



2010

ANNUAL REPORT

OFFICE OF PUBLIC EDUCATION
CONTINUING MEDICAL EDUCATION

continuing medical
education

UT SOUTHWESTERN
MEDICAL CENTER

2010

ANNUAL REPORT

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The Office of Public Education (OPE) and Continuing Medical Education (CME) would like to take this opportunity to share with you our 2010 Annual Report highlighting some of the many accomplishments from this past year.

A total of 2,514.50 AMA PRA Category 1 Credits™ were offered for all the activities held in various locations including the UT Southwestern campus, the DFW Metroplex, North Texas, the contiguous states, and at national venues. Attendance totaled 38,647 participants collectively for all accredited activities.

Assisting community organizations in obtaining speakers is one of the many functions of the OPE. With the Speaker's Bureau available on our website, people can easily locate physicians and researchers from UT Southwestern who are available to provide presentations.

To further measure the impact of our educational activities, outcomes evaluations are sent to participants 1-3 months following the offering dates. During 2010, 91% of participants rated the educational content and overall quality of our activities as excellent. In addition, 85% of participants agreed that the presentations provided something new that they intend to apply to their practice. These results demonstrate the value of CME and reinforce the need to update physician knowledge and skills through continuing professional development.

I would like to thank the OPE/CME staff, the course directors, CME Advisory Council Members, faculty, and everyone else who contributed to our success in 2010.

Susan M. Cox, M.D.

Associate Dean of Medical Education



VISION The Office of Continuing Medical Education (OCME) will be recognized regionally and nationally as a premier provider of up-to-date healthcare knowledge, technological advancements, and skills development to physicians and health professionals. We will promote excellence in medical information to improve the quality of healthcare within and beyond the University system.

PURPOSE Incorporate adult learning principles and utilize educational research in the design of interactive, learner-oriented activities to promote life-long learning and continuing professional development. To enhance the knowledge, technical proficiencies, professional performance, and interpersonal skills of physicians, Ph.D.s, and allied health professionals by delivering evidence-based, clinically-relevant medical information and cutting-edge research topics.

TARGET AUDIENCE A multi-disciplinary audience primarily composed of practicing physicians, but also including scientists, nursing, and allied health professionals.

GOALS

- Disseminate new basic science and clinical research knowledge and its application to improved patient care.
- Update skills and knowledge acquired by the target audience during healthcare training and medical school through educational activities focused on specific identified needs, new skills, and knowledge recognized by the medical and scientific communities.
- Ensure that the target audience remains abreast of rapidly changing medical technology.
- Supply content that will support professionals' efforts to provide healthcare in the most effective and cost-efficient manner.
- Facilitate life-long continuing professional development of physicians and healthcare workers.
- Identify and carefully implement new educational tools and learning techniques, and initiate and develop research into educational needs and outcomes of the target audience.
- Assure the quality of educational programs by emphasizing compliance with all health care regulatory guidelines, and by adherence to the guidelines and standards of the Accreditation Council for Continuing Medical Education (ACCME).

CONTENT AREAS Areas include basic and clinical science, practice management, medical/legal ethics, and humanities. Under the close guidance of the UT Southwestern faculty, jointly-sponsored educational activities broaden the impact of UT Southwestern's CME Program.

TYPES OF ACTIVITIES Continuing professional education for physicians, Ph.D.s, and allied health professionals is delivered via diverse learning modalities which include enduring materials, seminars, symposia and workshops, grand rounds, teleconferences, self-directed learning, skills labs, preceptorships, mini-fellowships, lectures, and Internet CME.

ASSESSMENT OF RESULTS The OCME closely monitors achieved results with anticipated results and uses this benchmark for program feedback and strategic planning. The OCME ascertains outcomes at the individual activity level through on-site post-activity evaluations, pre- and post-tests, staff observation, outcomes evaluation and course director feedback. At the overall program level, the OCME accomplishes continuous quality improvement through stakeholder surveys, analysis of annual reports, and feedback from the CE Advisory Committee and staff, fiscal benchmarking, and other data sources.

EXPECTED RESULTS Enhanced healthcare provider knowledge and skills that modify physician behavior to improve the quality of patient care. The UT Southwestern OCME is committed to ongoing assessment of the impact of its CME program using the results to positively influence changes in physician behavior.



LEADERSHIP

SUSAN M. COX, MD
Associate Dean of Medical Education

TRACY BROWN, M.B.A.
Director, Office of Public Education

OFFICE PERSONNEL

DAWNETTE ADKINS
Senior Administrative Assistant

MARY KAY BECKLER
*Scheduling Coordinator/
Senior Administrative Assistant*

CLARICE BENNETT
Accountant I

MARISA CASTRO
Administrative Assistant

ELLIE CUMMINS
Senior Administrative Associate

ANNIE DORSEY
CE Coordinator

ANN DOTY
Administrative Associate

HECTOR ESPINO
Senior Administrative Assistant

CINDY GORDON
CE Coordinator

LAURA HALL
Senior CE Coordinator

JOHN HARRINGTON
CE Supervisor

DIANE HENESEY
Senior Accounting Clerk

FRAN HENRY
Office Assistant

KIM HOWARD
Office Assistant

STERLING HUNKING, M.S.
Associate Director of National Programs

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Senior CE Coordinator

MEGAN KOVAL
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JENNIFER LEEDY
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LISA NGUYEN
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ROSE RIOS
CE Supervisor

