



**National
Medical
Association**

William E. Matory Sr., M.D. Continuing Medical Education Department

CME Fall Workshop

The Westin Georgetown

Washington, DC

September 20, 2014

CME FALL WORKSHOP

The Westin Georgetown • Scott Meeting Room • Washington, DC
September 20, 2014

Workshop Director:

Colin C. Syphax
Director, Continuing Medical Education

Intended Audience: The educational activity is designed for NMA physician Section and Region chairs, NMA leadership, physician CME executives, Section and Region administrators, NMA staff, related health professionals, and all others who are involved in the development, coordination, and/or implementation of NMA CME activities and programs.

Format: Workshop sessions include lectures, panel discussions, and Q & A with an audience response system.

Purpose: The purpose of this activity is to prepare the 2014 CME schedules designed to improve health providers' performance, competencies, and patient outcomes.

Needs Assessment: The ACCME® recognizes that the professional responsibility of physicians requires continuous learning throughout their careers, appropriate to the individual physician's needs. The ACCME also recognizes that physicians are responsible for choosing their CME activities in accordance with their perceived and documented needs, individual learning styles, practice setting requirements, and for evaluating their own learning achievements. The Essential Areas and Elements (including the Standards for Commercial Support) and Accreditation Policies, therefore, are designed to encourage providers to consider the needs and interests of potential physician participants in planning their CME activities and to encourage the physicians to assume active roles in the planning process.

In the Essential Areas and Elements (including the Standards for Commercial Support) and Accreditation Policies, the ACCME has identified certain elements of structure, method, and organization that contribute to the development of effective continuing medical education. The Essential Areas and Elements (including the Standards for Commercial Support) and Accreditation Policies are the practices that a provider must implement to achieve and maintain accreditation.

[Source: Accreditation Council for Continuing Medical Education (ACCME), Accreditation Requirements, online: <http://www.acme.org>, August 2008]

Overall Objectives: Following participation in this educational activity, attendees should be able to:

- 1) Maintain independence in CME activity development in accordance with ACCME Standards of Commercial Support
- 2) Choose the appropriate level of outcomes for educational interventions
- 3) Design joint educational activities with other specialty sections
- 4) Complete the NMA activity application for CME

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AGENDA

- 8:00 – 8:30** **BOT Committee on Educational Affairs Meeting**
- 8:15 – 8:30** **Continental Breakfast**
- 8:30 – 8:40** **Overview and Introductions**
Colin C. Syphax
Director, Continuing Medical Education
National Medical Association
Silver Spring, Maryland
- 8:40 – 9:00** **Welcome and Opening Remarks**
Garfield Clunie, M.D.
Chair, Board of Trustees
National Medical Association
New York, New York

Edith P. Mitchell, M.D.
President-Elect
Chair, Educational Affairs Committee
National Medical Association
Philadelphia, Pennsylvania
- 9:00 – 9:45** **2014 Annual Convention and Assembly 360: What Worked Well? What Did Not Work Well? Plans for 2015**
Lois D. Miller, CAE
L.D. Miller & Associates
Merrick, New York
- 9:45 – 10:30** **The NMA's CME Application Process**
Colin C. Syphax
- 10:30 – 11:15** **Understanding the ACCME Standards for Commercial Support**
Eric Peterson, EdM
Senior Director,
Performance Improvement CME
American Academy of Physician Assistants
Alexandria, Virginia
- 11:30 – 12:15** **Understanding the Levels of Educational Outcomes and Choosing the Appropriate Level for Your Intervention**
Greg Salinas, Ph.D.
Director of Research and Assessment Services
CE Outcomes, LLC
Birmingham, Alabama

