Public Health Solutions

Educate. Disseminate. Evaluate.
Who Caused This Crash?
97-Year-Old Prince Phillip Causes Crash
Stephen Murphy
Director Public Health Solutions
WebMD/Medscape

Health Communications Specialist with 25+ years experience of National and State Campaigns. Expertise in digital and traditional media, advertising, continuing medical education, research studies

- State Children Health Insurance Program (SCHIP) National Advertising Campaign
- CDC Immunization campaigns for flu and HPV, Infection Control curricula, annual flu and immunization surveys
- SAMHSA Behavioral Health Platform – SAMHSA Store – Digital Lead
- CMS – Educational campaigns for ACA, Latino enrollment, MACRA, Patients Over Paperwork
- FDA – Drug Safety research studies for CDER on fluoroquinolones, Lupus, clinical bias, drug quality
- NIH – Educational courses on post partum depression, complementary medicine alternatives to opioids, substance abuse/opioids/pain management
- NHTSA – Older driver safety national CME curriculum
- State campaigns - FL, NY, Ohio – smoking cessation, HCP recruitment, opioids
Educating Clinicians – Where Do You Start?

- By Offering CME/CE Credit for educational courses
- Identify gaps in knowledge
- State an activity goal
- Develop Learning Objectives that can be tested in the activity
- Use educational formats that match goals and learning objectives
- Offer credit to MDs, nurses, NPs, PAs
- Make the activities available to a large group of learners
- Measure and evaluate participation
WHY CME/CE?
Characteristics of Effective CME per ACCME

CME is found to be most effective in improving learning, performance and patient outcomes when it is:

- **practice-based**
- **interactive** (Simulation)
- **multiple educational methods.** (Live, print, online, media, simulation)
- **multiple exposures**
- **ongoing feedback** throughout the learning experience.

ACCME, Cervero, Gaines, Effectiveness of Continuing Medical Information, ©2014
Upward Trend in Physician Interactions with CME

CME Presented by Providers Accredited in the ACCME System
Figure 1. Activities, Hours, and Interactions – 2005-2015

2005 – 10.3 million MD interactions from

2015 – 14.2 million MD interactions from

38% Increase in MD Engagements with CME

ACCME 2015 Annual Report
Educational Development Process

• Needs Assessment
• NHTSA Data And Literature Review
• Clinician Survey
• Decide On Topics
• Develop Goals And Learning Objectives

<table>
<thead>
<tr>
<th>Which of the following counseling strategies regarding driving cessation do you find most challenging to discuss with your patients?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(N=67)</td>
</tr>
<tr>
<td>Understanding the perspective of my patients</td>
</tr>
<tr>
<td>Explaining the importance of driving cessation</td>
</tr>
<tr>
<td>Discussing local transportation options</td>
</tr>
<tr>
<td>Utilizing the talk-back method to ensure the patient understands what you spoke about</td>
</tr>
<tr>
<td>I feel that I am adequately knowledgeable about discussing driving cessation with my patients</td>
</tr>
</tbody>
</table>
Multiple Accredited Educational Formats

- Case-Based
- Video Lecture
- Roundtable Peer Discussions
- Simulation
- Virtual & Mixed Reality
- Live Meetings
- Patient Vignettes
Driver Safety: The Clinician’s Connection

www.medscape.org/viewcollection/33270

About This Series

Americans love their vehicles. Whether it’s a car, truck, motorcycle, SUV, or van, we equate them with getting us to where we want to go, and our sense of independence with being able to drive. Transportation is vital to our patient’s to get them to and from medical appointments or testing, to chemotherapy or dialysis, to buying groceries and medicine. The common theme for clinicians (primary care providers, nurses, therapists, consultants, social workers, or pharmacists) is the ability of patients to drive safely.

This site will house CME/CE-associated learning activities to facilitate the clinician’s ability to assess for patient’s driving challenges and risks and discuss driving safety with potentially at-risk drivers (those older and/or drug-impaired) and their families. Strategies are provided to enable clinicians to modify risk, when appropriate, and to address the difficult issue of what to do if their patient is thought to be a safety risk to self and others because they continue to drive.

