

# CME Strategic Direction

2016-2021

Department of Paediatrics  
Children's Hospital  
London Health Science Centre



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# MESSAGE FROM THE CME DIRECTOR

We are engaging in the practice of medicine in times of rapid technological advances leading to growing scientific knowledge, improved education techniques and increased access to information. Continuing Medical Education in the twenty-first century is mandated to be accountable in facilitating high quality scientific knowledge and demonstrating physician practice improvement.

In the fall of 2015, I assumed the role of CME Director in the department of Paediatrics and since then, it has been an eventful time for CME Paediatric program at the Children's Hospital as we have continued to grow, adapt, and remain open to new ideas. We are in pursuit of a truly dynamic, learner focused approach.

The Mission of our CME program is to promote medical education that is effective, ethical and evidence based, and strive for continuous quality improvement. Our Vision is to provide high quality knowledge, skills, and inter-professional learning opportunities in a variety of settings for Physicians and other health care providers in Southwestern Ontario.

To achieve CME's Mission and Vision, our committee members and valued stakeholders worked hard on developing a strategic plan for the next five years. Our goal is to work towards being leaders in medical education by focusing on five pillars of strategic direction:

1. Program planning and delivery
2. Leadership in education
3. Integrating technology to improve Education & communication
4. Fostering collaboration within the hospital and regional partners
5. Sustainability of CME program



We are committed to ongoing evaluation and continuous improvement of our CME program and educational approaches. Annually, we will evaluate to ensure we are progressing towards achieving our goals in medical education. It is important for healthcare providers to continue to grow and expand their knowledge and hence, the Paediatric CME program is committed to providing appropriate opportunities. I thank you for sharing your ideas so generously. Our strategic plan is stronger because of your contribution.

I leave you with a quote that encompasses our philosophy here at CME:

“The capacity to learn is a gift; The ability to learn is a skill; The willingness to learn is a choice.”

Dr. Rahul Ojha  
Director, Continuing Medical Education  
Department of Paediatrics  
Schulich School of Medicine and Dentistry  
Western University



## STRATEGIC PLANNING PROCESS

**“Without strategy, execution is aimless. Without execution, strategy is useless”- Morris Chang**

The Continuing Medical Education (CME) Program of the Department of Paediatrics, Western University undertook a Strategic Planning Process that has resulted in this 2016-2021 Strategic Plan.

The Strategic Planning Process began in March 2016 by collecting data to understand the current situation and the strategic issues that the CME Program faces. This was done by stakeholder interviews, focus groups and surveys and document review.

In July 2016 face to face meetings were arranged with the CME committee members to analyze the information collected and a background report was prepared. The draft of strategic plan was tabled at the general CME committee meeting in October 2016. The strategic direction 2016-2021 is the result of the meeting proceedings, where committee members validated the key strategic issues facing the CME Program and identified priorities, including goals and strategies. In November 2016, the draft of the Strategic direction 2016-2021 was reviewed and discussed with the department chair/chief. Based on the discussion a revised Strategic Plan was prepared in December 2016. The final version was tabled and approved by the CME committee in January 2017. The approved 2016-2021 Strategic Plan includes the following:

- The mission statement of the CME Program for the department of Paediatrics.
- The CME Program’s strategic direction for the next five years.
- The measures the CME Program committee will take to monitor and evaluate the implementation of the Strategic Plan.

# CME Paediatric Program

## PURPOSE

The Continuing Medical Education Program of the Department of Paediatrics, Western University strives to improve the quality of education in the region of Southwestern Ontario by providing excellent, need based educational activities to physicians and other health professionals that produce change in knowledge, skills, attitudes, and behaviours.