12:15 – 12:30	Announcements
12:30 – 1:00	Lunch
1:00 – 1:30	<p>Merck Grant Support for Independent Medical Education Hong C. Song, MSc Associate Director US Advocacy and Professional Affairs US Medical Affairs Merck & Co., Inc Whitehouse Station, New Jersey</p>
1:30 – 2:30	<p>NMA 2015 Priority Areas Lawrence Sanders, Jr, M.D. President National Medical Association Atlanta, Georgia</p>
2:30 – 3:00	<p>Models for Joint Activity Curriculum Development Ayotunde Dokun, M.D., PhD Internal Medicine Section Chair National Medical Association Charlottesville, Virginia</p> <p>Chanda Nicole Holsey, DrPH, Administrator Internal Medicine Section and Allergy, Asthma and Immunology Section Fleming Isle, Florida</p>
3:00 – 3:30	<p>Specialty Updates for NMA Website Edith P. Mitchell, M.D.</p> <p>Elaine W. Smith EWS and Associates, LLC Washington, District of Columbia</p>
3:30 – 4:30	Breakout Group Discussions Regarding Combined Activity
4:30 – 4:45	Reports from Combined Session Discussions
4:45 – 5:00	<p>Wrap –up and Closing Remarks Edith P. Mitchell, M.D.</p>

Speaker Biographies

Garfield Clunie, M.D., currently serves as Chairman of the 2014-15 Board of Trustees for the National Medical Association (NMA). Dr. Clunie is an Assistant Clinical Professor in the Department of Obstetrics, Gynecology and Reproductive Science at the Mount Sinai School of Medicine. Dr. Clunie's special interests include prenatal diagnosis of fetal anomalies, diabetes in pregnancy and fetal growth restriction. As a faculty member, he supervises the OB/GYN Diagnosis and Treatment Center's high risk clinics and ultrasound unit. Dr. Clunie is also director of the Perinatal Department at White Plains Hospital Center. After receiving a BS in Biochemistry from the State University of New York at Stony Brook, Dr. Clunie earned his medical degree from Bowman Gray School of Medicine. He completed a residency in Obstetrics and Gynecology at the NYU Downtown Hospital, and went on to complete a fellowship in Maternal-Fetal Medicine at Tufts-New England Medical Center. Dr. Clunie is an active member of the National Medical Association. He previously served as the Region I Chair for the NMA which consists of the following states and territories: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Puerto Rico, Rhode Island, Vermont, and the Virgin Islands.

Ayotunde O. Dokun, M.D., Ph.D. is Assistant Professor Medicine and Endocrinology, Director of the Endocrine Elective and Selective course in the division of Endocrinology and Diabetes at the University of Virginia, Charlottesville VA. Dr Dokun received his Bachelor's Degree in Biological Sciences from the State University of New York College at Old Westbury, Long Island, NY. He subsequently trained in the National Institute of Health (NIH) sponsored Medical Scientist Training Program (MSTP) at the Mt Sinai Graduate School of Biological Sciences and the Mt Sinai School of Medicine (now Icahn School of Medicine), New York, NY where he earned his MD and PhD degree. After completion of his graduate training Dr Dokun entered residency in Internal Medicine and Fellowship training in Endocrinology and Metabolism at Duke University Medical Center, Durham, NC.

Dr Dokun is an alumnus of the prestigious *Robert Wood Johnson Foundation (RWJF), Amos Medical Faculty Development Program (AMFDP)*. His current area of research interest is in understanding the molecular mechanisms of vascular complications in diabetes. Dr Dokun has made seminar contributions to his field with notable publications in Journals such as *Science, Nature Immunology, Circulation and Circulation Research*. Dr Dokun has received several awards for his scientific contributions most recently; he received the *Jay D. Coffman Early Career Investigator Award* from the peripheral arterial disease (PVD) council of American Heart Association (AHA). Dr Dokun currently serves on the board of 2 non for profit organizations and on the editorial board of 4 scientific journals.

