



# Building CME Bridges to Rural Oregon

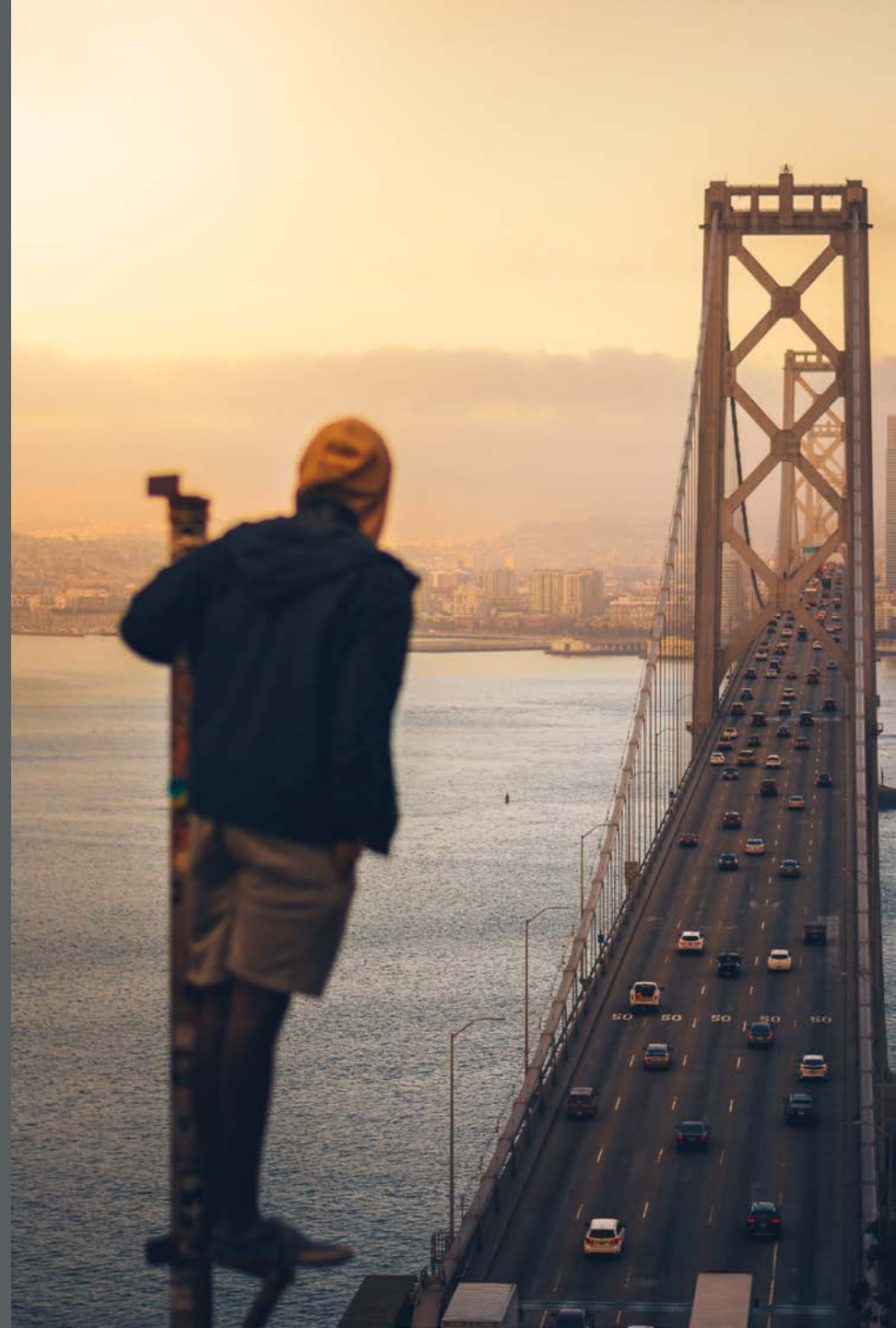
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DATE: October 4, 2018

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# Here's the roadmap...

