



# 2021 LEAD Capstone Poster Session

## **Development of an Online CME Course in Imaging Appropriateness for Health Professionals**

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# Abstract

- The US healthcare system spends \$7-12 billion per year on unnecessary imaging.
- Despite the central role of diagnostic imaging in patient care, it is underrepresented in medical school curricula and continuing medical education courses.
- Interactive, asynchronous online courses for practicing health professionals (including both physicians and advanced practice providers) can help bridge this gap.





# Objectives

- To create and implement interactive, asynchronous, online courses for practicing health professionals to review foundations of appropriate ordering of imaging.
- Courses will be targeted to both primary care and specialty services.
- Physicians and APPs can receive CME credit.
- To measure the effectiveness of the courses, data on practice habits of those who have participated will be analyzed and compared to national benchmarks.





# Background Information

- The optimal use of imaging is imperative to the practice of medicine.
- Education on appropriate ordering of imaging is widely underrepresented in medical schools and residency training programs in the United States.
- An online learning module on appropriate use of imaging has been piloted in the 4<sup>th</sup> year of medical school at UTSW with great success.
  - Evaluation of students' performance on a multiple-choice exercise before and after completing the exercise revealed significant increases in knowledge of imaging modality selection and non-interpretive skills in Radiology.





# Specific Aims

- Increase knowledge of appropriate imaging utilization through interactive case-based scenarios available through an asynchronous online CME course.
- Improve patient-care through more appropriate utilization of imaging.
- Decrease unnecessary healthcare costs.
- Revenue generated from the course can offset associated costs and become a source of revenue for the institution.





# Project Plan

- Analyze practice data from CMS national databases to identify practice areas in which medical imaging rates exceed national benchmarks.
- Create interactive, asynchronous online courses for practicing health professionals with CME course content targeted to these areas.
- Work with UTSW's Office of Continuing Medical Education and collaborate with UT Dallas on development and implementation of an appropriate online platform for content delivery.





# Application of What You Learned at LEAD

- Effective leadership
- Working as a team
- Collaboration
- Engaging relevant stakeholders





# Proposed Budget

- Initial Development:
  - \$5,000 to 10,000 for initial development of a web-based platform for content delivery
- Ongoing Operation:
  - Online Platform Maintenance + CME Administrative Fees = Up to \$1,000 per year
- *The cost associated with development and implementation will eventually be offset by the revenue generated from the course and can become a source of revenue for the institution.*





# Innovation and Significance

- Online courses appeal to the current generation of millennial learners who desire technology-enriched, novel teaching methods that promote active learning.
- Increased awareness of the topic of appropriate use of imaging has the potential to hugely impact patient care and lower healthcare costs.





# References

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