Chanda Nicole Holsey, DrPH, MPH, is the Founder and Visionary, of Healthy Aims for Little Ones and Families (HALO for Families), and is a Health Services Specialist. A veteran public health professional, Dr. Holsey brings over 18 years of experience in public health program management. She has planned, implemented, and evaluated health promotion programs nationally for the American Public Health Association, Association of Asthma Educators, and American Lung Association; and regionally for Georgia Department of Community Health, Morehouse School of Medicine, Emory University, Rollins School of Public Health at Emory University, and Hughes Spalding Children's Hospital. She has also consulted as a program evaluator, grant reviewer, trainer, and research investigator for a myriad of organizations such as the U.S. Department of Health and Human Services, U.S. Department of Education, Centers for Disease Control and Prevention, Emory University, American Public Health Association – Maternal and Child Health Section, and San Diego State University.

She currently serves in a consultant capacity as the section administrator where she writes grants, prepares annual budgets, and evaluates the program planning and operational activities for the Internal Medicine and Allergy, Asthma, and Immunology Sections of the National Medical Association. Dr. Holsey

has trained widely on the topic of pediatric asthma education and management and has several publications and professional presentations in the areas of asthma management, pediatric asthma, maternal and child health, chronic disease prevention, health disparities research, and health education. She holds professorships at Nova Southeastern University and Ashford University where she teaches an array of public health, epidemiology, health care, and health services courses. Dr. Holsey earned a Master of Public Health in Behavioral Science and Health Education from the Rollins School of Public Health at Emory University and a Doctor of Public Health in Maternal and Child Health from the University of Alabama at Birmingham. Additionally, Dr. Holsey is a certified asthma educator (AE-C).

Lois D. Miller, is President & CEO of L.D. Miller & Associates which was founded in 2000. Prior to striking out on her own, Lois was the Vice President of the Luggage & Leather Goods Manufacturers Association where during her 15-year tenure she managed a “Top 200” trade show, the organization’s annual meetings and all of its special events.

Since starting L.D. Miller & Associates, Lois has managed large trade shows, annual conferences ranging in size from 125 to 4000 attendees, Awards dinners, special events and gala receptions. Lois maintains her CAE certification and participates regularly in continuing education in the meetings industry and association communities.

Lois is an active member of the New York Society of Association Executives, The Professional Conference Management Association and the American Society of Association Management. She is currently co-chair of the education committee for the New York chapter of PCMA and serves on an independent planner task force for PCMA National.

Lois has tremendous experience negotiating hotel contracts and welcomes the opportunity to submit a winning proposal for your next event.

Edith Peterson Mitchell, M.D., is Board Certified in Internal Medicine and Medical Oncology and is Clinical Professor, Department of Medicine and Medical Oncology, Program Leader, Gastrointestinal Oncology at Jefferson Medical College of Thomas Jefferson University and Associate Director for Diversity Programs and Director of the Center to Eliminate Cancer Disparities for the Kimmel Cancer Center at Jefferson.

Dr. Mitchell, has spent her medical career helping individuals in medically underserved areas to realize that simple changes in lifestyle can have a dramatic impact on cancer care. Through her work, Dr. Mitchell has demonstrated the importance of community service and outreach especially to those individuals who may not have the means to seek out more conventional medical advice.

Dr. Mitchell received a bachelor of science in Biochemistry “with distinction” from Tennessee State University and her medical degree from the Medical College of Virginia in Richmond. In 1973, while attending medical school, Dr. Mitchell entered the Air Force and received a commission through the Health Professions Scholarship Program. She entered active duty after completion of her internship and residency in Internal Medicine at Meharry Medical College and a fellowship in Medical Oncology at Georgetown University.

Dr. Mitchell’s research in breast, colorectal, and pancreatic cancers and other GI malignancies involves new drug evaluation and chemotherapy, development of new therapeutic regimens, chemoradiation strategies for combined modality therapy, patient selection criteria and supportive care for patients with gastrointestinal cancer. She travels nationally and internationally teaching and lecturing on the treatment of gastrointestinal malignancies.

Dr. Mitchell has authored and co-authored more than 100 articles, book chapters, and abstracts on cancer treatment, prevention, and cancer control. As a distinguished researcher, she has received many Cancer Research and Principal Investigator Awards including a Promise Grant from the Susan G. Komen Foundation. She serves on the National Cancer Institute Review Panel and the Cancer Investigations Review Committee.

