



Alliance for  
Continuing Education  
in the Health Professions

41st Annual Conference  
January 13-16, 2016

Gaylord National®  
National Harbor, Maryland



# DISCOVERING CONNECTIONS

*Building Interrelated Solutions for Continuing Education*



Alliance for  
Continuing Education  
in the Health Professions

41st Annual Conference  
January 13-16, 2016

Gaylord National<sup>®</sup>  
National Harbor, Maryland



Meeting  
will begin  
in 10  
minutes

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will begin  
in 10  
minutes

# DISCOVERING CONNECTIONS

*Building Interrelated Solutions for Continuing Education*

# Annual Business Meeting

January 15, 2016



Alliance for  
Continuing Education  
in the Health Professions

# Ed Dellert President



Alliance for  
Continuing Education  
in the Health Professions



# Agenda

- Consent
  - Approval of January 16, 2015 minutes
- Business
  - President Update
  - Vice President Update
  - Treasurer Update
  - Secretary Update
  - Foundation President Update
  - Executive Director & CEO Update
- Generative
  - Q&A
- Swearing In of Officers



# 2015 Board of Directors

## OFFICERS:

**Ed Dellert, RN, MBA, CHCP**  
**President**

**Destry Sulkes, MD, MBA**  
**Past President**

**Bob Addleton, EdD, CHCP, FACEHP**  
**Vice President**

**Steven Kawczak, PhD**  
**Treasurer**

**Gayla Bruner, RN, BSN**  
**Secretary**

## DIRECTORS:

**Debra Curran, RN, MA**  
**Rebecca DeVivo, MSW, MPH**  
**Philip A. Dombrowski, MBA**  
**Diana J. Durham, PhD, FACEHP**  
**Bina George-Figueroa, MS, CHCP**  
***Secretary-Elect***