MORGAN PERTLE
CE Coordinator

BOBBI RITCHESKE
CE Supervisor

YOLANDA SANDERS-LANE
CE Coordinator

JOY SINGER
Senior Financial Analyst

RICHARD VANDERPOOL
Senior CE Coordinator

JOANN WAGNER
Administrative Associate

DONNA WILLIAMS
CE Coordinator

HONG YOUNG
Senior Administrative Assistant

CE ADVISORY COUNCIL



In 2010 the UT Southwestern CME program underwent an organizational restructuring of its advisory groups. The CE Advisory Board and the CE Executive Committee were disbanded and replaced by the CME Advisory Council, which meets every two months. The Council is made up of approximately 20 members, representing various departments within the University, as well as the Office of Public Education. The Council provides overall guidance to the program as well as to discuss relevant CME-related issues, locally and nationally, as they relate to our University. Each member of the Council is appointed for a one-year term.

The Council is chaired by Susan M. Cox, MD.

PEGGY BAILEY, PH.D.

ROGER BEDIMO, M.D.

JOSEPH BORRELLI, M.D.

TRACY BROWN, M.B.A.

HAK CHOY, M.D.

SUSAN COX, M.D.

JAIME DAVIDSON, M.D.

GREG FITZ., M.D.

STERLING HUNKING

MUSTAFA HUSAIN, M.D.

SHELLIE JOSEPHS, M.D.

JEFFREY KENKEL, M.D.

WILLIAM LEE, M.D.

WILLIS MADDREY, M.D.

BRETT MORAN, M.D.

AMIT PANDYA, M.D.

GARY REED, M. D.

DON ROCKEY, M.D.

RODNEY ROHRICH, M.D.

CRAIG RUBIN, M.D.

DANIEL SCOTT, M.D.

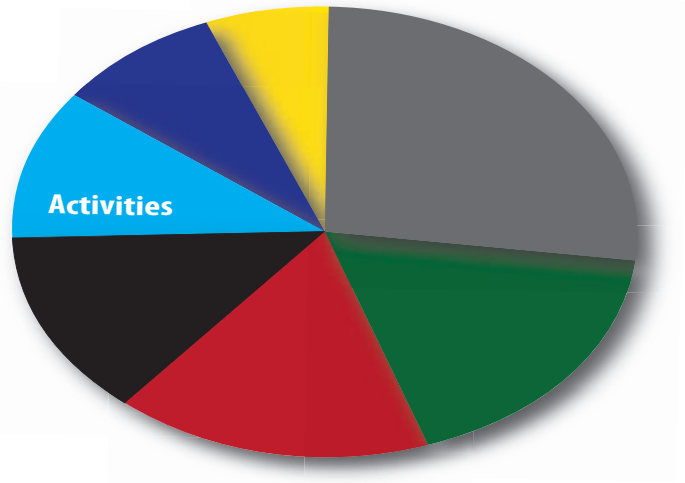
ANGELA SHOUP, PH.D.

PHILLIPPE ZIMMERN, M.D.

SUMMARY OF ACTIVITIES

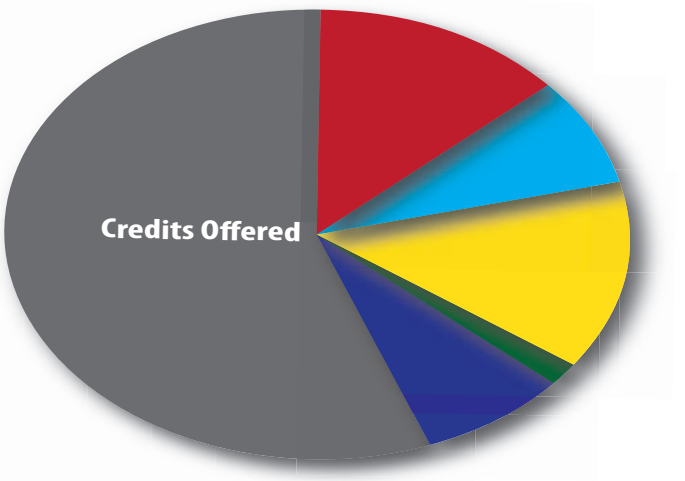
257 TOTAL ACTIVITIES

- Regular Activities, 44
- Joint Sponsored Regular Activities, 29
- Joint Sponsored Regularly Scheduled Series, 17
- Enduring Materials, 48
- National/International Activities, 23
- Regularly Scheduled Series, 72
- Public Education Programs, 36