- Introductions
- Background Information
- Implementation
- Benefits
- Model 2.0
- Audience

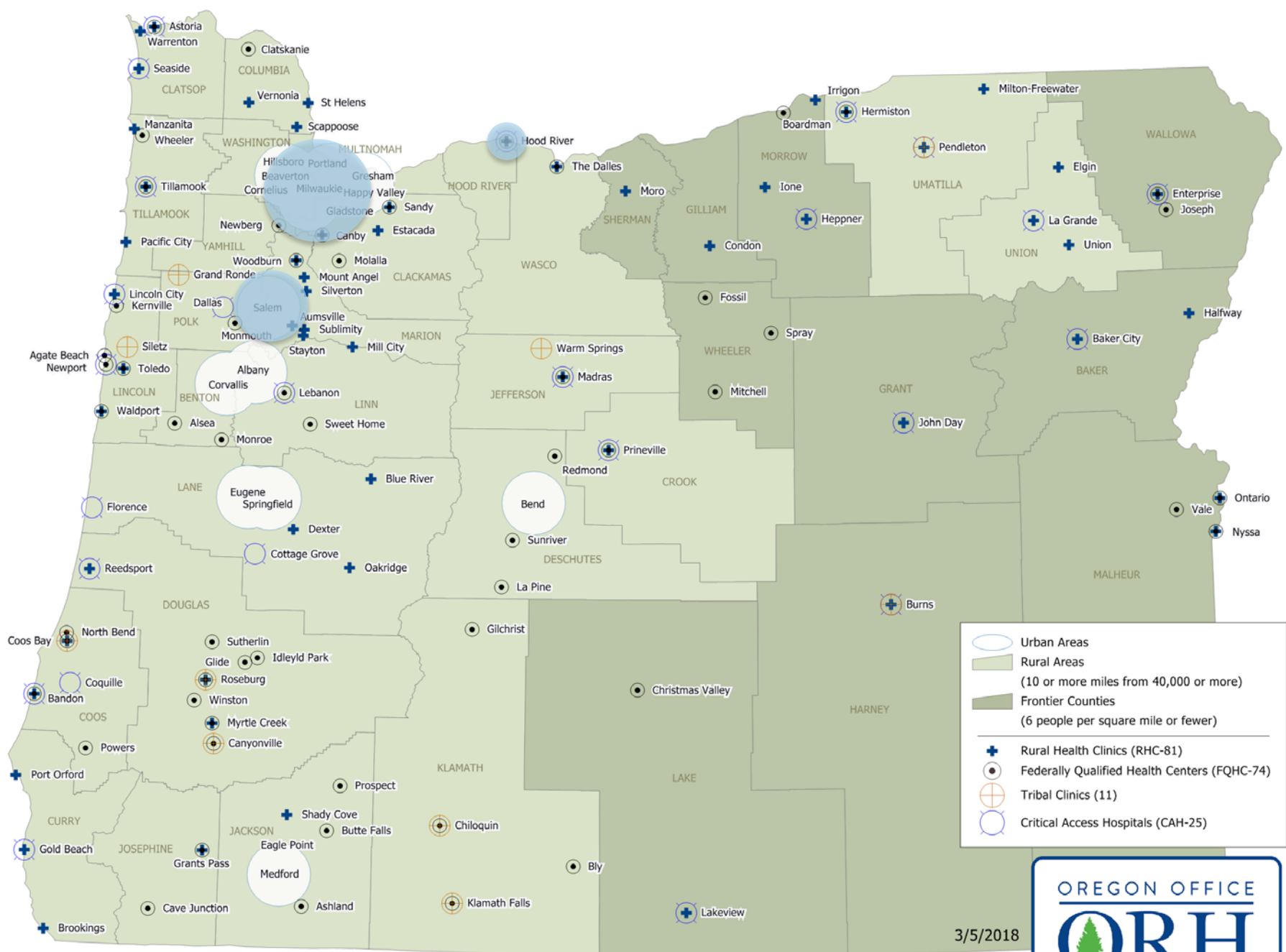




# OHSU Continuing Professional Development

- 14 CME conferences targeted at Primary Care Providers/year
- Physicians, Nurse Practitioners, Physician Assistants, Others
- Largely in the Portland metro area, with some Salem & Hood River activities
- OHSU CME Mission Statement is to focus on all Oregon practitioners