**Debra L. Gist, MPH, FACEHP**  
**Nancy Lutz Paynter, MBA, CHCP**  
**Chitra Subramaniam, PhD**  
***Treasurer-Elect***

**Beverly P. Wood, MD, MEd., PhD**

## PUBLIC BOARD MEMBERS:

**Kathy Chappell, RN, PhD**  
**Joan Straumanis, PhD**

## EXECUTIVE DIRECTOR & CEO:

**Laurie Kendall-Ellis, CAE**



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# 2015 Chairs

## Advocacy Committee

**Scott Weber**

## Almanac

**Kolette Massy, Med, CHCP**

## Education Committee

**Christina Hoffman, MS**

## Membership Committee

**SarahAnn Whitbeck, MBA, CHCP**

## Annual Conference

**Jacob Coverstone**

## Alliance Industry Summit (AIS)

**Sue McGuinness, PhD**

**John Ruggiero, PhD, MPA, CHCP**

## Alliance Quality Symposium (AQS)

**Kathleen Moreo, RN-BC, BSN, BHSA, CDMS**

**Caroline Robinson, PhD**

## Cehp Fundamentals

**Mary Martin Lowe, PhD**

**Frank Berry, BS, CHCP**

## Medical Society Section Meeting (MSSM)

**Dana Mansell, CHCP**

**Laura Johnson, BA**

## Sections Lead

**Elizabeth Yarboro, BA**

## Federal Health Care Education Section

**Sharon Hall, PhD, RN**

## Health Care Education Organizations Section

**Maggie DiMarco Allen, PhD**

## Hospital Health Systems Section

**Kalen Parks, CMP**

## Medical Education Companies Section (MECA)

**Donna Fucello, BA**

**Janet Cline, RPh**

## Medical Schools Section

**Ginny Jacobs, Med, MLS, CHCP**

**Laura Worrall**

## Medical Specialty Societies Section (MSS)

**Pam Beaton, CHCP, FACEHP**

## Industry Alliance for CE Section (IACE)

**Patricia Jassak, MS, RN, CHCP**

## State Medical Societies Section

**Melissa Carter, MA**

**JoAnne Wojak, BSBA**

## Professionals with Education Expertise Resources and Services Section (PEERS)

**Karen Roy, MSc, CHCP**

## Special Interest Groups Lead

**Pam Beaton, CHCP, FACEHP**



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# Gayla Bruner

## SECRETARY



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# CONSENT

- Approval of the minutes from the January 16, 2015 Annual Business Meeting



# **Alliance (ACEhp) & Foundation (FCEhp) Strategic Directions**



**Member  
Relationships**

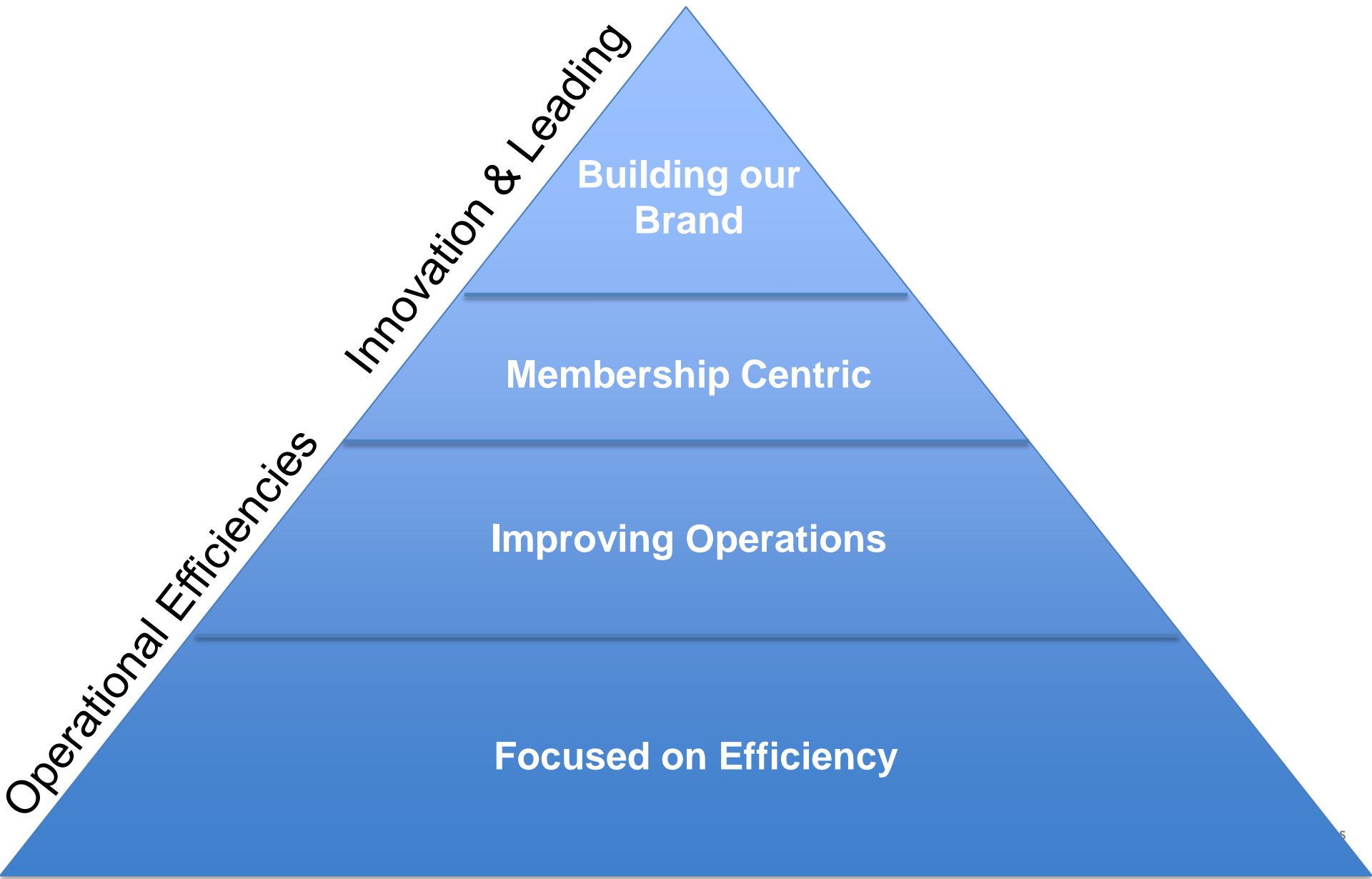
**Core Maintenance**

**Leadership and  
Defining Our  
Profession**

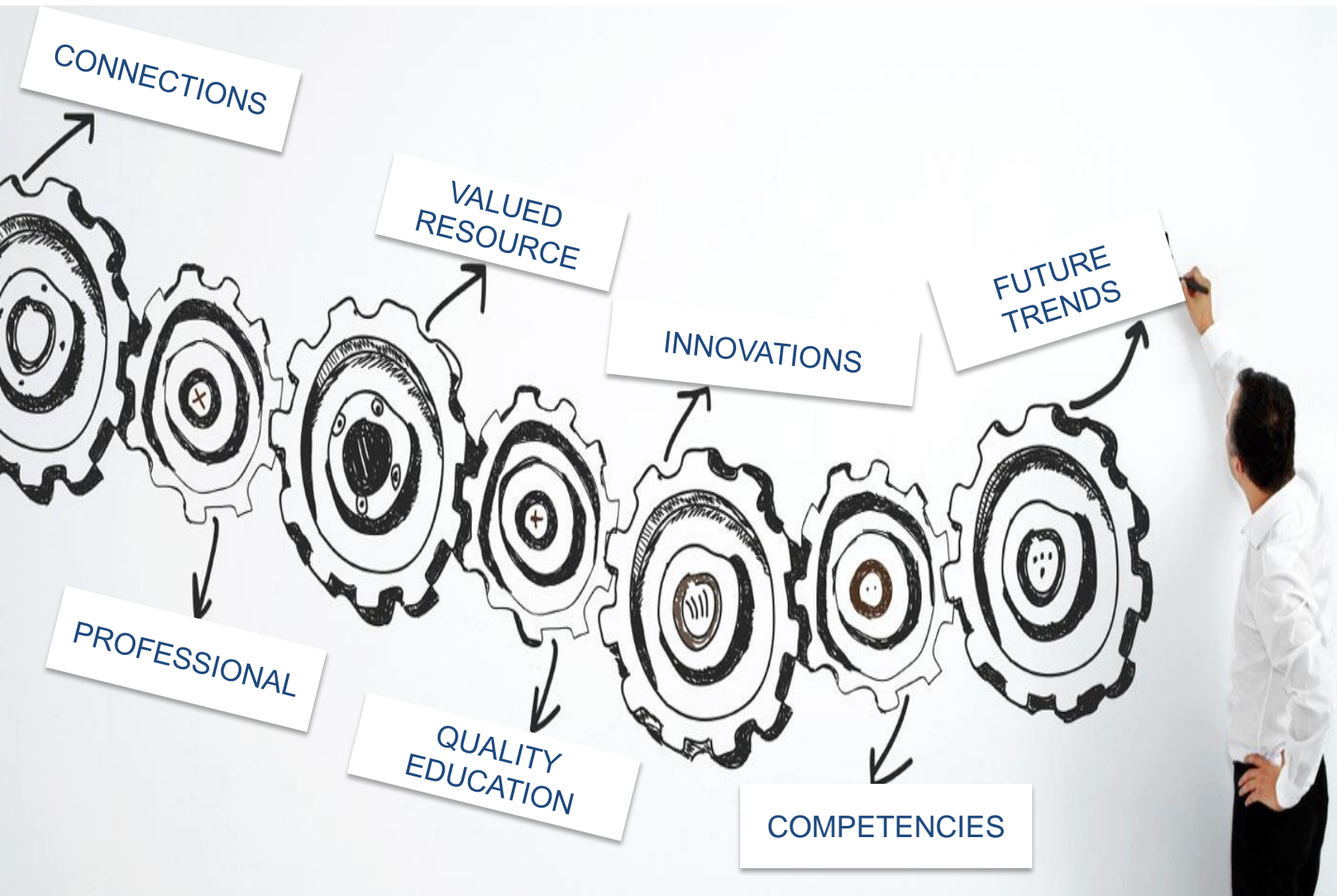
**Design For Our  
Future**



# Pathway Forward



# Member Relationships







## **DESIGNING OUR FUTURE**

Refine mission and vision statements, focus strategic goals with well defined objectives over a three year period (2016 – 2018) and align with our operational budget