Credit Available

What You Should Know About OTs/Driving Rehabilitation Specialists

When should you refer your patients who are older drivers to an OT for a comprehensive driving evaluation?

0.25 ABIM MOC | 0.25 CME/CE | 15 MIN

Assessing Well-Being in Older Drivers

Are your older patients physically and cognitively fit to drive?

0.50 ABIM MOC | 0.50 CME/CE | 30 MIN
Educational Impact Challenge

The goal of this activity is to discuss routine clinical screening of driving-related skills and additional driving-related testing when necessary to determine whether a patient is fit to drive.

Before you begin this activity, please assess your clinical knowledge by completing this brief survey. Answering these questions again after the activity will allow you to see what you learned and to compare your answers with those of your peers.

**Question 1 of 4**

Which of the following indicates the need for assessing fitness to drive?

- Age over 75
- Decreased sensation in the extremities
- Driver's license renewal at age 80 and over
- Driving more than 1000 miles/year

**Question 2 of 4**

Which of the following is part of the Clinical Assessment of Driving-Related Skills (CADReS)?

- Minnesota Manual Dexterity Test
- Mini-Mental State Examination
- Snellgrove Maze Task
- Hearing loss assessment
Expert Discussions

Medication Effects That May Impair Driving Ability

Moderator
David B. Carr, MD
Professor of Medicine and Neurology
Washington University School of Medicine
Medical Director
The Rehabilitation Institute of St. Louis (TRISL)
St. Louis, Missouri
Role of the Occupation in Older Drivers

Moderator
Scott A. Trudeau, PhD, OTR/L
Occupational Therapist
Productive Aging and Interprofessional Collaborative Practice Program Manager
American Occupational Therapy Association (AOTA)
Bethesda, Maryland

Developed as part of a Medscape education activity, Role of the Older Driver Safety, supported by the US Department of Transportation National Highway Traffic Safety Administration.

Broadening the Field of Expertise
Patient-Provider Vignettes Model
Communications Best Practices
## Medscape – Participation in Older Driver Safety Curriculum

<table>
<thead>
<tr>
<th>Activity Title</th>
<th>Release Date</th>
<th>Learners</th>
<th>MD Learners</th>
<th>Certificates</th>
<th>Slide Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assessing and Modifying Risks for Older Drivers</td>
<td>12/3/2014</td>
<td>39,671</td>
<td>17,667</td>
<td>25,777</td>
<td>9,133</td>
</tr>
<tr>
<td>Safety First for Old Drivers</td>
<td>2/27/2015</td>
<td>41,046</td>
<td>15,271</td>
<td>14,920</td>
<td>0</td>
</tr>
<tr>
<td>Older Driver Safety (URL: Older-Driver and 33270)</td>
<td>12/8/2015</td>
<td>10,292</td>
<td>6,225</td>
<td>0</td>
<td>3,501</td>
</tr>
<tr>
<td>Training and Safety Programs for Older Drivers</td>
<td>2/16/2016</td>
<td>17,856</td>
<td>8,010</td>
<td>8,454</td>
<td>0</td>
</tr>
<tr>
<td>Cognition and the Older Driver</td>
<td>3/14/2016</td>
<td>39,349</td>
<td>8,998</td>
<td>17,291</td>
<td>3,903</td>
</tr>
<tr>
<td>Medication Risks for Older Drivers</td>
<td>4/26/2017</td>
<td>16,522</td>
<td>6,100</td>
<td>7,791</td>
<td>444</td>
</tr>
<tr>
<td>What You Should Know About OTs/Driving Rehabilitation Specialists</td>
<td>6/6/2017</td>
<td>10,098</td>
<td>3,672</td>
<td>4,516</td>
<td>0</td>
</tr>
<tr>
<td>Combining Efforts for Older Drivers: Licensing Agencies, OTs, and Clinicians</td>
<td>7/10/2017</td>
<td>7,398</td>
<td>3,203</td>
<td>3,067</td>
<td>230</td>
</tr>
<tr>
<td>The Role of the Occupational Therapist in Older Driver Safety</td>
<td>8/24/2017</td>
<td>11,363</td>
<td>5,589</td>
<td>5,396</td>
<td>595</td>
</tr>
<tr>
<td>Medication Effects That May Impair Driving Ability</td>
<td>11/16/2017</td>
<td>26,617</td>
<td>5,946</td>
<td>15,803</td>
<td>1,800</td>
</tr>
<tr>
<td>Assessing Well-Being in Older Drivers</td>
<td>6/22/2018</td>
<td>6,389</td>
<td>3,525</td>
<td>2,093</td>
<td>0</td>
</tr>
<tr>
<td>Medical Factors Affecting Older Driver Safety</td>
<td>6/20/2018</td>
<td>7,855</td>
<td>3,725</td>
<td>2,571</td>
<td>389</td>
</tr>
<tr>
<td>Totals:</td>
<td></td>
<td>243,578</td>
<td>91,223</td>
<td>112,443</td>
<td>13,913</td>
</tr>
</tbody>
</table>
Make the activities available to a large group of learners
Medscape: Trusted online destination for CME with 30+ targeted specialties

