Continuing Medical Education the Joslin Way:

Superior content

- Content produced by the most respected experts in diabetes and its related conditions, ensuring that each academic program is timely, accurate, practical, evidence-based and scientifically unimpeachable

Full-service implementation

- Joslin’s Professional Education Department staff offers full-service oversight for all program-related activities, including management of the editorial and production processes, audience generation and event management

Unmatched cutting-edge technology-based CME

- Joslin offers an unmatched array of technology options with the same level of quality as live programming to reach a vast, tech-savvy audience

Proven results through Educational Impact Assessments

- Joslin’s Educational Impact Assessments demonstrate an increase in physician learning and change in practice behavior
Accreditation with Commendation

In 2006, Joslin Diabetes Center was awarded a six-year reaccreditation and the status of “Accreditation with Commendation” by the Accreditation Council for Continuing Medical Education (ACCME), the highest rating achievable by a provider of CME. This level of certification places Joslin in a peer group with the best CME providers in the U.S.

Joslin CME achieved “Exemplary” status in the following elements:

- Planning: Joslin has an innovative and creative planning process that gathers and analyzes need from a variety of sources, including data from a national network of affiliated care centers.
- Needs Assessment: Joslin consistently uses needs assessment data from multiple sources to plan CME activities, including expert opinions, hospital data, prior needs assessment data, literature, and surveys from previous activities. This process results in credible, practical, needs-driven content that meets the needs of busy clinicians.
- Activity Evaluation: Joslin consistently evaluates the effectiveness of its CME activities in meeting identified educational needs through the use of its Educational Impact Assessment, pre- and post-activity case vignettes and survey questions that measure clinical decision-making skills.
- Program Evaluation: Joslin has innovative and creative mechanisms in place to measure the effectiveness of its overall CME program.
High-quality continuing medical education depends on the expertise and credibility of the people who produce and deliver it. Joslin’s Professional Education Department is led by a group of professionals who produce superior content in collaboration with other recognized experts.

Under the direction of Richard S. Beaser, MD, Medical Executive Director of Joslin’s Professional Education Department for more than 17 years, Joslin CME faculty members are recognized leaders and medical experts. These physicians not only produce CME content but also treat people with diabetes and its related conditions and engage in research initiatives, ensuring that the CME content is enriched both by clinical experience and the benefits of the latest research.

And Joslin CME programs include faculty from other prominent medical institutions, in an effort to bring today’s clinicians continuing medical education programs that are timely, evidence-based and clinically relevant.

Here are some examples of our areas of expertise:

- Dyslipidemia and diabetes
- Obesity and diabetes
- Cardiovascular disease and macrovascular risk
- Hypertension and dyslipidemia
- Diabetes treatment in culturally diverse populations
- Glucose control
- Metabolic syndrome
- Micro/Macrovascular risk prevention and treatment
- Neuropathies and other diabetes complications
- Schizophrenia, bipolar disorders and metabolism
- Treating type 2 diabetes with insulin
- Women’s endocrine issues, menopause and metabolism and osteoporosis
- Depression and anxiety in the chronic disease setting
Live Joslin CME

Symposia ... Forums ... Dialogs

Joslin’s live CME activities, both sole- and multi-supported, are consistently highly rated by the primary care physician, specialist and allied health professional symposia attendees.

Symposia evaluations from live activity participants reveal that 96% agree that their educational needs were met while 87% state that their patient management will change based on the program and the information conveyed.
Sole-Supported CME Activities
Live interaction remains the preferred CME vehicle for a majority of physicians. In a typical year, Joslin CME:

- Produces 120 live symposia for primary care physicians, specialists and allied health professionals
- Sponsors 20 enduring material activities
- Reaches over 125,000 participants

Multi-Supported Joslin ClinicalFORUM™
Multi-supported does not have to mean “lost in the shuffle.” A consolidated CME experience that addresses the multiplicity of issues a physician regularly confronts in managing diabetes and its related conditions makes Joslin ClinicalFORUM the right approach to CME at the right time.

- Uninterrupted weekend morning learning experience
- Linked topics related to diabetes and its related conditions
- Cost-effectively reaches a broad primary care provider audience

Joslin ClinicalFORUM addresses critical issues in diabetes and its related conditions with topics that include:

- Dyslipidemia and its clinical implications
- Renal disease and diabetes
- Parathyroid hormone, calcium and vitamin D
- Treating type 2 diabetes
- Incretins and diabetes
- Maintaining vascular health
- The impact of diabetic neuropathies
- The clinical challenge of osteoporosis
- Insulin therapy of diabetes
- Psychoses and metabolism

JoslinDIALOGS™ – Peer Interaction Among Specialists
Joslin CME recognizes the need for specialists to have educational dialogue with peers on current, evidence-based topics. JoslinDIALOGS:

- Address the unique interests of thought leaders—specialists convene in major metropolitan areas
- CME-accredited academic presentation with distinguished faculty and interactive Q & A discussion over dinner

78% of Joslin symposia attendees are clinical decision makers.
Demonstrated Results

We don’t just say that our CME translates knowledge into clinical care, we undergo the rigorous process of proving it – and our process has been awarded exemplary status by the ACCME. Joslin CME has been proven to increase physician learning and change practice behavior.

