-off date:** June 2, 2010
- **Parking:** Complimentary
- **Web site:**
www.westinaustinatthedomain.com

SCHEDULE

Wednesday, June 23

11:00 am-2 pm

TACME Board Meeting
(Board members only)

3-4 pm

Continuous Performance Improvement as a Certified CME Professional
Marilyn Peterson, MA, CCMEP

3-5 pm

CME Basics for Newcomers to CME NEWCOMER
Jann Harrison, RN, MSN, CCMEP; Billie L. Dalrymple, BA

5:15-5:45 pm

Meet Your Mentor

Thursday, June 24

7:30-8:30 am

Continental Breakfast

8:30-9 am

Welcome and Announcements
Martha Medrano, MD, Chair, TMA Committee on Continuing Education; Marilyn Peterson, MA, CCMEP, President, Texas Alliance for Continuing Medical Education

Presentation of 2010 TACME Outstanding Achievement in CME Award

Conference Moderators: Billie L. Dalrymple, BA; Casey Harrison, BA

9-10:15 am

Not Your Father's CME: Five Years Ago Vs. Five Years From Now
Norman B. Kabn Jr., MD

10:15-10:45 am

Break and Exhibits

10:45 am-Noon

Maintenance of Certification (MOC): Implications and Opportunities for CME Professionals
Shelly Rodrigues, CAE

12:05-1 pm

Networking Lunch and Exhibits

1-2 pm

Activity Outcomes Evaluation Made Practical
Jeffrey Mallin, MD

2-3 pm

Interactive Formats in Live CME Sessions
Robert Gee, EdD

3-3:30 pm

Break and Exhibits

3:30-4:30 pm

Concurrent Breakout Sessions

T1 Collaboration on CME Projects: When to Consider

Shelly Rodrigues, CAE; Andrew Crim, BS

T2 Physician Leadership in CME (Designed for Physicians)

Facilitators: Larry Driver, MD; Martha Medrano, MD; Jeffrey Mallin, MD

T3 Managing the Jobs We Juggle: Daily Challenges in CME

Matthew Fleming, CCMEP; Leslie Hermann

T4 Mission Statement and Its Importance; Conference Checkup: Are We Meeting Your Needs? NEWCOMER

Billie Dalrymple, BA

4:45-5:45 pm

TACME General Membership Meeting
(All welcome)

Become a member at www.tacme.org.

5:45 pm

Conference Reception

Friday, June 25

7:30-8:15 am

Continental Breakfast

8:15-8:30 am

Announcements

8:30-9:30 am

Linking Needs Assessment to Objectives to Competencies to Outcomes
Pamela McFadden; Andrew Crim, BS

9:30-10:30 am

Performance Improvement CME: What's the Hype & Does It Really Work?
Midland Memorial Hospital Representatives

10:30-10:45 am

Break and Hotel Check Out

10:45-11:45 am

Concurrent Breakout Sessions

F1 What Does It Mean to Engage With the Environment? Best Practices in C16-22

Gayla Bruner, RN, BSN, CCMEP; Lesley Viner, MS

F2 Hot Topics in CME: From ACME Annual Conference; ACCME Roundtable Meeting; ACCME Regional Forum; SACME

Casey Harrison, BA

F3 Newcomer Session on TMA's CME Survey Process NEWCOMER

Billie L. Dalrymple, BA

11:45 am

Evaluation and Adjournment

For session descriptions, visit [TMA here](#) or [TACME here](#).

REGISTRATION FORM

THE 2010 TEXAS CME CONFERENCE • JUNE 23-25, 2010 • THE WESTIN AUSTIN AT THE DOMAIN

Please complete a separate registration form for each individual registering.

Name of Registrant: _____

Title: _____

Organization: _____

Mailing Address: _____

City, State, Zip: _____

Office Phone: _____ Fax Number: _____

E-mail Address: _____

Mentoring Program

(You must register by June 11 to participate. To learn more about program, go to www.texmed.org and click on CME Accreditation, or www.tacme.org and click on CME Events.)