## TARGET AUDIENCE

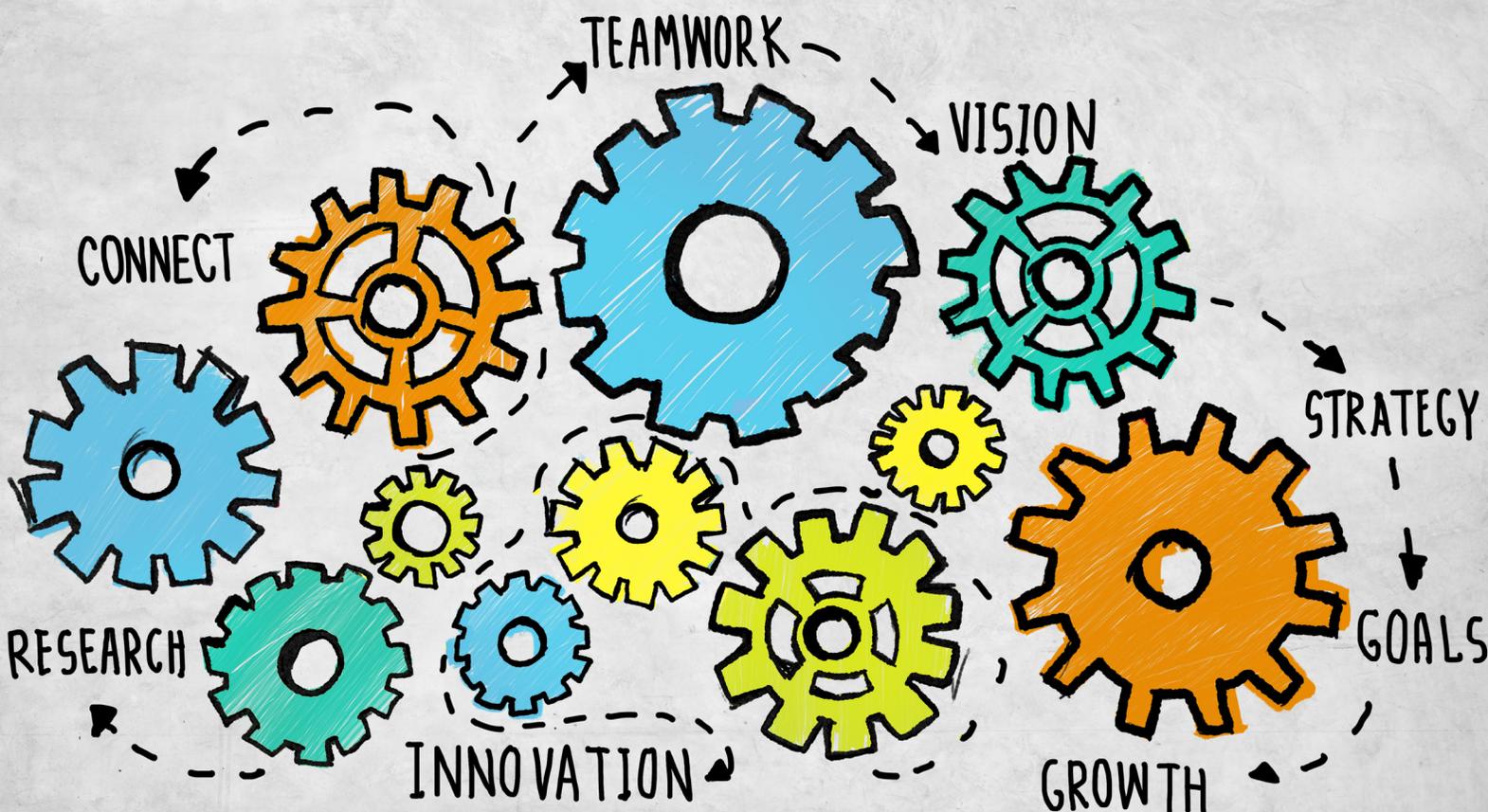
The target audiences for CME program are paediatricians, family physicians, resident trainees, medical students, and other health care providers such as nurse practitioners, nurses, allied health professionals practicing locally and throughout Southwest Ontario.

## ACTIVITIES

The mission is accomplished through the development, certification, delivery and evaluation of educational activities including: conferences, grand rounds, ethic rounds, workshops (including simulation learning), educational video-telecast (OTN) and self-directed learning. Learning methods are selected based on the setting, identified needs, desired results, and learning styles of the target audience.