# Our Identity



Alliance for  
Continuing Education  
in the Health Professions

# 2016 Alliance Mission Statement

Connecting

Healthcare education professionals

To promote best practices

That improve patient care

**“Connecting healthcare education professionals to promote best practices that improve patient care”**



# 2016 Alliance Vision Statement

Advancing  
Continuing education  
For healthcare professionals

**“Advancing *continuing education* for  
*healthcare professionals*”**



# 2016 – 2018 Strategic Plan



PROFESSIONALISM



STRATEGIC OUTREACH



MEMBERSHIP



Alliance for  
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# Professionalism

## **GOAL #1: Define and promote the continuing healthcare education profession**

- **Objective 1.1:** Refine the current member competencies to reflect the broader competency requirements of additional categories of continuing healthcare education professionals by December 31, 2017
- **Objective 1.2:** Demonstrate how the continuing healthcare education professional competencies bring value to the healthcare system by January 31, 2017



# Leadership and Defining Our Profession

Certification of Healthcare  
CPD Professionals (CHCP)



Alliance for Continuing  
Education in the Health  
Professions (ACEhp)



Alliance for  
Continuing Education  
in the Health Professions

# Strategic Outreach

**GOAL #2:** Promote strategic alliances to attain and advance the mission and vision.

- **Objective 2.1:** Evaluate established strategic alliances and develop criteria to prioritize outreach by June 30, 2016
- **Objective 2.2:** Develop an outreach communication plan (including WIIFM) to increase strategic alliances for engagement by January 31, 2017

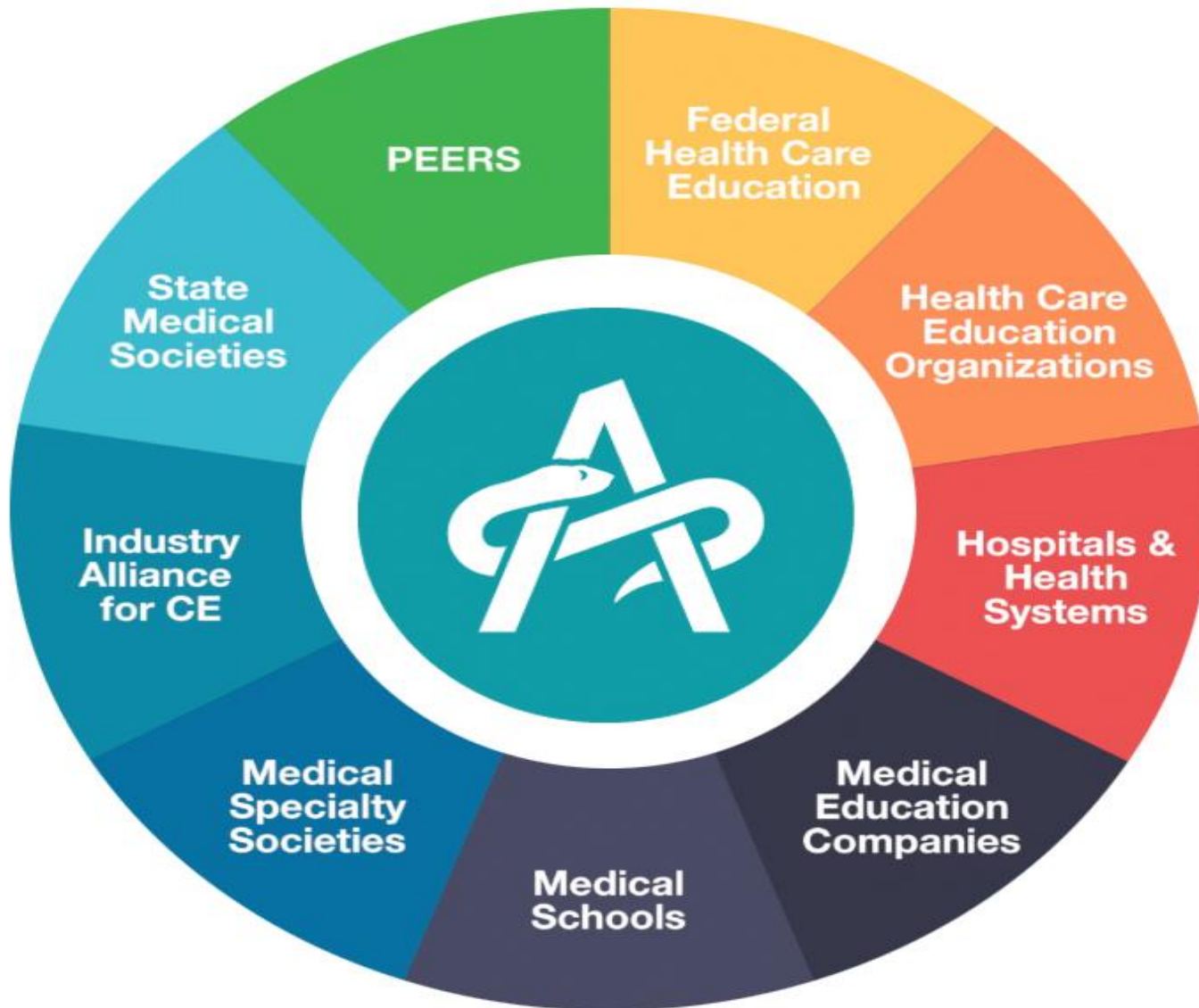


# Membership

**GOAL #3:** Explore membership models that are relevant for today's market which will build and engage an inter-professional membership

- **Objective 3.1:** Obtain association market data that meets the needs of membership sections by October 31, 2016
- **Objective 3.2:** Develop a member engagement program to build loyalty and volunteerism to meet the association's needs by March 30, 2017
- **Objective 3.3:** Select membership model that will increase retention and new membership growth by August 2016







# Board Liaisons



Alliance for  
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in the Health Professions

Board Member	Committee/Sub-Committee
Phil Dombrowski	Advocacy
Diana Durham	Almanac
Chitra Subramaniam	Education
Gayla Bruner	Membership



Board Member	Committee/Sub-Committee
Bob Addleton	Annual Conference
Bob Addleton	Awards
Nancy Lutz Paynter	AIS
Ed Dellert	Quality & Innovation Summit (formerly AQS)
Rebecca DeVito	MSSM
Debra Gist	Fundamentals



Board Member	Section
Diana Durham	Federal Health Care Education
Bob Addleton	Health Care Education Organizations
Gayla Bruner	Hospital Health Systems
Phil Dombrowski	Medical Education Companies (MECA)
Steven Kawczak	Medical Schools
Bina George-Figueroa	Medical Specialty Societies
Nancy Lutz Paynter	Industry Alliance for CE (IACE)



Board Member	Section/SIG
Ed Dellert	State Medical Societies
Chitra Subramaniam	Professionals with Education Expertise Resources and Services (PEERS)
Bob Addleton	Special Interest Groups



# Memories of ACEhp Past



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“When individuals learn, they bring potential back to an organization; when an organization learns, it creates lasting change that communicates new competence and performance to all of its members. Learning and change go forward together in learning organizations.”