—96,000 mi<sup>2</sup> campus



3/5/2018



RHCs: <http://www.oregon.gov/oha/PH/PROVIDERPARTNERRESOURCES/HEALTHCAREPROVIDERSFACILITIES/HEALTHCAREHEALTHCAREREGULATIONQUALITYIMPROVEMENT/Documents/RHCList.pdf>  
 FQHCs: <http://www.oregon.gov/oha/PH/PROVIDERPARTNERRESOURCES/HEALTHCAREPROVIDERSFACILITIES/HEALTHCAREHEALTHCAREREGULATIONQUALITYIMPROVEMENT/Documents/FQHCList.pdf>  
 Tribal Clinics: <http://www.npahlb.org/member-tribes/#1450475820392-65215ee8-17e6>  
 CAHs: <http://www.ohsu.edu/xd/outreach/oregon-rural-health/hospitals/cah.cfm>



# South Coast

- <sup>1</sup>Population Coos County: 63,190
- <sup>1</sup>Overall ↓ growth rate, but ↑ age 55+
- <sup>1</sup>Transportation, homelessness and poverty remain key barriers to care.
- 1 Regional hospital, 2 Critical access hospitals, 5 Clinics
- 2 hrs to Riverbend / 4 hrs to OHSU
- Small teams

# Eastern Oregon

- 12 geographically isolated rural and frontier counties ~ 30% of Oregon
- 8 Critical Access Hospitals, 6 Federally Qualified Health Centers, 17 Rural Health Clinics, 1 Tribal Clinic
- No regional source for “in-person” continuing provider education
- 4+ hours to OHSU

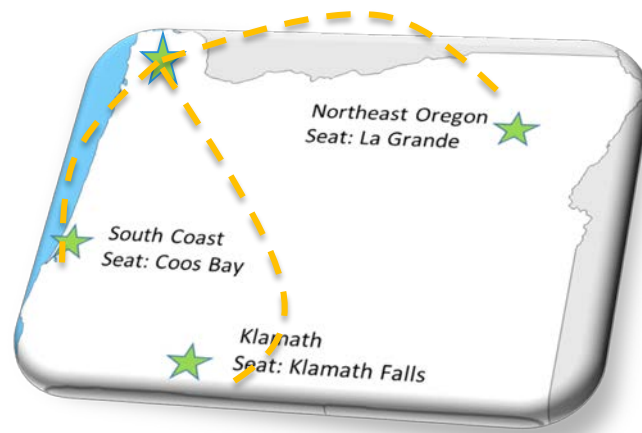


**Northeast Oregon**  
Area Health Education Center





# Shared Vision



To efficiently and effectively increase CE accessibility and audience size to rural and frontier providers.



# Satellite Conference Model

- Social interaction is important to learning
- Asking questions of the speaker is vital
- Integration into conference- not an *add-on*
- Conference experience

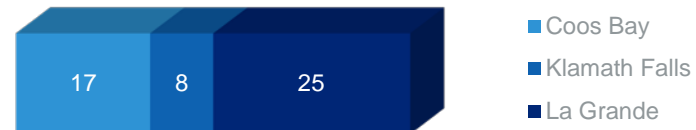




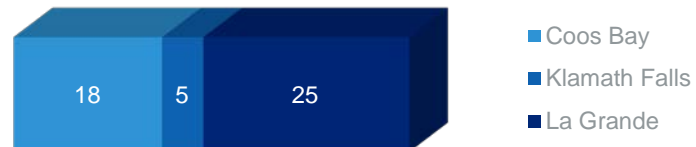


# Details

- Started small- one campus, one day session
  - March 17, 2017 Mental Health: Challenges & Treatment in Adult primary Care
  - Live streamed to North Bend, OR
  - 14 providers live streamed in
- Second year, expanded to three satellite sites, two conferences
  - March 16, 2018 2<sup>nd</sup> Annual Mental Health: Challenges & Treatment in Adult Primary Care