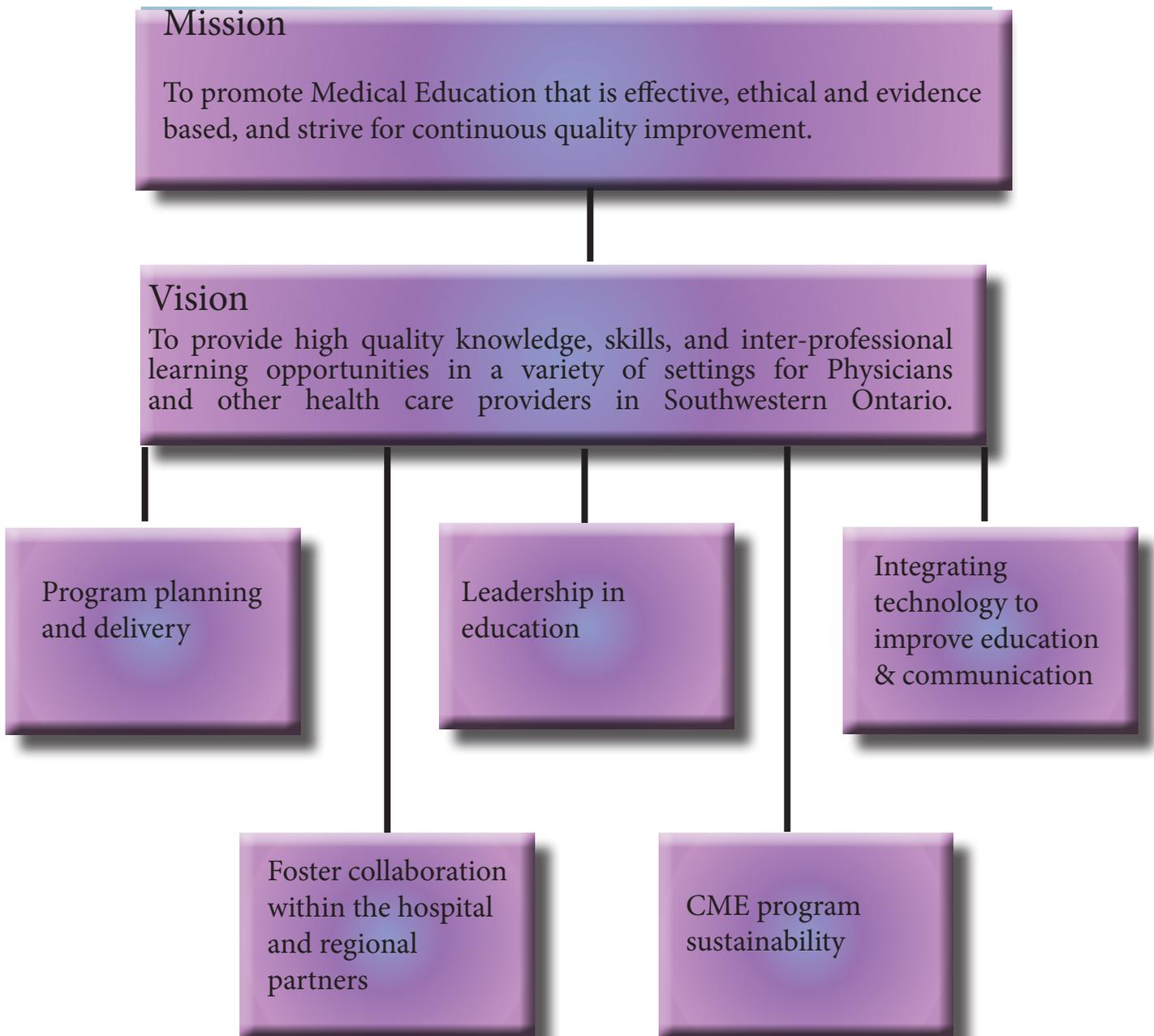
## IMPACT

To evaluate the effectiveness of various educational activities and their impact on the knowledge, skills, and attitudes of the participants



# Strategic Direction

## Strategic Map



*“By failing to prepare, you are preparing to fail.” ~Benjamin Franklin*

## Program Planning and Delivery

### Goal:

Ensure regular assessment of delivered CME content and inclusion of unmet learning needs into programs developed and co-developed by CME Paediatrics.

### Strategy:

- Needs assessment survey will be conducted across southwestern Ontario to ascertain health care professionals (community paediatricians, family physicians, nurses and nurse practitioners and allied health) learning needs.
- Ensure that developed programs offered by CME Paediatrics are accredited and advertised to Family Physicians, Specialists, Nurses, Nurse Practitioners, and Allied Health Professionals.

## Foster Collaboration within the Hospital and with Regional Partners

### Goal:

Supporting the educational development within the department and across southwestern Ontario

### Strategy:

- Develop a new educational program for our regional partners in southwestern Ontario.
- Work with partners to provide simulation learning across southwestern Ontario in collaboration with key players.
- Continue to foster collaboration with other departments, faculties and professional associations for academic activities

## *5 areas to continue to thrive in*

## CME Program Sustainability

### Goal:

Ensure operations are sustainable

### Strategy:

- Develop a system to collect performance-related information and continue to review, monitor and improve the existing programs and funding strategies

## Leadership in Education

### Goal:

Continue to organize a regional Paediatric conference on an annual basis.

### Strategy:

- A needs assessment survey will be conducted annually across the region to ascertain healthcare professionals (Physicians, Nurses and Nurse Practitioners and Allied Health) learning needs. Once the information is gathered from the survey and the feedback from the previous conference is tallied, the CME committee will determine the list of topics for the next Paediatric Update Conference.

### Goal:

Develop curriculum for regional outreach education program.