- I am a newcomer to CME and would like to be assigned to a mentor.
 I am an experienced CME professional and would be willing to serve as a mentor for a newcomer.

Please check if you plan to attend the following.

Newcomer Track

Wednesday, June 23, 3-5 pm **CME Basics**

Thursday, June 24, 3:30-4:30 pm **Mission Statement and Conference Checkup**

Friday, June 24, 10:45-11:45 am **TMA CME Survey Process**

Thursday Evening Reception

- No, I will not attend Guest(s) at \$30 each
Name of Guest(s): _____

Meeting Assistance

- Please check here if you require any special assistance to fully participate in this conference. A staff member will contact you prior to the meeting to discuss accommodations.

Registration Fee:

- \$275 Early Bird by June 11 (Wed-Fri)
 \$300 after June 11
 \$175 Physicians, Thursday Only (*includes materials, continental breakfasts, Thursday luncheon, and Thursday reception*)

Cancellation Refunds: We will not issue refunds for cancellations received after June 11, 2010.

Check payable to Texas Medical Association CME Conference. Amount \$ _____

Charge to my credit card: VISA MasterCard AMEX Amount \$ _____

Card #: _____ Expiration Date: _____

Card Holder Name: _____

Signature: _____

Mail Check and Registration Form to: Billie Dalrymple, Texas Medical Association, 401 W. 15th St., Austin, TX 78701-1680. Fax to (512) 370-1693 for credit card payments only. Call toll-free: (800) 880-7955 for credit card payments

CONFERENCE FACULTY

Thanks to the TMA/ TACME 2010 Conference Planning Committee

Billie Dalrymple, Austin
Stephanie Duggan, Austin
Paige Green, Austin
Casey Harrison, Austin
Michelle Montgomery,
San Antonio
Marilyn Peterson, Arlington
Malissa Roach, Midland
Joan Schauer, Houston

Scenes from the 2009 Texas CME Conference

Photos by JW Floyd



Gayla Bruner, RN, BSN, CCMEP
Director, CME
Memorial Hermann Hospital System
Houston

Andrew Crim, BS
Exec Director Prof & Continuing
Education
University of North Texas Health
Science Center at Fort Worth
Fort Worth

Billie L. Dalrymple, BA
Director, CME
Texas Medical Association
Austin

Larry Driver, MD
Professor and Vice-Chair, Department
of Pain Medicine
The University of Texas M.D.
Anderson Cancer Center
Houston

Matthew Fleming, CCMEP
Vice-President, Education
Antidote Education Company
Dallas

John Foster Jr., MD
Neurology Department
Midland Memorial Hospital

Mark Fredrickson, MD
Physical Medicine and Rehabilitation
Department
Midland Memorial Hospital

Robert Gee, EdD
Clinical Assistant Professor
Director, Community Life Center
Department of Counseling
University of Texas at San Antonio

Casey Harrison, BA
CME Manager
Seton Family of Hospitals
Austin

Jann Harrison, RN, MSN, CCMEP
CME Program Manager
CHRISTUS Santa Rosa Health Care
San Antonio

Leslie Herman
Director, Medical Library and CME
JPS Health Network
Fort Worth

Norman B. Kahn Jr., MD
Executive Vice President and CEO
Council of Medical Specialty Societies
Chicago, IL

Jeffrey Mallin, MD
Director Medical Education
Kaiser Permanente
Downey, CA

Pamela McFadden
Assoc VP Prof & Continuing Education
University of North Texas Health Science
Center at Fort Worth
Fort Worth

Martha Medrano, MD
Chair, TMA Committee on Continuing
Education
San Antonio

Marilyn Peterson, MA, CCMEP
Director, CME
Texas Health Research & Education
Institute
Arlington

Malissa Roach, BSHA
CME Coordinator
Midland Memorial Hospital

Shelly Rodrigues, CAE
Deputy Executive Vice President
California Academy of Family Physicians
San Francisco, CA

Lesley Viner, MS
Senior Education Program Manager
Texas Medical Liability Trust
Austin