Nancy L. Bennett, PhD & Robert Fox, EdD  
2003



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# **Bob Addleton**

## **Vice President**



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# A Few Words from Your 2016 President





# About Me



World of *Coca-Cola*  
ATLANTA



home of happiness





# My Road to the Presidency

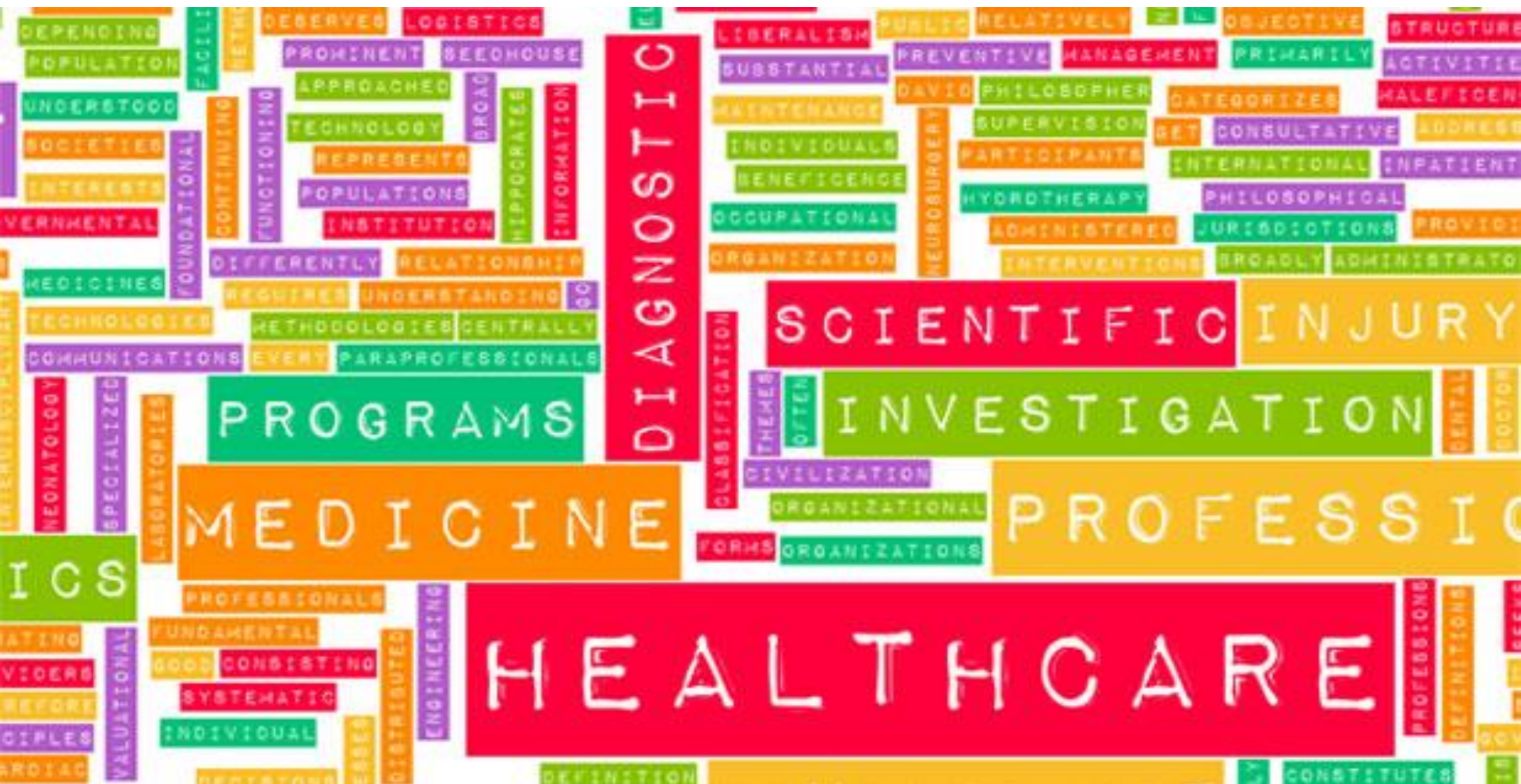




# Our Strategic Plan and the Future



# Keeping Current with Our Audiences



# Keeping Current with Members



What?

How?

For  
Whom?



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# 5 Practices of Exemplary Leaders (Organizations)

- Model the Way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart





# Steven Kawczak

## Treasurer



# 2015 Finance Committee Actions

- ❖ 2014 Audited Financials & IRS Form 990
- ❖ 2015 Operating Budget Monitoring
- ❖ 2016 Operating Budget Collaboration
- ❖ Ensure financial goals achieved



