
SHOW NOTES

Inbox Detox – Tips on Submitting a Good CME Application

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Why focus on submitting a good Continuing Medical Education (CME) application?

- We don't typically receive advice/instruction about this during our training.
- Knowing how to approach planning involved in a CME event will facilitate a better experience for the planner, the presenters, the institution and the participants.
- Knowing about attending to issues related to potential conflicts of interest is important during the planning process.

Tips on Submitting a Good CME Application

- Be **intentional** in your planning
 - **Contact your Office of Continuing Medical Education** (or office with a similar name) **early** to begin to work with them during your planning process
 - Involve a few colleagues on a **planning committee** to make the effort and process a little easier to accomplish – you don't have to do it all alone!
- **Avoid signing any contracts** with people, facilities or agencies before finalizing your application with your CME office
- Consider **what drives the need** for the event you're planning
 - Identify the "**Practice Gap**" that needs to be filled by what you plan to offer
 - You can get at this via a **needs assessment** survey or poll of potential participants or by evaluating existing data about practice trends, outcomes, performance, research results, etc.
- **Specify your educational objectives** for the event
 - Your CME application will likely require that you use some "action verbs" to specify your outcomes
 - See the following [reference from Drexel University about action verbs used for developing objectives](#)
- Specify the **instructional methods** you intend to use during your event
 - Avoid *solely* using a lecture format that is not interactive

"Think... you're proposing a mini-curriculum inside a larger curriculum"

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- Include methods that engage the learners during the event such as,
 - Small group interactions/discussion (e.g., Think-Pair-Share method)
 - Workshops
 - Simulations
- If you're unfamiliar with instructional methods to engage learners, consider reaching out to an Instructional Designer early in your planning stages
 - See Episode 11 of FacDev4Me: Tips on Working with an Instructional Designer for more information
- Describe how you plan on **evaluating** your event to assess if you're achieved your learning objectives
 - Your CME application should help walk you through including an evaluation component for your event.
- **Be respectful of everyone's calendars!**
 - Give yourself **plenty of time to plan** your event – ideally at least 6 months!
 - Speakers who are in-demand often need at least 6 months to get scheduled for an event
 - Participants working in a health professions setting likewise need ample lead time to submit schedule requests for time away from work to participate in even an hour-long event (much less a multi-day event!).
 - **See if your department has an existing CME activity** (such as a Grand Rounds series) that could be a fit for the event you'd like to offer
 - You may be able to utilize your department's approved CME activity as the way to get your event delivered
- Factor in that there **may be a cost involved** in submitting a CME application and obtaining CME credit for your event
 - Identify what those associated costs will be early on by working with your CME office
 - Identify who is going to fund those costs early on to ensure you can proceed with your planning
- **Final word of advice:** offering CME credit for an event is an added value for that event but it may not be what draws participants to your event. A well-developed educational event that addresses a practice gap/need will be what is most valuable to participants.