Joslin Educational Impact Assessment (EIA)

The EIA measures the impact a Joslin CME activity has on an activity participant 30-60 days after the event, with results that consistently show growth in physician knowledge, resulting in better patient care.

Our methodology:

- Uses a validated case vignette approach to measuring ability to achieve symposium learning objectives in clinical practice
- Sends surveys to matched group of participants and non-participant control group
- Statistically compares responses of participants and non-participants
Sample EIA Results for Selected Symposia Show:

- Participants are significantly more likely to recognize the most appropriate strategy to reach the target A1C levels in a presented case study than a matched group of non-participants.
- Increased participant knowledge concerning differences in metabolic factors in multicultural populations.
- Reinforced knowledge translating into greater awareness of presented material in the clinical setting.

The Value of Educational Impact Assessments

These data from a recent EIA survey demonstrate that, on a self-reported basis, a significant percentage of participants not only indicated at the end of an activity that they intended to modify some aspect of their practice, but one to two months later they did so.

<table>
<thead>
<tr>
<th>Aspects of practice to modify</th>
<th>Post-activity Intend to Change</th>
<th>Follow-up Did Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test for diabetes more frequently in at-risk people</td>
<td>54%</td>
<td>55%</td>
</tr>
<tr>
<td>More frequent use of A1C screening</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>Use oral combination therapy earlier</td>
<td>60%</td>
<td>56%</td>
</tr>
<tr>
<td>Initiate oral therapy earlier</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Target recommended A1C levels</td>
<td>49%</td>
<td>48%</td>
</tr>
<tr>
<td>Focus on insulin resistance</td>
<td>47%</td>
<td>39%</td>
</tr>
</tbody>
</table>
Fully Integrated Multimedia Programs

Joslin delivers cutting-edge content in a variety of dynamic, high-impact multimedia products. By offering a diverse array of activities, Joslin multimedia offerings maximize distribution by reaching a wide audience with various preferences of learning styles and environments.
Joslin ClinicalFOCUS™
A one-hour television program that reaches 3,000 healthcare facilities in the U.S. and is viewed by 5,000+ healthcare professionals.

Joslin CME on Medscape
As the leading provider of online medical information for physicians and other healthcare professionals, Medscape is an innovator in the development and delivery of news, clinical information and education for today’s clinician. Healthcare professionals the world over rely on Medscape as a key source of timely, valid, credible, authoritative and relevant clinical content.
In conjunction with Medscape, Joslin Web-based activities and content can now be found at www.medscape.com/joslin – the Joslin CME page on Medscape.com. The Joslin CME page serves as a focused compendium of Joslin-produced content available on Medscape, with educational offerings on a wide variety of topics. Working with Medscape, Joslin activities can now reach the broad and growing population of healthcare professionals who use Medscape.com for their CME needs.

www.ProfessionalEd.joslin.org
Joslin’s Web-based educational activities provide online patient and professional education programs.
- Almost 100,000 visits to the Professional Education Web site annually
- Improved capabilities for participant management of their own CME portfolios

Other Multimedia Formats
CDs, DVDs and monographs present the same high-quality content in formats that suit a physician’s preferred learning style.

Joslin multimedia programs amass over 110,000 registered participants yearly.
Studies show that specific ethnic groups have a stronger predisposition to diabetes and diabetes-related complications than the general population.

These ethnic populations are growing more rapidly than the general population, and so is the need for culturally sensitive CME for the physicians who treat them.
Addressing Cultural Diversity

Joslin Diabetes Center is experienced in developing CME activities to meet the educational needs of clinicians managing diverse ethnic groups. Physicians increasingly must fulfill the requirements of state mandates to seek continuing medical education on cultural competency.

According to the AMA, within a recent six-month span:

- 54% read a journal article on improving the health of minority patients
- 19% of physicians had attended an educational seminar to improve the health of minority patients

There is a notable increase in attendance at Joslin multicultural activities. The Joslin CME goal is to address the needs of the growing minority populations whose increased incidence of diabetes and the resultant comorbidities require culturally sensitive care.

Joslin Diabetes Center’s multicultural outreach includes the Latino Diabetes Initiative, directed by Enrique Caballero, MD, and the Joslin Asian Clinic, directed by William Hsu, MD. This first-hand clinical experience among physicians who are members of the CME planning committee, course producers and faculty for CME activities, brings a nuanced cultural perspective that informs the content of Joslin CME. Participants in Joslin multicultural symposia receive focused information that leads to cultural awareness and competency in the clinical setting.
Joslin CareKit™
Customized Office-Based Education

Needs assessment and other research indicate that physicians and their office staff need to support and educate their patients about diabetes self-care.

Joslin CareKit is a customizable collection of tools and resources targeted to educate and support healthcare providers, office staff and patients. Joslin CareKit elements can include:

- Live and electronic train-the-trainer aids
- Demonstration tools
- Treatment algorithms
- Training resources for healthcare professionals
- Office resources
- Internet destination for downloadable physician and patient materials
- Customized and standard multilingual patient materials (including handouts, workbooks, flipcharts, reference books, audio CDs, DVDs)

The Joslin CareKit can be used as a stand-alone resource or to complement symposia topics, offering additional information that reinforces the educational message and brings the CME experience into the clinician’s office.