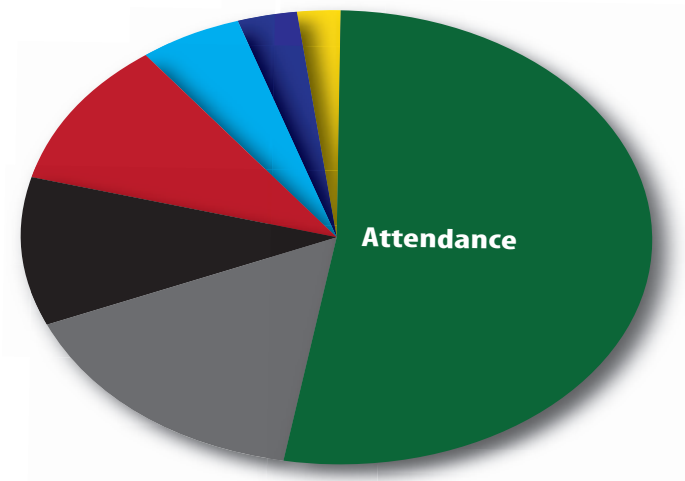
2,514.50 AMA PRA CATEGORY 1 CREDITS™

- Regular Activities, 349.25
- Joint Sponsored Regular Activities, 189.75
- Joint Sponsored Regularly Scheduled Series, 343.00
- Enduring Materials, 42.25
- National/International Activities, 193.50
- Regularly Scheduled Series, 1,396.75
- Public Education Programs, 0.00



38,647 ATTENDANCE AT ACCREDITED PROGRAMS

- Regular Activities, 4,015
- Joint Sponsored Regular Activities, 2,141
- Joint Sponsored Regularly Scheduled Series, 791
- Enduring Materials, 20,385
- National/International Activities, 1,150
- Regularly Scheduled Series, 6,105
- Public Education Programs, 4,060



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AMA PRA CATEGORY 1 CREDITS™

	Number of Activities	Physician Attendees	Other Attendees	Credits Offered
ANESTHESIOLOGY & PAIN MANAGEMENT	4	205	43	73
CARDIOLOGY	4	290	84	102
EMERGENCY MEDICINE & TRAUMA	2	67	25	19
ENDOCRINOLOGY	1	89	19	30
ETHICS	1	475	248	10
EXTERNAL RELATIONS	3	0	870	0
GENERAL SURGERY	1	52	18	16.75
INTERNAL MEDICINE	20	1,417	1,309	398.75
NEUROLOGY	9	364	470	112.25
NEUROSURGERY	3	100	25	100
OBSTETRICS AND GYNECOLOGY	4	112	38	57
ONCOLOGY	5	180	564	65
OPHTHALMOLOGY	8	381	71	62.5
ORTHOPAEDIC SURGERY	4	122	58	75
OTOLARYNGOLOGY	2	85	12	18.5
PATHOLOGY	1	7	166	0
PEDIATRICS	8	927	248	120
PHARMACOLOGY	1	3	28	7.75
PHYSICAL MEDICINE AND REHABILITATION	2	79	72	42
PSYCHIATRY	5	246	292	46.25
RADIOLOGY	1	20	136	0
STUDENT AFFAIRS	1	13	51	1
SURGERY AND PLASTIC SURGERY	12	769	623	89
SURGICAL ONCOLOGY	1	65	22	51
UNIVERSITY HOSPITALS	5	122	212	81.25
UROLOGY	2	142	19	11
VASCULAR AND ENDOVASCULAR	1	16	3	51
OTHERS	146	9,231	17,342	874.5
TOTAL	257*	15,579*	23,068*	2,514.5

* Decreased numbers are due to a tabulation change in how RSS activities are counted.

REGULARLY SCHEDULED SERIES



The Regularly Scheduled Series (RSS) continued for another year to be the largest area of CME activity offered with 72 events and 6,105 participants. The Joint Sponsored RSSs contributed and additional 17 events and 791 participants. The total combined number of credit hours offered for all these activities is 1,739.75.

- ACADEMIC CLINICAL PROVIDER LECTURE SERIES
- ALLIANCE FOR MEDICAL MANAGEMENT EDUCATION
- ANESTHESIA GRAND ROUNDS
- CARDIOLOGY CLINICAL CONFERENCE
- CARDIOLOGY GRAND ROUNDS
- CENTENNIAL MEDICAL CENTER - GRAND ROUNDS
- CHILD ABUSE CONFERENCE
- CHILDREN'S MEDICAL CENTER DALLAS - PALS PROVIDER COURSE
- CHILDREN'S MEDICAL CENTER - CONTEMPORARY PRACTICES IN PEDIATRICS
- CHILDREN'S MEDICAL CENTER - LEGACY JOURNAL CLUB & LECTURE SERIES
- CHILDREN'S MEDICAL CENTER - PARIS
- CITYWIDE INFECTIOUS DISEASES CONFERENCE
- CLINICAL TOXICOLOGY GRAND ROUNDS
- COOPER CLINIC GRAND ROUNDS
- DALLAS INTERNIST CLUB
- DERMATOLOGY GRAND ROUNDS/LECTURE SERIES
- DFW DERMATOLOGICAL SOCIETY
- DIVISION OF DIGESTIVE & LIVER DISEASES: GI & HEPATOLOGY MEDICAL SCIENCE SERIES
- DIVISION OF HEMATOLOGY/ONCOLOGY: COMBINED MODALITY CONFERENCE
- EFFECTIVE TEACHER SERIES GRAND ROUNDS
- EGS/CRITICAL CARE CONFERENCE
- EMERGENCY MEDICINE GRAND ROUNDS
- ENDOCRINOLOGY GRAND ROUNDS
- ETHICS IN SCIENCE AND MEDICINE GRAND ROUNDS
- GERIATRIC GRAND ROUNDS
- GI-DOT MEETING
- GIM GENERAL INTERNAL MEDICINE
- GREEN OAKS HOSPITAL
- GUIDE TO LEARNING IN REPRODUCTIVE ENDOCRINOLOGY
- HEMATOLOGY/HEMATOPATHOLOGY GRAND ROUNDS
- INTERNAL MEDICINE GRAND ROUNDS
- LAS COLINAS MEDICAL CENTER - CASE PRESENTATIONS
- MULTIDISCIPLINARY BREAST CONFERENCE
- NEUROINTERVENTIONAL SURGERY CONFERENCE
- NEUROLOGY GRAND ROUNDS
- NEURO-ONCOLOGY TUMOR CONFERENCE