Dr. Mitchell holds leadership positions in the American Society of Clinical Oncology, is the 2014 President-Elect of the National Medical Association, and serves on the editorial board of the Journal of the National Medical Association.

Among her many honors, Dr. Mitchell has received The 'Tree of Life' Award which recognizes health professionals who are committed to making a difference in community health. Recipients of this coveted award have made extraordinary contributions to health management in both the local and global community. Dr. Mitchell was awarded the American Cancer Society's Cancer Control Award for her significant commitment to research, education, and diversity. In 2010 she was selected for the National Cancer Care Physician of the Year Award in recognition of her outstanding contribution of time and talent. Other awards for Dr. Mitchell include the 2009 Looking Glass Award presented by the Living With Cancer Foundation and the Women in Medicine Research Award from the National Medical Association.

Dr. Mitchell was selected as the 2011 Practitioner of the Year Award by the Philadelphia Society of Medicine and as 2012 Humanitarian Practitioner of the Year by the American Society of Clinical Oncology.

In addition to her medical achievements, Dr. Mitchell is a retired Brigadier General, having served as the Air National Guard Assistant to the Command Surgeon for US Transportation command and headquarters Air Mobility Command (AMC) based at the Scott Air Force Base in Illinois. In this capacity she served as the senior medical Air National Guard advisor to the command surgeon and was the medical liaison between the active Air Force and the Air National Guard. Her responsibilities in this role included ensuring maximum wartime readiness and combat support capability of the worldwide patient movement and aeromedical evacuation system, the Global Patient Movement Requirements Center and AMC's 52 Air National Guard medical squadrons.

General Mitchell has been awarded over 15 military service medals and ribbons including the Legion of Merit, Meritorious Service Medal, Air Force Achievement and Commendation Medals, National Defense Service Medal, and Humanitarian Service Medal. Dr. Mitchell was selected for inclusion in America's Top Oncologists. Dr. Mitchell is a Fellow of the American College of Physicians, a member of the American Society of Clinical Oncology, European Society of Medical Oncology, American Medical Association, National Medical Association, Aerospace Medical Association, Association of Military Surgeons, the Medical Society of Eastern Pennsylvania, the Eastern Cooperative Oncology Group, Radiation Therapy Oncology Group, and the National Surgical Adjuvant Breast and Bowel Project.

Dr. Mitchell was inducted into Alpha Psi Chapter of Alpha Kappa Alpha Sorority in 1966 while a sophomore at Tennessee State University and is currently a member of Omega Omega Chapter in Philadelphia. She is also a member of Alpha Kappa Mu and Beta Kappa Chi Honor Societies and Sigma Xi Scientific Research Society.

On a personal note, Dr. Mitchell enjoys gardening, quilting, and listening to jazz and rock music while spending time with her family. She and husband Delmar, have been married forty-three years and have two daughters, Dale and DeAnna, and a granddaughter Gabriella.

Eric Peterson, M.Ed currently serves as Senior Director for Performance Improvement CME with the American Academy for Physician Assistants. He has been involved in continuing professional development in the health professions for over 20 years and has worked in hospital, medical education company, and association settings. He is a long-time volunteer with the Alliance for Continuing Education in the Health Profession and has served on the Annual Conference Planning Committee and the Awards Committee and has presented numerous educational sessions at the annual meeting. He is a volunteer ACCME accreditation surveyor, a fellow of the Alliance and is a Certified Continuing Medical Education Professional (CCMEP). Eric holds a Master of Education degree in Adult and Organizational Development from Temple University. He has published his work related to assessment in peer-reviewed journals

Greg Salinas, PhD, is Director of Research and Assessment Services at CE Outcomes. Dr. Salinas has a cell and molecular biology research background and received a BS in Biology from Birmingham-Southern College and a PhD from Brown University in Molecular Pharmacology. After graduation, he spent the next 2 years as a postdoctoral fellow at the University of Alabama at Birmingham in the Department of Psychiatry and Behavioral Neurobiology researching the molecular basis of depression and bipolar disorder.

