

**Customer Profile:**

DIME is an independent accredited provider that designs, develops, and implements quality Continuing Education (CE) activities targeting physicians, pharmacists, nurses, and other healthcare professionals. DIME has been accredited since 1993, and has received accreditation with commendation in its last two successive reaccreditations



**Business Situation/Client Need:**

Organizations need an efficient and cost effective way to achieve Level 3 Accreditation, including the establishment of a platform for quality improvement to integrate CME into the process of improving professional competencies through collaboration and cooperation.

DIME was relying on a combination of disparate proprietary applications and disconnected business processes to manage CME content production and distribution. The inability to centralize and maintain CME data in a single place made it difficult to measure and evaluate outcomes and to meet Level 3 Accreditation requirements under the ACCME updated criteria.

**Solution:**

CECity's CME360 product supports organization-wide CME project management, including planning, development, and distribution of content, projects and activities. CME360's structure allows for stakeholder collaboration around the creation, review and evaluation of content including assessments, performance improvement modules and improvement pathways. The ability to link and index multiple disparate sources of data allows for centralized reporting through a single portal.

**Benefits/ROI:**

- Ease of supporting accreditation requirements including C11 – C15 and C16 -C 22 (Commendation)
- Simplified evaluation and outcomes reporting to drive improvements in clinical competency
- Supports stakeholder collaboration to centrally plan for activities
- Identification of learning gaps and use of activity results to plan for future activities
- Linking and indexing of an endless number of resources to enrich analysis

- Quantifiable reduction in CME process time

**CME360.net® - Setting the Stage for Achieving Level 3 Accreditation and Performance Improvement**

In a changing world of rules, regulations, and methodologies, there is an ever growing pressure for CME organizations to reach Level 3 Accreditation. The need to quickly establish a way to integrate their CME into the process of improving professional practice and patient outcomes is paramount to their survival.

As such, the ability to efficiently manage CME processes and effectively utilize information to constantly improve; and to be able to develop collaborative stakeholder networks that can be drawn into a system framework for quality improvement is something that many organizations attempt, yet fall short.

This case study presents the needs of DIME and how the use of CME360.net, a web-based project and outcomes management application from CECity.com, Inc. has allowed them to centralize their CME data, increase process efficiencies, more easily meet accreditation requirements, and better position themselves for achieving Level 3 Accreditation.

*“In reviewing several available platforms, CME360 filled the largest number of our needs. We were especially attracted to the ability to cross tabulate data across the CME program as required by the ACCME's updated criteria for accreditation.”*

Dion Richetti, Vice-President, Educational Strategy and Development  
The Discovery Institute of Medical Education

Dion Richetti joined DIME in 2006 and one of his first priorities in joining the team was to obtain a CME management application to more efficiently meet accreditation requirements. DIME had been using a combination of disparate proprietary databases and disconnected business processes to manage its CME-related data. While DIME's diligent staff was able to successfully develop, package and distribute CME content, efforts to do so were labor intensive and inefficient. There was also a need to improve the connection with the impact that CME was having on improving clinician competence and performance to patient outcomes.

**CME360.net**

CME360 is an industry-based standard in CME activity and performance improvement management and accreditation fulfillment. CME360 empowers organizations to align their CME efforts to meet Level 3 Accreditation requirements. CME360 allows for the creation of a collaborative network of professionals as well as participation in the growing CME360 community, to jointly plan, share and develop CME projects for Performance Assessment and Performance Improvement activities.

In addition to the outcomes information gathered from activities managed within CME360, the platform also supports the ability to tie outcomes and results to an endless amount of supporting information and resources

through the platform's indexing and linking functionality.

### **Who is DIME?**

DIME develops, designs, and implements Continuing Education (CE) activities targeted towards physicians, pharmacists, nurses, and other healthcare professionals. As an accredited provider of Continuing Education, DIME's purpose is to improve healthcare for patients through the improvement of clinical competence in the healthcare team. DIME achieves its purpose through the support of clinicians in their continuing professional development with high quality, gap-driven, learner-centered educational activities. This is done by adhering to guidelines that deal with needs assessment, learning objectives, principles of adult education, and outcomes measurement. Like many others in the CME industry, DIME is faced with meeting the new requirements associated with achieving Level 3 Accreditation.

*DIME's purpose is to improve healthcare for patients by increasing the clinical competence of the healthcare team. DIME achieves its purpose through the support of clinicians in their continuing professional development with high quality, gap-driven, learner-centered educational activities.*

*DIME's CME Mission Statement*

### **DIME's Original CME Processes**

DIME was using a combination of proprietary applications; an internally-built database application and an externally-developed and maintained certificate generation application. These applications were not able to work together to provide reviews and analyses of outcomes data in a single source. Additionally, DIME had no way of registering participants for CME activities through any electronic means – relying solely on mailed or faxed registration forms, with the exception of registrations that were derived from activities being posted on external vendor sites such as MedDigest, CEMedicus, or Medscape.

To further complicate data issues for DIME, documentation was stored in a combination of paper and digital files.