- NEUROSURGERY CEREBROVASCULAR CONFERENCE
- NEUROSURGERY M & M CONFERENCE
- NEUROSURGERY: VISITING PROFESSOR SERIES
- NON-INVASIVE IMAGING ECHOCARDIOGRAPHY CONFERENCE
- NORTH HILLS HOSPITAL
- OB/GYN MATERNAL FETAL MEDICINE & ULTRASOUND RESEARCH CONFERENCE
- OB/GYN ULTRASOUND, PRENATAL DIAGNOSIS AND GENETICS GRAND ROUNDS
- OBESITY ALLIANCE SEMINAR SERIES ON NUTRITION, METABOLISM & OBESITY
- O'BRIEN SEMINAR SERIES
- OBSTETRICS AND GYNECOLOGY DEPARTMENT STILLBIRTH COMMITTEE MEETING
- OPHTHALMOLOGY BI-MONTHLY CONFERENCE
- OPHTHALMOLOGY ETHICS SERIES
- OPHTHALMOLOGY GRAND ROUNDS
- ORTHOPAEDIC SURGERY GRAND ROUNDS
- OTOLARYNGOLOGY - HEAD & NECK SURGERY
- PEDIATRIC CARDIOLOGY CONFERENCES
- PEDIATRIC ED/TRAUMA MORBIDITY & MORTALITY CONFERENCE
- PEDIATRIC HEMATOLOGY/ONCOLOGY GRAND ROUNDS
- PEDIATRIC NEUROSURGERY GRAND ROUNDS
- PEDIATRIC TRAUMA GRAND ROUNDS
- PEDIATRIC TRAUMA MORBIDITY & MORTALITY
- PEDIATRICS GRAND ROUNDS
- PHYSICAL MEDICINE AND REHABILITATION REGULARLY SCHEDULED SERIES
- PSYCHIATRY GRAND ROUNDS
- RCC MULTIMODALITY CONFERENCE
- SANTÉ CENTER FOR HEALING
- SIMMONS CANCER CENTER GRAND ROUNDS
- ST PAUL GENERAL SURGERY REGULARLY SCHEDULED CONFERENCES
- SURGERY GRAND ROUNDS
- TERRELL STATE HOSPITAL - GRAND ROUNDS
- TEXAS HEALTH PRESBYTERIAN HOSPITAL - WNJ
- UROLOGY GRAND ROUNDS
- VAMC - ANESTHESIOLOGY GRAND ROUNDS
- VAMC - ANESTHESIOLOGY MULTIDISCIPLINARY LECTURE SERIES
- VASCULAR AND ENDOVASCULAR SURGERY CONFERENCE
- WISE REGIONAL HEALTH SYSTEM - CME CONFERENCE

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CONTINUING EDUCATION ACTIVITIES



