41st Annual Conference
January 13-16, 2016
Gaylord National
National Harbor, Maryland

DISCOVERING CONNECTIONS
Building Interrelated Solutions for Continuing Education
Meeting will begin in 10 minutes

DISCOVERING CONNECTIONS

Building Interrelated Solutions for Continuing Education
Ed Dellert
President
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, MSEd., PhD

PUBLIC BOARD MEMBERS:

Kathy Chappell, RN, PhD
Joan Straumanis, PhD

EXECUTIVE DIRECTOR & CEO:

Laurie Kendall-Ellis, CAE
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 McGuinnes, 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
Gayla Bruner
SECRETARY
CONSENT

• Approval of the minutes from the January 16, 2015 Annual Business Meeting
Alliance (ACEhp) & Foundation (FCEhp)
Strategic Directions
<table>
<thead>
<tr>
<th>Member Relationships</th>
<th>Core Maintenance</th>
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</thead>
<tbody>
<tr>
<td>Leadership and Defining Our Profession</td>
<td>Design For Our Future</td>
</tr>
</tbody>
</table>
Pathway Forward

Focused on Efficiency

Improving Operations

Membership Centric

Building our Brand

Operational Efficiencies

Innovation & Leading
Goal: Focused Mission and Vision Statements and 3 strategic plan goals with well defined objectives for 2016 – 2018 that align with the operational budget.

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
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
**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)
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
<table>
<thead>
<tr>
<th>Board Member</th>
<th>Committee/Sub-Committee</th>
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<tbody>
<tr>
<td>Phil Dombrowski</td>
<td>Advocacy</td>
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<tr>
<td>Diana Durham</td>
<td>Almanac</td>
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<td>Chitra Subramaniam</td>
<td>Education</td>
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<td>Gayla Bruner</td>
<td>Membership</td>
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<td>Committee/Sub-Committee</td>
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<tr>
<td>Bob Addleton</td>
<td>Annual Conference</td>
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<td>Bob Addleton</td>
<td>Awards</td>
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<tr>
<td>Nancy Lutz Paynter</td>
<td>AIS</td>
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<td>Ed Dellert</td>
<td>Quality &amp; Innovation Summit (formerly AQS)</td>
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<tr>
<td>Rebecca DeVito</td>
<td>MSSM</td>
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<td>Debra Gist</td>
<td>Fundamentals</td>
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<tr>
<td>Board Member</td>
<td>Section</td>
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<tr>
<td>Diana Durham</td>
<td>Federal Health Care Education</td>
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<td>Health Care Education Organizations</td>
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<td>Section/SIG</td>
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</tr>
<tr>
<td>Bob Addleton</td>
<td>Special Interest Groups</td>
</tr>
</tbody>
</table>
Memories of ACEhp Past
“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
Bob Addleton
Vice President
A Few Words from Your 2016 President
About Me
My Road to the Presidency
Our Strategic Plan and the Future
Keeping Current with Our Audiences
Keeping Current with Members

What?

How?

For Whom?
5 Practices of Exemplary Leaders (Organizations)

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

Kouzes and Posner, 2012
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

<table>
<thead>
<tr>
<th></th>
<th>Revenue</th>
<th>Expense</th>
<th>Margin</th>
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<tbody>
<tr>
<td></td>
<td>Forecast</td>
<td>Budget</td>
<td>Variance</td>
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<td>Conferences &amp; Programs</td>
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<tr>
<td></td>
<td>$1,634,326</td>
<td>$1,553,975</td>
<td>$80,351</td>
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<td>Membership</td>
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<td>$553,781</td>
<td>$616,076</td>
<td>$(62,295)</td>
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<td>Foundation</td>
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<td>$332,243</td>
<td>$372,540</td>
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<td>Administration</td>
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<td>$47,381</td>
<td>$0</td>
<td>$47,381</td>
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<tr>
<td>Total</td>
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<td>$2,567,732</td>
<td>$2,542,591</td>
<td>$25,141</td>
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*Association for Continuing Education in the Health Professions*
Operating Margin Summary

- 2010: $166,871
- 2011: ($323,109)
- 2012: ($446,377)
- 2013: ($698,245)
- 2014: ($160,178)

- 2015 Budget: $367,995
- 2015 Forecast: $148,621
- 2016 Budget: $247,292

($265,548) initially projected for 2014
$100K improvement
Healthy Investment Balance

Forecast

- 2010: $1,200,000
- 2011: $1,000,000
- 2012: $800,000
- 2013: $600,000
- 2014: $600,000
- 2015: $600,000
Positive Contribution Margin
$68K in 2015
$65K in 2016
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
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
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
Special Acknowledgement

CECITY

Med-IQ

PRIME
# QIE Phase II Advisory Panel Members

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

<table>
<thead>
<tr>
<th>Partner</th>
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<tbody>
<tr>
<td>American Society of Anesthesiologists</td>
</tr>
<tr>
<td>Harvard Medical School</td>
</tr>
<tr>
<td>Intermountain Healthcare System</td>
</tr>
<tr>
<td>University of Virginia School of Medicine</td>
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<tr>
<td>University of Pittsburgh School of Pharmacy</td>
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<tr>
<td>Oregon Health Science University</td>
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<tr>
<td>Cleveland Clinic</td>
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<tr>
<td>American Medical Informatics Association</td>
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<td>American Public Health Association</td>
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<td>The France Foundation</td>
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<td>Premier Inc.</td>
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</table>
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 → 1st of 3 QIE Educational Webinars
March onward → LMS Platform – QIE professional development programs
   Newsletter
38 Licenses assigned
76% of Goal!
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
Alliance for Continuing Education in Health Professions

hello!

for FCEhp
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
Benefits and Opportunities
WORLD CONGRESS ON CONTINUING PROFESSIONAL DEVELOPMENT
Advancing Learning and Care in the Health Professions

March 17-19, 2016 • San Diego, CA
Swearing In Ceremony
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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