These digital files were all stored on a shared network drive that included various versions of documents with inconsistencies in folder structure and file naming conventions. DIME realized that their primary inadequacy in the CME process was the inability to maintain data in a single place, with the participant data separate from the evaluation data. This led to the organization having no easy way to create reports on evaluation data without painstaking efforts and many man-hours to consolidate data from various sources and formats. *DIME realized that their current CME processes were not conducive to meeting accreditation requirements and compliance with the ACCME's updated criteria for accreditation.*

### **CME360.net<sup>®</sup> Becomes the Ultimate Solution for DIME**

In 2006, DIME, along with eleven other CME providers, were approached by CECity to become participants in a beta program for CME360.net, a web based CME project planning platform developed by CECity.com, Inc. DIME saw this as an opportunity to collaboratively work hand-in-hand with other providers and an award winning Technology Company to influence the design and engineering of CME360.net. The DIME certification services team quickly took advantage of the extensive functionality that CME360 had to offer and, within a short period of time, became the most active users of the application.

During this time, CECity recognized the valuable input that they were receiving from DIME in regards to suggested product enhancements and functionality changes. Additionally, DIME was pleased with the willingness of CECity to embrace their ideas and act upon them through the deployment of various application modifications. As such, an alliance was formed between the two groups to further identify product functionality that would best meet the needs of the CME industry. DIME continued to participate in the CME360.net beta process for several months, up until the launch of the product commercially.

**Immediate Benefits**

Through the use of CME360, DIME was immediately able to meet accreditation requirements that they could not easily meet before. Specifically, DIME was required to meet specific standards to gauge learning outcomes for participants. The DIME team recognized that CME360 would help them achieve this goal by streamlining the following processes:

- It would provide a single platform for the creation of pre- and post-tests
- It could be used as a vehicle to deliver these tests directly to participants
- Its unique reporting abilities could be engaged to demonstrate a development of competence across the participants’ learning abilities

“The immediate benefit was the consolidation of participant data for Level 1 reporting and the ease of certificate generation in a format that allowed DIME to begin to email more of its CE certificates and statements of credit.”

Dion Richetti, DIME Vice-President, Educational Strategy and Development

The CME360 platform also allowed DIME to establish a platform that can be used to meet Level 3 Accreditation requirements. Specifically,

Requirement	CME360 Value Add
C16. The provider operates in a manner that integrates CME into the process for improving professional practice.	CME360 allows for the creation of evaluation based PIMs and PIPs to merge educational interventions with self assessment and performance improvement.
C18. The provider identifies factors outside the provider’s control that impact on patient outcomes.	Indexing and linking functionality permits external information resources to be drawn into CME360 to support outcomes analyses.
C19. The provider implements educational strategies to remove, overcome or address barriers to physician change.	CME360 supports the ability to develop assessments that can be used to identify any barriers that may exist and possible strategies of addressing them.
C20. The provider builds bridges with other stakeholders through collaboration and cooperation.	CME360 platform allows for stakeholder collaboration around the creation, review and evaluation of CME content including assessments, performance improvement modules and improvement pathways.
C21. The provider participates within an institutional or system framework for quality improvement.	
C22. The provider is positioned to influence the scope and content of activities/educational interventions.	

With DIME’s purchase of CME360.net with a full license, they were also able to immediately establish and customize their own Project Management tool to manage all of their CME activities and their entire staff was able to instantly see the advantages of accessing a single, centralized application. When asked why DIME has opted to continue their use of CME360, the following reasons were shared:

- A quantifiable reduction in the amount of time for data collection and participant processing
- The enhancement of the participant registration process for live meetings using CME360 Satellite Sites
- An ability to standardize assessments and certificates using a Template Library
- A capability to improve outcomes measurements
- An ability to assess the success of an activity using the CME360 standard and custom reporting engine
- The capacity to identify learning gaps
- The ability to use activity results to identify educational needs for future activities
- The ease of meeting ACCME’s original and updated criteria (specifically criteria 11-15) for accreditation
- The capacity to conduct program-based analysis to ensure the CME mission is being addressed
- An ability to develop quality improvement plans to support the organization’s efforts to increase healthcare providers clinical competencies and performance

- The enabling of partnership ability to centrally plan for activities using CME360's stakeholder and invitation functionality

### ***Product Highlights***

CME360 is web-based and offered as a turn-key hosted solution. Within CME360 organizations can choose to collaborate with a private network of stakeholders or share with the growing CME360 community. Either way, CME360 gives organizations the tools needed to rapidly create efficiencies, document processes, measure outcomes, and demonstrate transparency.

#### ***Manage ACCME Accreditation System***

- Reach ACCME Level 3 Accreditation
- Track requirements for original and updated decision making criteria
- Build bridges for collaboration
- Track and measure outcomes through web-based reporting
- Connect to external quality frameworks to integrate practice level data with CME and PI activities

#### ***Create Efficiencies***

- On-demand information storage and retrieval
- CME planning using a web-based system to help centralize, streamline and drive educational and non-educational strategies
- Project timeline control
- Minimize turnaround time

#### ***Reduce Costs***

- Electronic marketing and execution
- Online event registration, recruitment and certificate processing saves time and staff hours spent on manual paperwork processing and/or data entry
- Electronic recruitment list collected via CME360 can be used for future initiatives (no more list rental fees!)
- Eliminates expensive postage and printing fees

#### ***Implement Medical Education Activities***

- Enables in-house project management for posting CME
- Supports both live and enduring programs
- CME360 fully supports the process to post, distribute and market CME online
- Bypasses third-party fees for web hosting, distribution and marketing
- E-Commerce ability enabling online registrations and credit card processing for live programs

### ***For More Information***

For more information about CME360.net or how your organization can partner with CECity.com and its products and services, please contact CECity at (1-877-232-4899) or visit [www.cecocity.com](http://www.cecocity.com).