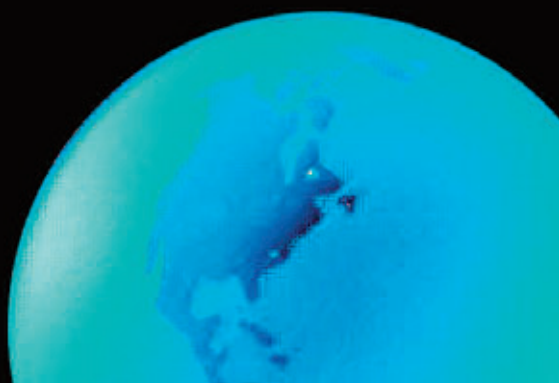
- 12TH ANNUAL PHYSICAL MEDICINE & REHABILITATION
- 13TH ANNUAL DALLAS COSMETIC SURGERY SYMPOSIUM: ADVANCES & CONTROVERSIES IN COSMETIC SURGERY
- 13TH ANNUAL OPHTHALMOLOGY REVIEW FOR THE PRIMARY CARE PHYSICIAN
- 16TH ANNUAL PAUL C. PETERS UROLOGY SYMPOSIUM
- 17TH ANNUAL COURSE ON RECENT ADVANCES IN HIV AND STDs
- 20TH ANNUAL GERIATRIC PSYCHIATRY UPDATE
- 27TH ANNUAL DALLAS RHINOPLASTY SYMPOSIUM: ADVANCES & CONTROVERSIES IN RHINOPLASTY
- 2ND ANNUAL CURRENT CONCEPTS IN ABDOMINAL WALL RECONSTRUCTION INCLUDING CADAVER DISSECTION
- 32ND ANNUAL CARRELL-KRUSEN NEUROMUSCULAR SYMPOSIUM
- 3RD ANNUAL TRANSFUSION MEDICINE CONFERENCE
- 42ND ANNUAL KENNETH C. HALTALIN PEDIATRICS FOR THE PRACTITIONER
- 4TH ANNUAL AO HAND AND WRIST FRACTURE MANAGEMENT WORKSHOP
- 6TH ANNUAL DEPRESSION UPDATE
- 7TH ANNUAL DALLAS PAIN SYMPOSIUM
- ADVANCED TIPS, TRICKS AND TOOLS FOR MANAGEMENT OF SINUSITIS: A PRACTICAL GUIDE FOR THE ALLERGIST
- AMERICAN UROLOGICAL ASSOCIATION LESS UROLOGY SYMPOSIUM
- ANNUAL RESIDENT AND ALUMNI DAY 2010
- BEST OF DIGESTIVE DISEASE WEEK
- BURTON COMBES SYMPOSIUM: LIVER UPDATE
- CAROL F. ZIMMERMAN, MD LECTURESHIP IN NEURO-OPHTHALMOLOGY
- CLINICAL SAFETY AND EFFECTIVENESS TRAINING: COURSE I
- CLINICAL SAFETY AND EFFECTIVENESS TRAINING: COURSE II
- COVIDIEN-CINEMED CADAVER COURSE
- CURRENT TOPICS IN GENERAL SURGERY
- DENTAL & ORAL AND MAXILLOFACIAL SURGERY STUDY CLUB
- TEMPOROMANDIBULAR DISORDERS: CONTEMPORARY MANAGEMENT
- DIABETES MANAGEMENT: BUILDING HEALTHIER COMMUNITIES
- EMERGING TOPICS IN ONCOLOGY
- EMS STATE OF THE SCIENCE: A GATHERING OF EAGLES XII
- FINGERS TO TOES: ORTHOPAEDIC REVIEW
- JOHN R. LYNN, MD LECTURESHIP IN OPHTHALMOLOGY
- LARRY DUFFY LECTURE: A HISTORICAL REVIEW OF PAIN MANAGEMENT AND CURRENT CHALLENGES TO PAIN PRACTICE
- MSK ULTRASOUND CADAVER WORKSHOP
- OPHTHALMOLOGY AT THE CROSSROADS 2010: YET AGAIN
- ORAL AND MAXILLOFACIAL SURGERY STUDY CLUB - WALKER/SINN LECTURE 2010
- PEDIATRIC EMERGENCY SERVICES NETWORK
- RARE NEUROIMMUNOLOGIC DISORDERS SYMPOSIUM
- SEIZURE AND EPILEPSY UPDATE
- STEPHEN MATHES RECONSTRUCTIVE SYMPOSIUM & TECHNIQUES IN FLAP DISSECTION WITH CADAVER WORKSHOP
- SYMPOSIUM AND TRAINING XVIII: INTERMEDIARY METABOLISM IN CANCER
- SYMPOSIUM ON HEALTHCARE ASSOCIATED INFECTIONS
- ULTRASOUND-GUIDED REGIONAL BLOCK WORKSHOP
- UTSW MEDICAL SCHOOL 2010 ALUMNI REUNION: CORE ETHICS FOR PHYSICIANS
- WHAT'S NEW IN GASTROENTEROLOGY AND HEPATOLOGY?
- WHAT'S THE SKINNY ON OBESITY: COMPREHENSIVE CARE OF THE OBESE PATIENT

PUBLIC EDUCATION PROGRAMS

- A NEW APPROACH TO BRAINSCIENCE: GENES, SCANNERS AND TUMORS
- BRAIN INJURY CAREGIVER CONFERENCE
- CREDIT UNION OF TEXAS SHAREHOLDERS MEETING
- CROHN'S & COLITIS PATIENT EDUCATION DAY
- CUTANEOUS LYMPHOMA
- DEISENHOFER SYMPOSIUM
- FOR THE HEALTH OF TEXAS
- JUNIOR LEAGUE OF DALLAS
- LEADERSHIP DALLAS
- LONE STAR BLOOD CANCER CONFERENCE
- MCGARRY SYMPOSIUM: METABOLIC CONTROL OF COMPLEX SYSTEMS
- NARSAD "HEALTHY MINDS" FORUM-DEPRESSION
- NARSAD "HEALTHY MINDS" FORUM-EATING DISORDERS
- PARKINSON'S DISEASE PATIENT & CAREGIVER SYMPOSIUM
- PULMONARY PATIENT AND CAREGIVER SYMPOSIUM
- RAYTHEON - ELCAN OPTICAL TECHNOLOGIES MEETING
- TEXAS MEDICAL BOARD PUBLIC HEARING
- UT AUSTIN MBA AT DFW PROGRAM RECEPTION
- UT AUSTIN MBA AT DFW PROGRAM-CAREER WORKSHOP EVENTS
- UT AUSTIN MBA AT DFW PROGRAM-CLASS EVENT
- UT AUSTIN MBA AT DFW PROGRAM-EXPERIENCE EVENTS
- UT AUSTIN MBA AT DFW PROGRAM-INFO SESSIONS
- UT AUSTIN MBA AT DFW PROGRAM-INVENTORY BONUS SESSION
- UT AUSTIN MBA AT DFW PROGRAM-MAC EVENTS
- UT AUSTIN MBA AT DFW PROGRAM-MBA PLUS COACHES ORIENTATION
- UT AUSTIN MBA AT DFW PROGRAM-RECRUITING MEETING
- WOMEN'S HEALTH SYMPOSIUM
- WORTH THE WAIT