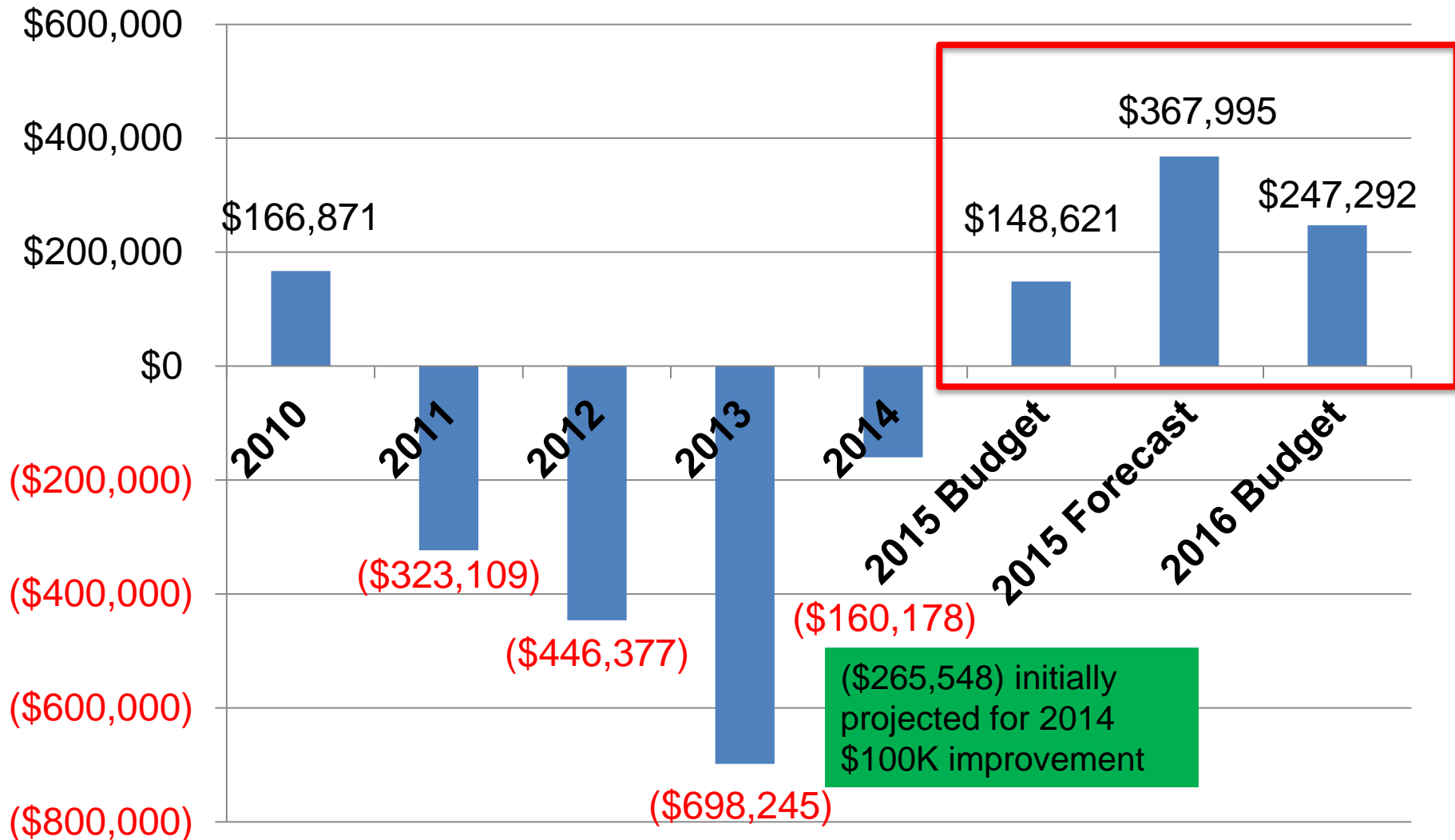
# 2015 Financials

	REVENUE			EXPENSE			MARGIN		
	Forecast	Budget	Variance	Forecast	Budget	Variance	Forecast	Budget	Variance
<b>Conferences &amp; Programs</b>	\$1,634,326	\$1,553,975	\$80,351	\$1,019,280	\$1,126,338	\$107,058	\$615,046	\$427,637	\$187,409
<b>Membership</b>	\$553,781	\$616,076	(\$62,295)	\$88,870	\$148,300	\$59,430	\$464,911	\$467,776	(\$2,865)
<b>Foundation</b>	\$332,243	\$372,540	(\$40,297)	\$301,568	\$302,629	\$1,061	\$30,675	\$69,911	(\$39,236)
<b>Administration</b>	\$47,381	\$0	\$47,381	\$790,019	\$816,703	\$26,684	(\$742,637)	(\$816,703)	\$74,066
<b>Total</b>	\$2,567,732	\$2,542,591	\$25,141	\$2,199,737	\$2,393,970	\$194,233	\$367,995	\$148,621	\$219,374

