

What's Happening in CME?
some reconsiderations


*Continuing Professional Physician
 Development*

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The Big Picture

- ◆ Educational Issues
 - *Individual Issues*
 - Organizational Issues
- ◆ Outcomes
 - Effectiveness
 - Quality Improvement
 - Educational Enhancement




Understanding Change

- ◆ *Green*
- ◆ *Collaborative*
- ◆ Fox
- ◆ Fox and Mazmanian
- ◆ Davis
- ◆ Parboosingh
 - The learning portfolio
 - Adult learning based
 - Reflective processing (Schön)




•Cochran Reviews

- ◆ opinion leaders
- ◆ audit/feedback
- ◆ reminders
- ◆ academic detailing




Fox and Mazmanian, Fox, Arnold

- ◆ Motivation and Perception
- ◆ Commitment
 - Arnold




Green, Davis, and McCauley

- ◆ Davis, 1995, Oxman, 1998
- ◆ Green Model 
 - Predisposing
 - Enabling
 - Reinforcing
- ◆ McCauley study
 - Predisposing: program
 - Enabling: materials
 - Reinforcing: Academic Detailing




Sociocultural Issues

- ◆ Vygotsky
 - Zone of Proximal Development
- ◆ Lave
 - Legitimate Peripheral Participation
 - Apprenticeship




A Multi-center Study: *Examining Sustained Change*

- ◆ SACME Collaborative




Organizational Issues

- ◆ Disruptive Technologies
- ◆ Complexity theory and Practice Management
 - Impact on practice behaviors




CPPD

- ◆ A process for the health professional
- ◆ A process for the health professions educator



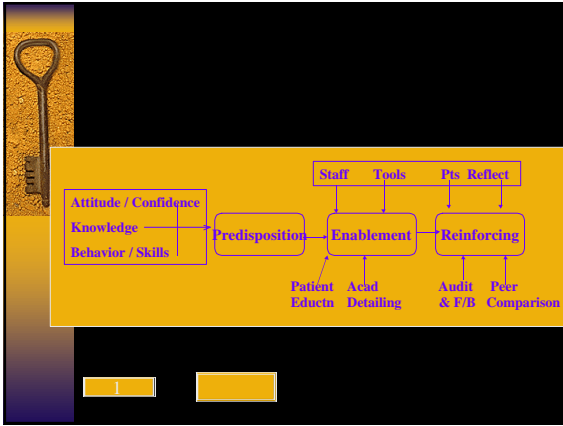
Take Home Message

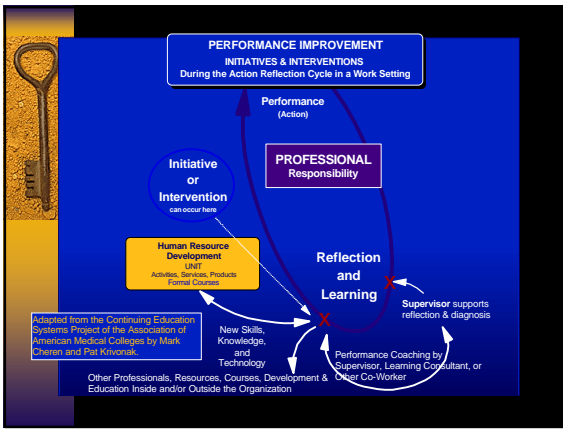
- ◆ Change is dependent upon individual and organizational factors as predisposing
- ◆ Change results from individual motivation and various enabling and reinforcing social and organizational factors

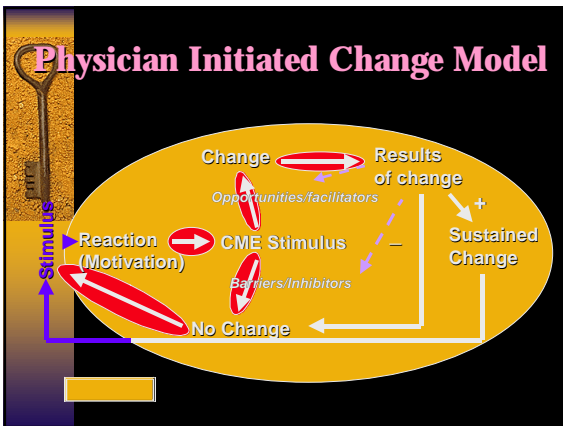


Take Home Message


- ◆ Multiple interventions are a necessity
- ◆ A variety of relatively inexpensive interventions are possible using minimal resource capital
- ◆ Traditional CME is not out of the question
 - BUT, it cannot be expected to stand on its own
 - Reinforcement is essential for change to last more than 20 minutes











Categorization of Interventions

- ◆ **PREDISPOSING**
 - lectures, rounds, conferences
 - printed material
 - academic detailing
 - self assessment
 - other (e.g., AV material)
- ◆ **ENABLING**
 - patient education
 - flow charts, algorithms
 - opinion leaders
 - academic detailing
- ◆ **REINFORCING**
 - audit / feedback
 - reminders
 - academic detailing