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NATIONAL/
INTERNATIONAL
ACTIVITIES



- 2008 ACR GUIDELINES FOR RA CARE
Satellite Broadcast
- BEYOND GLUCOSE CONTROL: REVIEWING THE CARDIOVASCULAR AND
CARDIOPROTECTIVE PROPERTIES OF GLP-1
Chicago, Illinois
New York City, New York
- COMPARISON OF EMERGING THERAPIES: TREATMENT OF TYPE 2 DIABETES
Acapulco, Mexico
- DIABETES TIPO 2: CONQUISTANDO METAS CON NUEVAS TERAPIAS
Orlando, Florida
- DMARD THERAPIES BY PRIMARY CARE PHYSICIANS
Satellite Broadcast
- DRUG SAFETY I: NSAIDS, STEROIDS, & DMARDS
Satellite Broadcast
- DRUG SAFETY II: BIOLOGICS
Satellite Broadcast
- NATIONAL LUNG CANCER PARTNERSHIP 8TH ANNUAL MEETING -
LUNG CANCER 2010: BARRIERS AND ROADS TO ADVANCEMENT
Chicago, Illinois
- NATIONAL MS PHYSICIAN/EXTENDER TRAINING PROGRAM 2010 [PART 1]
Dallas, Texas
- NATIONAL MS PHYSICIAN/EXTENDER TRAINING PROGRAM 2010 [PART 2]
Dallas, Texas
- NATIONAL MS PHYSICIAN/EXTENDER TRAINING PROGRAM 2010 [PART 3]
Dallas, Texas
- NATIONAL MS PHYSICIAN/EXTENDER TRAINING PROGRAM 2010 [PART 4]
Dallas, Texas
- NATIONAL MS PHYSICIAN/EXTENDER TRAINING PROGRAM 2010 [PART 5]
Dallas, Texas
- PCP ROLE IN MANAGING COMORBIDITIES
Satellite Broadcast
- RA VS. OTHER FORMS OF CHRONIC POLYARTHRITIS
Satellite Broadcast
- THE LATINO EPIDEMIC: HOW TO IMPROVE OUTCOMES IN PATIENTS WITH DIABETES
El Paso, Texas
Los Angeles, California
Fort Worth, Texas
Chicago, Illinois
New York City, New York
South Padre, Texas
- WHO SHOULD GET AGGRESSIVE RX?
Satellite Broadcast