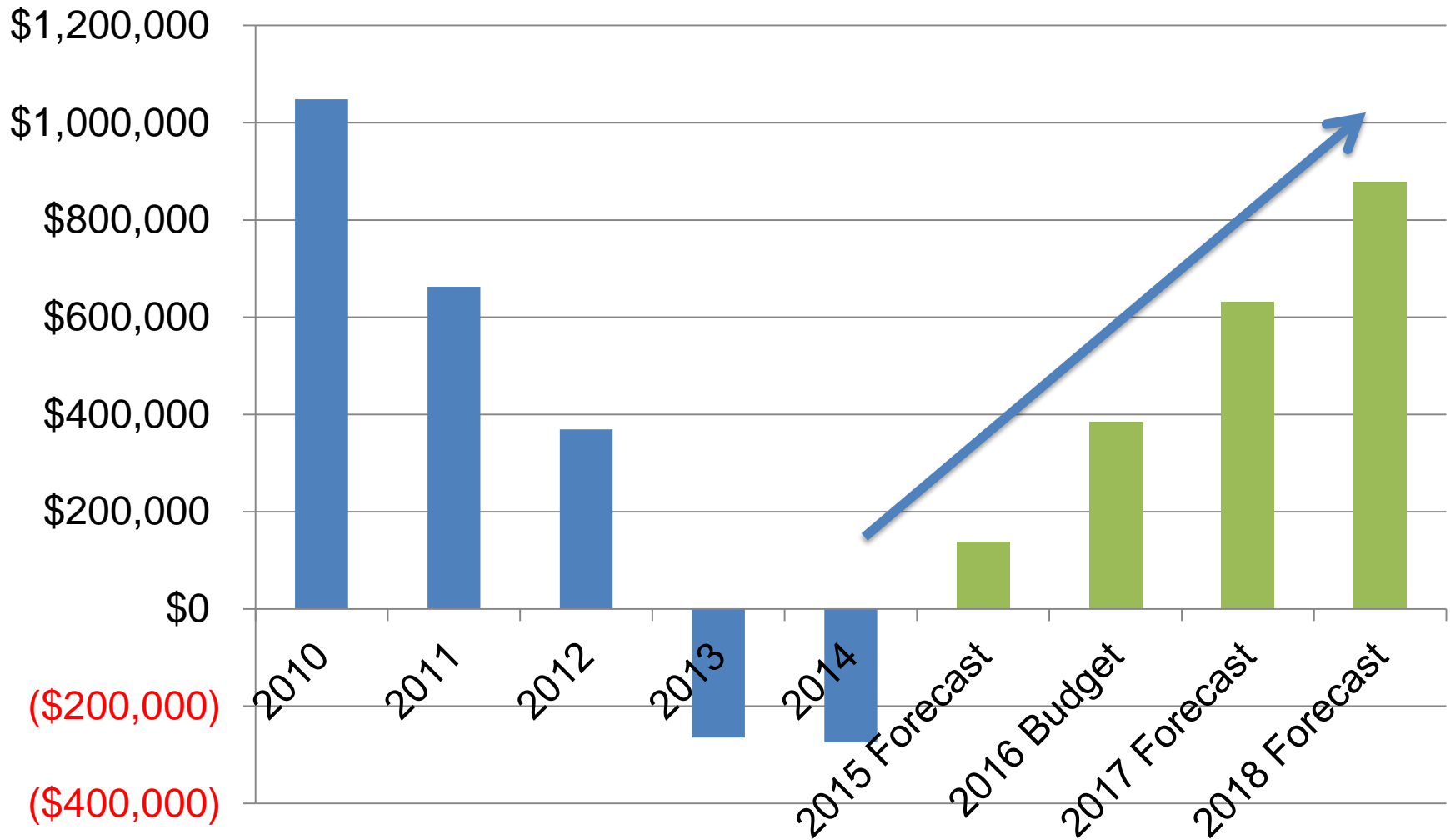




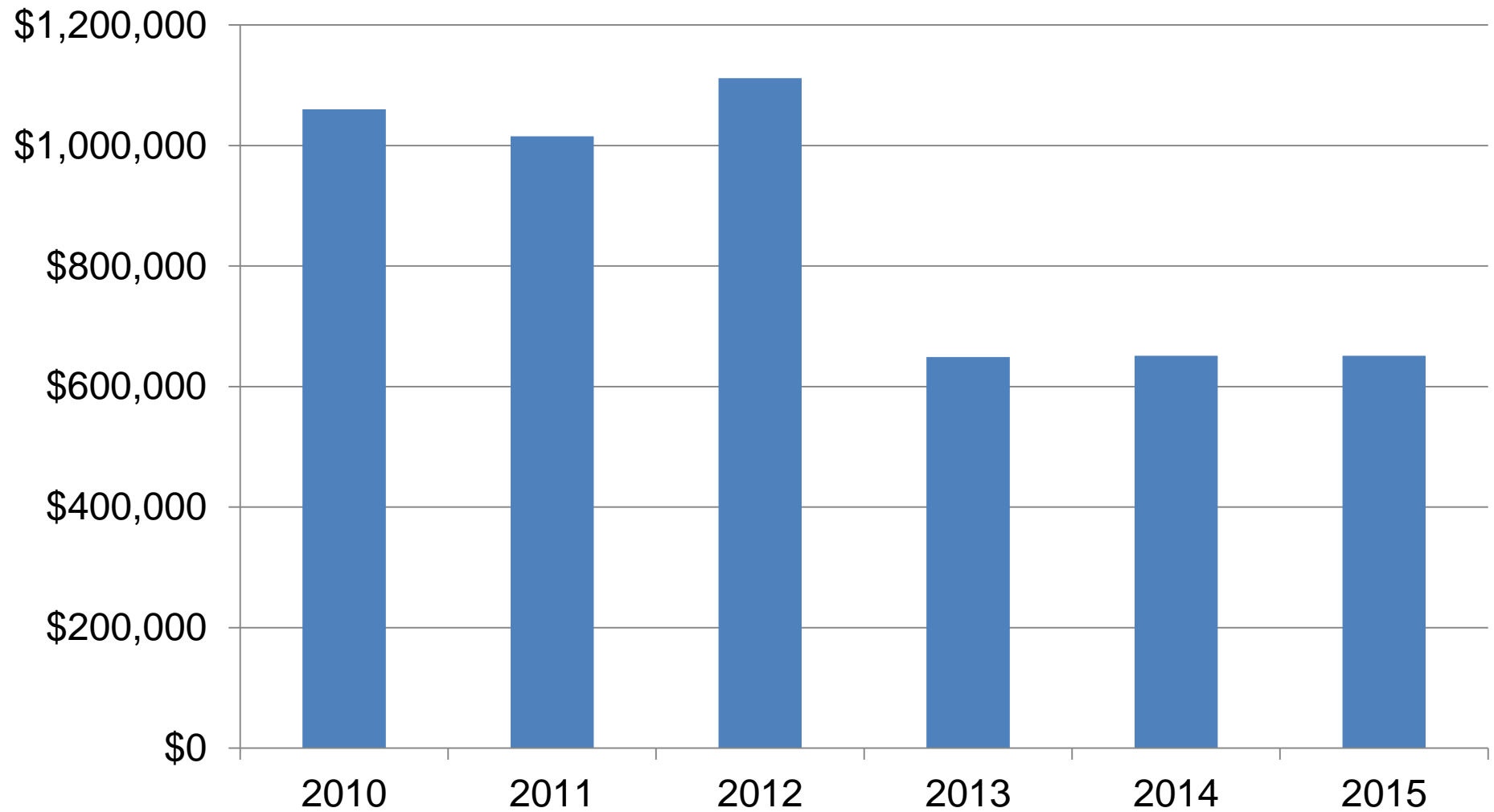
# Operating Margin Summary



# Reserve Balance Summary & Forecast



# Healthy Investment Balance

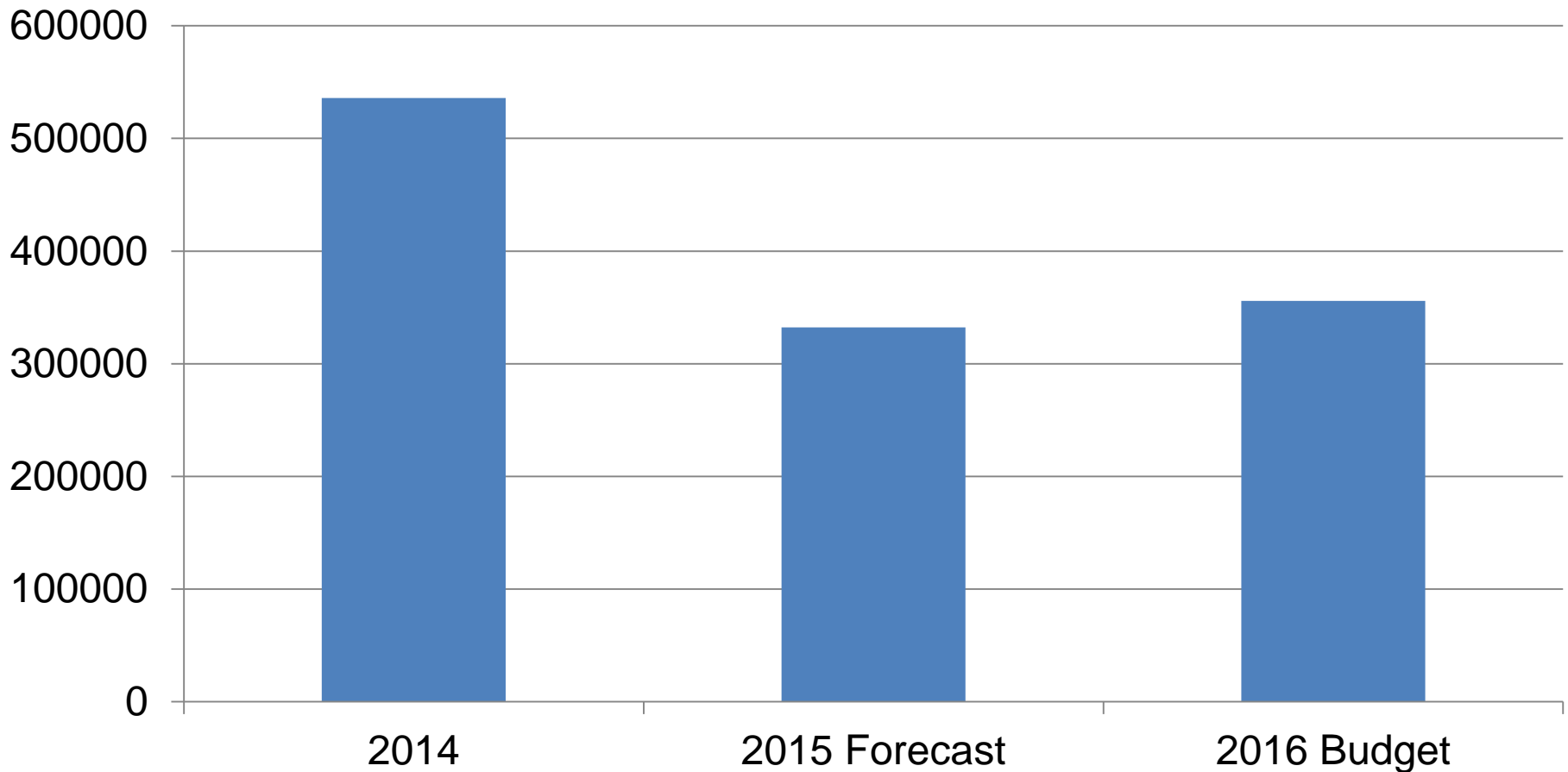


Forecast



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# Foundation Revenue



**Positive Contribution Margin**  
**\$68K in 2015**  
**\$65K in 2016**



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# 2016 Budget Highlights

- ❖ Revenues from 2015 actuals, conservative assumption
- ❖ Expense reductions from 2015 maintained in budget
- ❖ Reserve balance growth – key goal
- ❖ Foundation programs initiated when fully funded by grants, all administrative costs covered
- ❖ New tenant secured for Bethesda office lease



# Gayla Bruner

## SECRETARY



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# 2015 Governance Committee Actions

- ❖ ACEhp Bylaws amended and approved
- ❖ Foundation Bylaws amended and approved
- ❖ Revision and approval of job descriptions for Board of Directors and committees
- ❖ Consideration of recommendations for restructuring association's governance
  - ❖ Board size / terms
