



CME TRAINING FOR MEDICAL WRITERS

This course is offered at three levels - Basic, Intermediate, and Advanced. The Basic Level is designed for writers who wish to gain a solid understanding of the CME industry and learn what roles writers play in the creation of CME programs. The Intermediate Level is appropriate for writers who would like to begin exploring opportunities for CME writing and want additional e-mail support from an instructor who can answer questions and respond to concerns. The Advanced Level is for writers who would wish to progress beyond a foundational understanding of CME, would like to acquire skills and knowledge that set them apart from most other CME writers, and who seek advice on how to build a business where they can use their unique talents in the CME industry. Any student enrolled in either the Basic or Intermediate Levels can purchase an upgrade to a higher level for the difference in tuition between the Levels. The table below lists the elements that are included in each Level.

PROGRAM ELEMENTS		BASIC \$397	INTERMEDIATE \$697	ADVANCED \$1,547
Module I	Educational Linkages: Gap Analyses, Needs Assessments, and Educational Objectives	X	X	X
Module II	Principles of Physician Learning	X	X	X
Module III	Effective CME: The Translation of Physician Learning into Performance Improvement	X	X	X
Module IV	CME Content: Evidence-based CME, Content Validity, and Commercial Support	X	X	X
Module V	Measuring Effective CME: Evaluation and Outcome Assessment	X	X	X
Module VI	The Evolving Regulatory Environment of CME		X	X
Module VII	Creating Compelling CME Content and Presentations		X	X
Module VIII	Building Your CME Business			X
	CME Writers Fellowship - Two-month virtual placement with a medical education company, medical society, hospital, or university			X
	Four homework assignments with feedback from instructor		X	X
	Certificate of Completion*		X	X
	90 days of e-mail support to address questions and concerns		X	X
	Six coaching calls. Calls cover individualized training for building a CME business, mentoring on CME projects, personalized approach to course learning			X
	Complete set of templates for CME forms and documents			X
	Database of medical education and communication companies			X
	Six issues of InQuill's e-newsletter, <i>The Inquisitive Quill</i> . Up-to-date information on CME regulations, physician learning, effective teaching methods, and more!**			X

*You must submit all completed homework to receive certificate.

**The *Inquisitive Quill* e-newsletter is available by subscription for all others at www.inquill.com.

COURSE OUTLINE

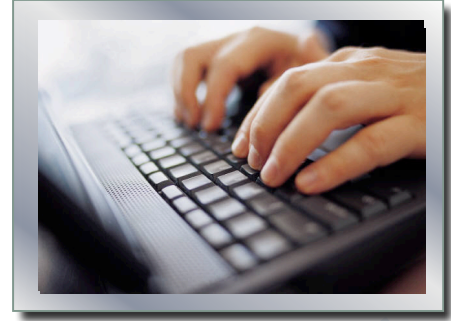
This course contains eight modules.

Basic Level students receive Modules I - V

Intermediate Level students receive Modules I - VII

Advanced Level students receive Modules 1 - VIII

Each module covers distinct CME topics relevant to writers. The content of this course does not require any prior CME experience or knowledge.



Module I - Educational Linkages: Gap Analyses, Needs Assessments and Educational Objectives

Module I provides a foundational understanding of the purpose and development of CME by demonstrating how to use educational linkages between the component parts of the CME planning process to create a strong program. Detailed discussions and step-by-step instructions are presented on conducting gap analyses and needs assessments, and writing educational objectives.

Module II - Principles of Physician Learning

Module II explores adult learning principles as they apply to physician learning and practice improvement. The latest research findings on what motivates physicians to learn, how physicians learn best are covered, as well as active versus passive learning, types of CME format and media best suited to a variety of learning styles, and factors that facilitate or acts as barriers to physician change.

Module III - Effective CME: The Translation of Physician Learning into Performance Improvement

Module III reviews the current literature examining components of effective CME that have been proven to positively impact physician learning and translate into increased knowledge, advanced skill, and practice improvement. Also discussed are techniques to evaluate effectiveness of CME programs.

Module IV - CME Content: Evidence-based CME, Content Validity, and Commercial Support

Module IV reviews the current rules and regulations governing CME content as mandated by the Accrediting Council for Continuing Education's (ACCME) Standards for Commercial Support, the U.S. Food and Drug Association requirements, U.S. and international intellectual property laws and treaties, and HIPPA regulations. Creating educational content relative to patient safety, system barriers and cultural competency is discussed. Guidelines for creating evidence-based CME and ensuring content validity are provided.

Module V - Measuring Effective CME: Evaluations and Outcomes Assessments

Module V explores the most valuable evaluation methods used today to measure the effectiveness of CME programs in expanding physician knowledge, skill and performance. Discussions on specific format and content for evaluations are included.

Module VI - The Evolving Regulatory Environment of CME

Module VI provides an overview of the history of CME regulation and introduces various industry stakeholders and their roles. A thorough review of the Accrediting Council for Continuing Medical Education's (ACCME) Essential Criteria for CME accreditation is provided. Also discussed are significant events leading up to the current regulatory atmosphere of CME including the 2007 report of the Senate Finance Committee on commercial funding of CME.

Module VII - Creating Compelling CME Content and Presentations (Advanced Level Only)

Module VII integrates adult learning theory, principles of information retention, effective teaching methods and formats with techniques that make CME content and presentations compelling. A review of available teaching formats is presented with a discussion on which features make for the most captivating CME.

Module VIII - Building Your CME Business (Advanced Level only)

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