- ACCESSING AND APPRAISING UNBIASED DRUG INFORMATION
- ACHIEVING OVERALL WELLNESS IN SCHIZOPHRENIA: A MULTIDISCIPLINARY APPROACH
- ADDRESSING PATIENT INQUIRIES ABOUT SPECIFIC MEDICATIONS ADVERTISED DIRECTLY TO CONSUMERS
- ALTERNATIVE INFORMATION SOURCES
- ANALYZING MEDICATION TRIALS: TRICKS TO AVOID BEING TRICKED
- ANALYZING STATISTICAL ANALYSIS IN TRIALS: DON'T GET LIED TO BY STATISTICS
- BEYOND GLUCOSE CONTROL: REVIEWING THE CARDIOVASCULAR AND CARDIOPROTECTIVE PROPERTIES OF GLP-1 - PART 1
- BEYOND GLUCOSE CONTROL: REVIEWING THE CARDIOVASCULAR AND CARDIOPROTECTIVE PROPERTIES OF GLP-1 - PART 2
- CHRONIC LYMPHOCYTIC LEUKEMIA: PUTTING NEW TREATMENT OPTIONS INTO PERSPECTIVE
- COMMUNICATING WITH PATIENTS
- COMPARATIVE EFFECTIVENESS
- CRITICAL APPRAISAL OF RANDOMIZED-CONTROLLED TRIALS OF DRUG THERAPY
- CRITICAL APPRAISAL OF SYSTEMATIC REVIEWS AND CLINICAL PRACTICE GUIDELINES OF DRUG THERAPY
- DRUG APPROPRIATENESS CRITERIA: POTENTIAL FOR INDICATION CREEP
- DRUG APPROVAL IN THE U.S.: HOW DRUGS GET TO MARKET
- DRUG FORMULARIES: HASSLES, RESTRICTIONS, AND SWITCHES
- EVIDENCE BASED MEDICINE
- FALSE AND MISLEADING PHARMACEUTICAL ADVERTISING AND PROMOTION
- FUNDAMENTALS OF OSTEOARTHRITIS PAIN: PATHOPHYSIOLOGY AND PHARMACOLOGIC MANAGEMENT
- GENERIC DRUGS - PRESCRIBING SENSIBLY
- IMPACT OF DRUG INDUSTRY PROMOTIONAL ACTIVITY ON PRESCRIBERS
- INTRODUCTION OF FLIP PROJECT AND NEURONTIN
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 1]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 2]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 3]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 4]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 5]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 6]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 7]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 8]
- MANAGING RHEUMATOID ARTHRITIS IN THE PRIMARY CARE SETTING SERIES [PART 9]
- OFF-LABEL USE OF PHARMACEUTICALS
- OPTIMIZING THE USE OF AROMATASE INHIBITORS IN BREAST CANCER -- ISSUE 1
- OPTIMIZING THE USE OF AROMATASE INHIBITORS IN BREAST CANCER -- ISSUE 2
- ORGANIZATIONAL INFLUENCES ON PRESCRIBING
- PHARMACEUTICAL INDUSTRY MARKETING AND INFLUENCE
- PHARMACEUTICAL MARKETING
- PHARMALYZER
- PHARMACEUTICAL DEVELOPMENT AND REGULATION: NAME BRANDS, GENERICS AND THE FDA
- PREVENT AND DETECT: CURRENT CANCER SCREENING GUIDELINES
- PRINCIPLES OF CONSERVATIVE PRESCRIBING
- PROVIDER-PHARMACEUTICAL REPRESENTATIVE (PR) COMMUNICATION
- RECOGNIZING PHARMACEUTICAL INDUSTRY CONFLICTS OF INTEREST
- SCHIZOPHRENIA: TREATING A CHRONIC DISEASE WITH A FOCUS ON EARLY INTERVENTION
- SURROGATE ENDPOINTS
- THE ART AND SCIENCE OF TREATING EARLY BREAST CANCER: AN ONGOING CONVERSATION
- THE EXAM RHEUM: ACHIEVING TIGHT CONTROL AND OVERCOMING INADEQUATE RESPONSE IN RA
- USING EVIDENCE TO GUIDE DRUG THERAPY DECISIONS

JOINT SPONSORS

Accredited CME providers that plan and present an activity with non-accredited providers are engaging in joint sponsorship. In cases of joint sponsorship, it is our responsibility to ensure compliance with the ACCME Essential Areas and Elements, the Standards for Commercial Support, and Accreditation Policies. The following organizations jointly sponsored programs with UT Southwestern in 2010:

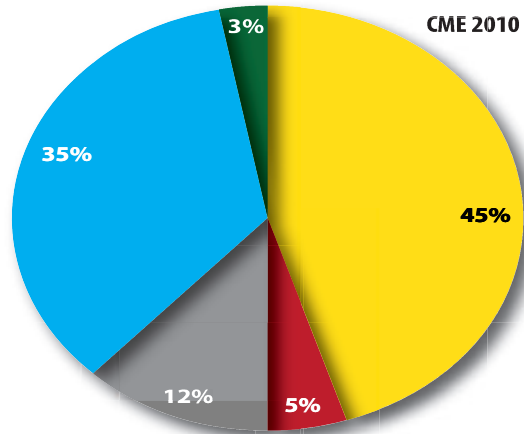
- AMERICAN SOCIETY FOR ADOLESCENT PSYCHIATRY
- AMERICAN CONTACT DERMATITIS SOCIETY
- ASSOCIATION OF PROFESSORS OF GYNECOLOGY AND OBSTETRICS
- CENTENNIAL MEDICAL CENTER
- CHILDREN'S MEDICAL CENTER DALLAS
- COOPER CLINIC
- CONFERENCE OF THE PROFESSIONS – SMU
- CORNELIA DE LANG SOCIETY
- CRIMES AGAINST CHILDREN CONFERENCE
- CURRENT MEDICAL CONCEPTS
- DALLAS INTERNIST CLUB
- DALLAS NEPHROLOGY ASSOCIATES
- DFW DERMATOLOGICAL SOCIETY
- FEDERATION OF STATE MEDICAL BOARDS
- FIRST CHOICE EMERGENCY ROOM
- GREEN OAKS HOSPITAL
- HEALTHCARE COALITION OF TEXAS
- JEWISH FAMILY SERVICE
- LAS COLINAS MEDICAL CENTER
- MATERNAL FETAL MEDICINE AT CMC LEGACY
- MONCRIEF CANCER INSTITUTE
- NORTH HILLS HOSPITAL
- NORTH TEXAS SPECIALTY PHYSICIANS
- RESEARCH CORPORATION (DALLAS VA)
- SANTE' CENTER FOR HEALING
- SOUTHWESTERN GYNECOLOGIC ASSEMBLY
- TERRELL STATE HOSPITAL
- TEXAS HEALTH PRESBYTERIAN HOSPITAL – WNJ
- TEXAS INDO AMERICAN PHYSICIANS SOCIETY (TIPS)
- TEXAS SCOTTISH RITE HOSPITAL FOR CHILDREN
- THE PHOTOMEDICINE SOCIETY
- TANTAN HOSPITAL INTERNATIONAL STROKE SYMPOSIUM
- UNIVERSAL AMERICAN - STARS
- WISE REGIONAL HEALTH SYSTEM

2010
ANNUAL REPORT
REVENUE

To better represent the department's finances, the 2010 revenue has been separated and shows the percentages for both Continuing Medical Education (CME) and the Office of Public Education (OPE). The CME budget includes revenue from the different types of accredited activities and from the University. The OPE budget includes revenue from the State, the University, non-accredited activities, room scheduling, and a subsidy from CME.