  - ❖ Nominations and election processes





# Destry Sulkes Foundation President



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# 2015 FCEhp Board of Directors

## OFFICERS:

**Destry Sulkes, MD, MBA**  
**President**

**Ed Dellert, RN, MBA, CHCP**  
**Incoming President**

**Bob Addleton, EdD, CHCP,**  
**FACEHP**  
**Vice President**

**Steven Kawczak, PhD**  
**Treasurer**

**Gayla Bruner, RN, BSN**  
**Secretary**

## DIRECTORS:

**John Ruggiero, PhD, MPA,**  
**CHCP**

**Robert Birnbaum, MD, PhD**

## EXECUTIVE DIRECTOR & CEO:

**Laurie Kendall-Ellis, CAE**



# 2015 FCEhp Committee Chairs

## Grants

Hilary Schmidt, PhD – Chair

## Quality

Caroline Robinson, PhD – Chair

## Research

William Mencia, MD, CCMEP – Chair, 2015

Wendy Turell, DrPH, CHCP – Chair, 2016



# QIE Team



## ***Co-Chairs***

Destry Sulkes, MD, MBA (term ends 1/16/16)

Louis Diamond, MD, Consultant (term ended 12/31/15)

## ***2016 QIE Board Task Force Lead***

Ted Bruno, MD

## ***QIE Staff***

Joanna Truitt – Sr. Manager, Education and Learning Services,  
QIE Project Manager, 2015

Chris Peck – Sr. Director, Education & Learning Services,  
QIE Project Manager, 2016