- Largest online membership of US healthcare professionals including 725,000 active physicians
- Over 500,000 active US physicians via mobile devices, with 80% of mobile usage during patient-care
- Leading online destination for CME
- Hundreds of outcomes studies document the positive impact on knowledge and behavior
- Joint Accredited: MD, Nurses, NPs, PAs, pharmacists

30+ Targeted Specialty Sites

- Allergy & Clinical Immunology
- Anesthesiology
- Business of Medicine
- Cardiology
- Critical Care
- Dermatology
- Diabetes & Endocrinology
- Emergency Medicine
- Family Medicine
- Gastroenterology
- General Surgery
- Hematology-
- Oncology
- HIV/AIDS
- Infectious Disease
- Internal Medicine
- Lab Medicine
- Nephrology
- Neurology
- Ob/Gyn & Women’s Health
- Oncology
- Ophthalmology
- Orthopedics
- Pathology & Lab Medicine
- Pediatrics
- Plastic Surgery & Aesthetic Medicine
- Public Health & Prevention
- Psychiatry & Mental Health
- Pulmonary Medicine
- Radiology
- Rheumatology
- Surgery

Sources: (1) Medscape internal data; (2) Manhattan Research survey; (3) ACCME 2013 Annual Report
Outcomes Reporting – Learning Assessment

Marked Improvement Among PCPs in Assessing Driving Safety After Text-Based CME Program

TOTAL TARGET AUDIENCE (n=1883) TARGET AUDIENCE ASSESSMENT COMPLETERS (n=521)

Primary Care Physicians

IMPACT & INSIGHTS

- The percentage of PCPs who correctly identified the need to and tools to assess driver safety doubled.
- The magnitude of the program's educational effect was extensive for PCPs.
- One third of PCPs who completed the activity learned something they did not know prior to participation.
- Approximately 40% of all participants who completed the education reported that they plan to change how they screen their patients for driving safety.
- Over one quarter of all participants reported that they expect the information they learned to positively impact patient-level outcomes.

OVERALL ACHIEVEMENT

AVERAGE % OF CORRECT RESPONSES

PRE 27% POST 54%

P < .0001

SIGNIFICANCE (P < .05)

EXTENSIVE EDUCATIONAL IMPACT

CRAMER'S V MODEST (.0) EXTENSIVE (> .20)

IMPROVED LEARNERS

32%

REINFORCED LEARNERS

22%

LEARNERS' EXPECTED IMPROVEMENTS

PATIENT OUTCOMES 26%

PERFORMANCE 29%

COMPETENCE 45%

COMMITMENT TO CHANGE

20% to modify treatment plans
38% to change screening practice
90% committed to these changes
Medscape’s CME Handbook for Public Health Practitioners

Click on the graphic to Download the CME Handbook
WebMD Public Health Solutions

Contact:

Stephen Murphy  
Director Public Health Solutions  
smurphy@webmd.net  
(202) 489-6669

GSA Contract # GS-02F-0034W
Please evaluate this presentation using the Lifesavers Conference Mobile App

SELECT SESSIONS ICON
SELECT APPLICABLE TRACK
SELECT APPLICABLE WORKSHOP
CLICK RATE SESSION BUTTON (OR) CLIPBOARD ICON