

SAVE THE DATE

HEALTH CARE BRIEFING

Will Health Professionals Be Prepared to Meet The Demands of Health Reform?

Adapting Continuing Education for a New Health Care Era

May 13, 2010 – Washington D.C.

National health reform offers a unique opportunity to re-design the financing, setting and delivery of continuing education for doctors, nurses, and other health professionals. Some have decried the “disarray” in today’s CE enterprise, noting that it fails to improve clinician performance and patient health, emphasizes ineffectual lectures, and does not sufficiently promote teamwork or align with quality improvement efforts. CE’s close reliance on industry is a major concern since a sizable portion of the \$2.4 billion in income for CE-related activities in medicine is derived from drug and medical device manufacturers.

Join some of the nation’s leading healthcare education experts to discuss how CE should change in an era of health reform to better prepare health professionals and debate what policymakers, providers, and licensing, certification and accrediting bodies should do to foster effective and appropriate lifelong learning. Speakers include: **George Thibault**, president of the Josiah Macy, Jr. Foundation; **Dave Davis** of the Association of American Medical Colleges; **Polly Bednash** of the American Association of Colleges of Nursing; **Madeline Schmitt** of the University of Rochester; and **Eric Campbell** of Massachusetts General Hospital. Topics include:

- How lifelong learning and continuing education can be reshaped to better meet patient needs;
- Whether current CE licensing and accreditation mechanisms are improving practice and care;
- Whether an independent institute should be created to advance the science of CE; and
- What new system of funding is needed to reduce CE reliance on industry support?

Leaders from around the country will showcase replicable lessons of effective CE models that foster inter-professional practice, workplace learning, and alternative CE. The briefing is supported by the Josiah Macy, Jr. Foundation in collaboration with the Association of American Medical Colleges, the American Association of Colleges of Nursing, and the Institute of Medicine.

WHEN: Thursday, May 13, 2010
9:15 – 11:00 a.m.

WHERE: Hyatt Regency Washington on Capitol Hill

400 New Jersey Ave., NW (Metro Red Line – Union Station)

WHO:

George Thibault, MD, President, Josiah Macy Jr., Foundation
Paul Mazmanian, Ph.D., Professor, Continuing Medical Education and Family Medicine, Virginia Commonwealth University

Eric Campbell, Ph.D. Associate Professor, Director of Research, Mongan Institute for Health Policy, Massachusetts General Hospital

Polly Bednash, Ph.D., RN, Chief Executive Officer, the American Association of Colleges of Nursing

Dave Davis, MD, Senior Director, Continuing Education and Performance Improvement, Association of American Medical Colleges

David Price, MD, Director of Medical Education and Clinician Researcher, Colorado Permanente Medical Group

Madeline Schmitt, Ph.D., RN, Professor Emerita, University of Rochester School of Nursing

Steve Simpson, MD, Associate Professor of Medicine, Director of Fellowship Training, University of Kansas Medical Center

RSVP:

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