Christine Davis – Director, Development & Grants

# 2015 FCEhp Progress

1. Committee Chairs Confirmed
2. Committees in place
  - Grants
  - Quality
  - Research
3. ACEhp Membership Survey
4. Mission & Vision Development
5. QIE Roadmap
  - QIE Phase I completed - 2014
  - Design & Deliver QIE Phase II – 2015 to 2016
  - Design QIE Phase III - 2016
  - 2016 Operational Budget alignment
6. Leadership Transition
7. ***Financials - \$427k in new grants raised***



# 2016 FCEhp Mission Statement

Promoting excellence  
In healthcare education  
Through innovation and collaboration

**“Promoting excellence in healthcare education through innovation and collaboration”**





# 2016 FCEhp Vision Statement

Leading

The way to the future

Of continuing education in healthcare

**“Leading *the way to the future* of  
continuing education in healthcare”**



# ACEhp Members Drove QIE Phase II Strategy!

- Survey of ACEhp members for Priorities
- Top Building Blocks
  - Environmental Scanning
  - Professional Development
  - Quality Metrics
  - Building and Using the Evidence



# Key Elements of Phase II

- Grantors
- Advisory Panel
- Partner Program



# Thank You to our Phase II Grantors

abbvie



astellas

Leading Light for Life



Boehringer  
Ingelheim

Genentech

*A Member of the Roche Group*

HME

Haymarket Medical Education

MEDPAGE  
TODAY®

EDUCATION

Medscape  
EDUCATION



MERCK



novo nordisk®



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# Special Acknowledgement



# QIE Phase II Advisory Panel Members



Jennifer Baumgartner, PharmD, BCPP	ACPE	Asst. Dir., CPE Provider Accreditation Program
Kathleen Blake, MD, MPH	AMA	Vice-President, Performance Improvement
Marilane B. Bond, EdD, MBA	AHME	Incoming President
Kathy Chappell, PhD, RN	ANCC	Vice President, Accreditation/Research
Jennifer D'Alessandro, MPA	NCQA	Assistant Director, Clinician Education
Dave Davis, MD, CCFP, FCFP	AAMC	Sr. Dir., Continuing Educ. & Perf. Improvement
Norman Kahn, Jr, MD	CMSS	Executive Vice President and CEO
Marcia Martin	ACCME	Manager of Provider Education
Carolyn Simpkins, MD, PhD	BMJ	Clinical Director and General Mgr
Valerie Smothers	MedBiquitous	Deputy Director
Richard Scoville, PhD	IHI	Improvement Advisor
Mary G. Turco, EdD, MA (Observer)	SACME	President
Marcia Wilson	NQF	Senior VP, Quality Measurement





# QIE Partners



American Society of Anesthesiologists

Harvard Medical School

Intermountain Healthcare System

University of Virginia School of Medicine

University of Pittsburgh School of Pharmacy

Oregon Health Science University

Cleveland Clinic

American Medical Informatics Association

American Public Health Association

The France Foundation

Premier Inc.



# QIE Phase II



## 2015 Deliverables:

- Oct → Completed SQUIRE Tool & Database  
SQUIRE Webinars #1 & #2 (*registered: 411*)  
SQUIRE License Application Open
- Nov → SQUIRE Webinar #3 (*registered: 200*)  
Participated Dartmouth SQUIRE Writing Conference
- Dec → Sunrise Educational Sessions planning @ ACEhp Annual Conference

## 2016 Deliverables:

- Jan → Sunrise Educational Sessions @ ACEhp Annual Conference
- Feb → 1<sup>st</sup> of 3 QIE Educational Webinars
- March onward → LMS Platform – QIE professional development programs  
Newsletter





**38 Licenses assigned**  
**76% of Goal!**



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# QIE Phase III - 2016

- Grant Requests under development
- Discussions:
  - Partner program
  - Advisory panel
  - Develop common elements for RFPs to be accessed via ACEhp SQUIRE
  - Enlist SQUIRE PIs in future dissemination of tool
  - Needs Assessment
  - Environmental Scan
  - Information Dissemination through education



# Laurie Kendall-Ellis

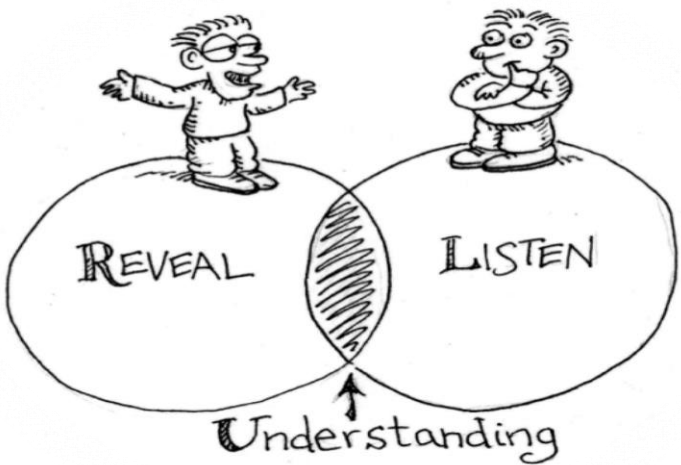
## Executive Director



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**Board of Directors**

**Membership**

**Executive Director**



**Operational Stability**



## ACEhp Staff Leads



Laurie Kendall-Ellis, CAE  
Executive Director & CEO



Christine Davis  
Manager, Grant Development



Ryan Abell  
Coordinator, Sales



Jennifer Kasowicz  
Senior Manager, Marketing



Purti Beeharilal  
Manager, Event Services



Lauren Lawson  
Manager, Education Services



Angela Belusik  
Manager, Membership and Operations



Tristan Wood  
Senior Coordinator, Membership and Operations



# Strategic Relationships



MAACME



American Board  
of Medical Specialties  
*Higher standards. Better care.®*



# Benefits and Opportunities



  
We're  
Searching for  
Volunteers



Alliance for  
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# WORLD CONGRESS ON CONTINUING PROFESSIONAL DEVELOPMENT

Advancing Learning and Care in the Health Professions

March 17-19, 2016 • San Diego, CA



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# Swearing In Ceremony



Alliance for  
Continuing Education  
in the Health Professions

# Alliance Officers

- Bob Addleton – President
- Gayla Bruner – Vice President
- Bina George-Figueroa - Secretary



# Foundation Officers

- Ed Dellert – President
- Gayla Bruner – Vice President
- Bina George-Figueroa - Secretary





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