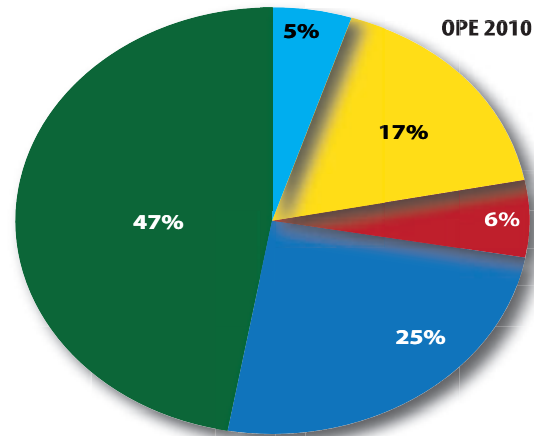
CME 2010 – 100% – \$1,366,794.96

- National/International and Enduring Materials, 45%
- Regularly Scheduled Series, 5%
- Joint Sponsored Activities, 12%
- Regular Activity Revenue, 35%
- University Subsidy, 3%



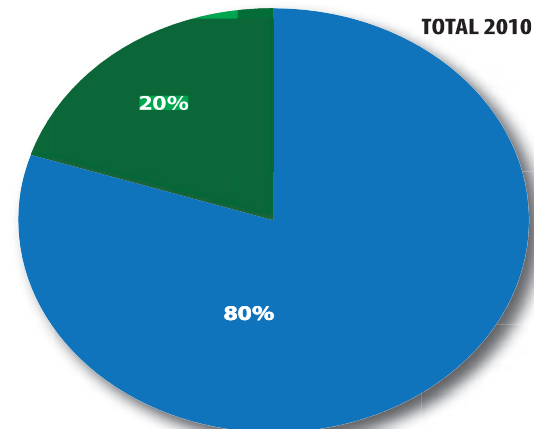
OPE 2010 – 100% – \$334,714.00

- Activity Revenue, 5%
- State Allocation, 17%
- Room Scheduling, 6%
- CME Department Subsidy, 25%
- University Subsidy, 47%



TOTAL 2010 – 100% – \$1,701,508.96

- CME, 80% – \$1,366,794.96
- OPE, 20% – \$334,714.00



Our commitment to a structured outcomes measurement process has continued and evolved in 2010. The purpose of effort is to gain insight from past participants – following a period to implement practice changes – as to the value of each CME activity or series of activities.

Continuing Medical Education has been under intense scrutiny by the government and healthcare organizations regarding its ability to change physician behavior and improve patient outcomes. The data resulting from our outcomes measurement process demonstrates that CME is effective and has a positive impact on clinician competence and performance, and ultimately improves patient outcomes.

- 91% OF PARTICIPANTS RATED THE EDUCATIONAL CONTENT AND OVERALL QUALITY OF UTSW CME ACTIVITIES AS EXCELLENT.
- 85% OF PARTICIPANTS AGREED THAT THE CME SCIENTIFIC PRESENTATIONS PROVIDED SOMETHING NEW THAT THEY INTEND TO APPLY TO THEIR PRACTICE.

OUTCOMES SURVEY RESULTS:

- 62% OF PARTICIPANTS REPORTED THEY IMPLEMENTED SPECIFIC CHANGES IN THEIR CLINICAL PRACTICE BASED ON THE CONTENT PRESENTED. PARTICIPANTS WHO DID NOT IMPLEMENT SPECIFIC PRACTICE CHANGES REPORTED THE PRIMARY BARRIER AS LACK OF RESOURCES AND ECONOMIC ISSUES.
- OF THE ATTENDEES THAT IMPLEMENTED CHANGE, 84% REPORTED HAVING SEEN A POSITIVE IMPACT ON PATIENT OUTCOMES BASED ON THE PRACTICE CHANGES IMPLEMENTED.

An effective strategy to measure outcomes via follow-up surveys is to ask participants whether they agree or disagree with specific statements related to the content presented and their behavior in clinical practice. For example:

- I AM MORE PROFICIENT IN IMMOBILIZING INJURED UPPER AND LOWER EXTREMITIES AS INITIAL TREATMENT FOR COMMON MUSCULOSKELETAL INJURIES.
- I NOW CONSIDER THE CRITICAL ROLE OF A1C WHEN DEVELOPING A TREATMENT PLAN FOR MY PATIENTS WITH DIABETES.



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