- March 9, 2018 Pediatric Mental Health: Equipping the Primary Care Provider





# Implementation, Portland Site

## What Does It Take?

Identify Sites

Identify Conference

Arrange Registration

Create Media for Publicity

Handle CME credit

Create Evaluation



# Implementation, Satellite Sites

## What Does It Take?

Budget

Staff time

Meeting space with A/V

Catering

Advertising

Registration

In-room tech and participant support

Evaluation Review



# Benefits to PDX site

Benefit	Attendees	Speakers	CPD
Broader Range of Questions	x	x	
Educational Reach is Broadened		x	x
Engagement with Statewide providers	x	x	x

# Benefits to Attendees & Community Benefits



Benefit	Providers / Clinics	Patients	Students
Save Money <ul style="list-style-type: none"><li>• Travel</li><li>• Hotel</li><li>• Food</li><li>• Conference \$</li><li>• Fewer pt appts missed</li></ul>	x		
Less Time Out of Office	x	x	
Medical Best Practices	x	x	x

# Evaluation Results

## Changes in Patient Care

- Better screening for depression
- Changes to medication management and treatment plan
- More open to considering adult ADHD
- Learned about other treatment modalities

## Conference Format

- Really enjoyed the presentations
- Local facilitator was great!!
- Convenient location
- Good venue. Simple but organized.
- Audio glitches





# Evaluation Results

“All went rather smoothly, and ability to ask questions was impressive.”

“Would not have been able to attend if it was not offered remotely. Thank you!”

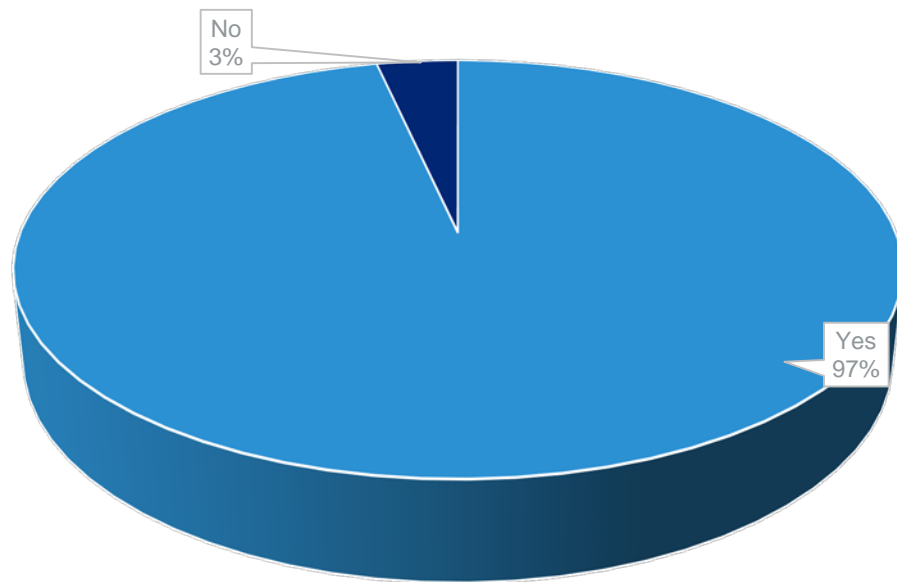
“It was wonderful to have access to this content.”

“It is easier to collaborate with local colleagues because more of us are able to attend.”

“Great presentations and close to home!”

# Evaluation Results

Would you attend more CME activities in this format?



■ Yes ■ No

A close-up photograph of a hand holding a small, glowing incandescent lightbulb. The lightbulb is illuminated, casting a warm, yellow glow. The hand is positioned in the lower-left corner of the frame, with the fingers gently cupping the bulb. The background is dark, making the lightbulb stand out.

## Model 2.0

- Community Needs Assessment
- Streamline the question asking process
- Your thoughts?



# Questions?

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Thank You