### Strategy:

- The CME committee will conduct needs assessment in the region and work in conjunction with Maternal, Neonatal, Child and Youth Network (MNCYN) and the Paediatric Simulation Committee to create learning opportunities to meet these needs, and evaluate the efficacy of educational interventions. Examples of initiatives to include in a regional outreach education program are hands-on skills workshops, such as simulation workshops.

### Goal:

Supporting faculty education and development

### Strategy:

- Continuing to support departmental educational activities such as Grand Rounds and Ethics Rounds with the opportunity to showcase local faculty expertise.
- Support faculty interested in creating an novel CME curriculum or event.



# Integrating Technology to Improve Education & Information

## Goal:

- Utilise technology to improve program visibility

## Strategy:

•Assess awareness and expectations of department members and regional partners regarding the CME committee's role and activities. Based on the assessment, create and implement an internal and external communications plan to promote CME programs.

•Develop the department CME website in order to improve ease of access to CME-related information and streamline the registration process to CME events.

## Goal:

Develop an informative, easily navigatable CME Website

## Strategy:

•Develop an easily navigatable CME Website. This comprehensive CME website will include CME vision, goals, and strategic plan for next 5 years. It will also provide updated information about the paediatric conferences (Paediatric update and PEM refresher course), a calendar for Grand Rounds along with an annual CME report. Online CME curriculum content/courses designed by faculty will be hosted here.

## Goal:

Improve the use of technology to support program delivery Strategy:

•Use of OTN, webcast for the Grand Rounds and Regional outreach education to connect with the target audiences outside of the hospital. This allows the program to be archived so people can continue to learn from presentations even after they have been completed.

•Develop a repository for all CME activities delivered (such as invited Guest Speaker, Key note speaker, workshop organizer, Panelist, moderators chairing sessions etc.) by paediatric faculty at a regional, national and international forum.

Goal Improving and updating the constructive presence on social media.

## Strategy:

•Develop a social media presence for the Department of Paediatrics to engage with their faculty members, staff, trainees and public. By establishing a social media presence it will foster two-way communication between the department and the public. Social media will allow the Paediatric Department / CME to establish a strong brand identity.

## Implementation and Evaluation Strategic Plan

To facilitate the implementation and evaluation of the Strategic Plan, the CME paediatric Program is adopting the following measures:

oThis strategic plan will generate a yearly operational plan of the Program's activities. The operational plan will be prepared by the CME Program Director in collaboration with the committee and will be submitted to the chair / chief of the Department of Paediatrics.

oThe operational plan will be action-oriented and include key indicators and performance targets to measure progress in achieving goals.

oThe CME committee will use the operational plan as the basis for regular team meetings/updates.

oThe CME committee will engage in a yearly review of the strategic plan based on operational results and make the necessary adjustments.

# APPENDIX 1

## **Strategic Planning Steering Committee Members:**

Lead: Dr. Rahul Ojha, Academic Paediatric Medicine  
Dr. Andrea Andrade, Neurology  
Dr. Anna Gunz, Critical Care  
Dr. Amita Misir, Emergency Medicine  
Dr. Dirk Bock, Academic Paediatric Medicine  
Dr. Doreen Matsui, Clinical Pharmacology  
Dr. Gary Tithecott, Academic Paediatric Medicine  
Dr. Jennifer McLean, Developmental Paediatrics  
Dr. Jaime Wickett, Family Medicine  
Dr. Narayan Prasad, Neurology  
Dr. Tamara VanHooren, Child Protection  
Mr. Felix Harnos, Maternal Newborn Child & Youth Network (MNCYN)  
Mr. Doug Jowett, Maternal Newborn Child & Youth Network

## **Strategic Planning Writing Group**

Dr. Rahul Ojha, Academic Paediatric Medicine  
Ms. Vanessa Jones, Media and CME Coordinator  
Dr. Dirk Bock, Academic Paediatric Medicine  
Dr. Anna Gunz, Critical Care

## **Stake Holder Consultation Group**

Dr. Michael Rieder, Chair/Chief, Department of Pediatrics  
Dr. Ashok Dhandapani, Chair, Paediatric Grand Rounds Committee  
Dr. Amrita Sarpal, Chair, Paediatric Ethics Rounds Committee  
Dr. Gurinder Sangha, Chair, Paediatric Simulation Committee  
Dr. Gary Tithecott, Head, Academic Paediatric Medicine  
Dr. Kevin Bax, Head Paediatric Gastroenterology  
Dr. Kambiz Norozi, Head, Paediatric Cardiology  
Dr. Simon Levin, Program Director, Paediatric Residency Program  
Felix Harnos, Regional Leader, MNCYN  
Ms. Patty Smith, Manager of Administration and Finance  
Ms. Jody Andody, Administrative Assistant