In 2008, Dr. Salinas joined CE Outcomes and currently is the Director of Research and Assessment Services. Dr. Salinas oversees several company initiatives, including patient studies, IRB submissions, and publications and provides oversight on many of the projects currently ongoing at CE Outcomes. In this capacity, Dr. Salinas has utilized his experience in statistical method, tests and measurement to produce several publications focused on identification of key gaps in healthcare provider education and innovative ways education has been used to fill these gaps.

Lawrence Sanders Jr., M.D., currently serves as the (2014-15) President of the National Medical Association (NMA). He practices internal medicine and believes that good health is the result of individuals, groups, organizations, neighborhoods and communities working to create the conditions in every neighborhood and community to foster good health. At Morehouse School of Medicine, he teaches internal medicine, business principles and patient safety/quality improvement to residents and medical students. At Grady Health System, he serves as the physician advisor for clinical documentation improvement, care management and hospital throughput.

Dr. Sanders is active in professional associations and believes that advocacy provides input to the political processes that share the future of medicine. Dr. Sanders has served as president of the Atlanta Medical and the Georgia State Medical Associations. As member of the National Medical Association, he has served as the Speaker of the House of Delegates and as Chair of the Committee on Administrative and Financial Affairs in the House of Delegates. Additionally, he serves as a delegate for the Medical Association of Atlanta to the Medical Association of Georgia House of Delegates. Dr. Sanders has served as a member of the steering committee for the Group on Faculty Practice of the American Association of Medical Colleges (AAMC).

Dr. Sanders earned his undergraduate degree in chemistry from Clemson University. He is a graduate of Vanderbilt University Medical School in Nashville, Tennessee. Dr. Sanders also earned a master of business administration from the Wharton School at the University of Pennsylvania.

Dr. Sanders strives for excellence in teaching, seeks to provide top quality services for his patients and their families and to address critical determinants linked to improved health for all people.

Hong C. Song, MSc is the Associate Director for U.S. Advocacy and Professional Affairs at Merck & Company, US Medical Affairs with a point responsibilities for few professional societies including National Medical Association.

Colin C. Syphax, was appointed the Director of the William E. Matory Sr., M.D. Continuing Medical Education (CME) Program of the National Medical Association (NMA) in January 2010. Prior to accepting the position of CME Director, Mr. Syphax served as the Associate Director for CME and was responsible for the day to day management of the NMA CME program and staff since January 2009. Mr. Syphax -- in collaboration with the Interim CME Director, Dr. Richard Levinson -- led the Association's successful ACCME reaccreditation efforts during the 2009 calendar year.

Mr. Syphax joined the NMA as member of its national office staff in 2006. During his tenure with the NMA, Mr. Syphax has served as the liaison to the NMA's House of Delegates Council on Educational Affairs and the Board of Trustees' Committee on Educational Affairs. From 2007 - 2009 Mr. Syphax served as the primary staff contact for the 25 specialty sections of the NMA, a responsibility that has required him to participate in the planning and coordination of the Section educational activities including their fund raising efforts. He also assisted in the planning, coordination, and providing of on-site staff support to the NMA's annual regional meetings, and assisted in the development, planning and presentation of the annual NMA CME training workshop. As the primary coordinator for the NMA's 2008 cultural competency online CME program with Medscape, Mr. Syphax played an integral role in its successful development.

Mr. Syphax is a member of the Alliance for Continuing Medical Education and the National Task Force on CME/Industry Collaboration – including serving as a member of the Task Force's 2011 conference committee.

Mr. Syphax credits the late NMA CME Director Dr. William E. Matory with fostering his interest in CME through Dr. Matory's generous mentorship of Mr. Syphax.

Mr. Syphax is a native of Washington, DC and graduate of Howard University.

