

**MID-ATLANTIC ALLIANCE FOR CONTINUING
MEDICAL EDUCATION (MAACME)
PRESENTS**

5th Annual MAACME Meeting

**Thursday
November 19, 2015**

We are pleased to announce this year's meeting location:

Sheraton Wilmington South Hotel
365 Airport Road · New Castle, Delaware, 19720

7:30 AM - 8:30 AM Registration & Breakfast
8:30 AM - 3:45 PM Conference Sessions

MAACME
www.maacme.org



FACULTY

Pam Beaton, CHCP, FACEHP
Director of Education, American Society of Transplant Surgeons
Arlington, VA

Patricia Franklin, PhD, RN
Director, Professional Education
Assistant Professor, University of Maryland School of Nursing
Baltimore, MD

Jane Grube, CCMEP
Lean Coach, Organizational Effectiveness
Lehigh Valley Health Network, Allentown, PA

Louise S. Jenkins, PhD, RN, FAHA, ANEF
Director, Institute for Educators in Nursing and
Health Professions
Professor, University of Maryland School of Nursing
Baltimore, MD

Laurie Kendall-Ellis, CAE
Executive Director and CEO
Alliance for Continuing Education in the Health Professions (ACEhp)
Washington, DC

Erica Klopp, MS, CHCP
Director, Continuing Medical Education
Reading Health System, Reading, PA

Trish Levy, MS, CHCP, MCHES
Manager, Continuing Medical Education
Main Line Health System, Wynnewood, PA

Pam Mason, CCMEP, FACME
Director, Medical Education Grants Office
AstraZeneca, Wilmington, DE

Graham McMahon, MD, MMSc
President and CEO
Accreditation Council for Continuing Medical Education (ACCME)
Chicago, IL

Sterling North
Director, Center for Continuing Professional Development
Geisinger Health System, Danville, PA

Cathy Pagano, CHC
Principal, CME Matters, Westwood, NJ

Karen Roy, MSc, CHCP
Principal, Ardgillan Group
Principal, Infograph-ed, Philadelphia, PA

Ruwaida Vakil, MS
Principal, ProMed Write, LLC, Somerset, NJ

Scott E. Weber
CEO, Director, Med-IQ
Chair of the Alliance Advocacy Committee, Baltimore, MD

AGENDA

- 7:30 AM *Sign-in/Exhibits/Continental Breakfast*
- 8:30 Welcome and Business Meeting
- 9:00 Keynote I: Advancing Medical Education
Graham McMahon, MD, MMSc
- 10:00 *Break/Exhibits*
- 10:30 Keynote II: The Healthcare Education Professional Today, Emerging Trends for Tomorrow
Laurie Kendall Ellis, CAE
- 11:30 Keynote III: The Joys and Pains of Interprofessional CE and Joint Accreditation
Sterling A. North
- 12:30 PM *Lunch/Networking/Exhibits*
- 1:30–2:30 *Breakout 1 Sessions*
- 1A Practical Examples of Working with Your Quality Department
Trish Levy, MS, CHCP, MCHES and Jane Grube
- 1B Simulation-based Medical Education Comes in All Sizes and Shapes
Cathy Pagano, CHCP; Erica Klopp, MS, CHCP; Karen Roy, MSc, CHCP
- 1C Developing CME Needs Assessment: An Overview of Best Practices
Ruwaida Vakil, MS
- 2:30 *Break/Exhibits/Transition*
- 2:45–3:45 *Breakout 2 Sessions*
- 2A MOC: Practical Strategies for CME Departments to Get Involved
Pam Beaton, CHCP, FACEHP
- 2B Improving Communication About CE Success Stories: Tools and Resources for Advocating the Value of the CE Enterprise
Scott E. Weber and Pamela Mason, CHCP, FACEHP
- 2C Writing Better Test and Evaluation Questions start with . . .
Patricia Franklin, PhD, RN; Louise S. Jenkins, PhD, RN, FAHA, ANEF
- 3:45 *Evaluation and Adjourn*

See MAACME website for session descriptions:

www.maacme.org

ACCOMMODATIONS

Comments from 2014 Annual Conference Participants:

What I liked best:

- ⇒ Throughout the day I really enjoyed the 'breakout sessions' the most. I think that is a good way for the audience to pick what they really want to hear about.
- ⇒ Meeting new contacts. The lunch was fun... a good chance to mingle
- ⇒ The discussions and hearing what others are doing
- ⇒ The afternoon breakouts although the whole day was very engaging

For conference information, contact
Bonnie Bixler, MEd at
bbixler1@hmc.psu.edu

Cancellation and Refund Policy

In order to process refunds for course withdrawals, cancellations must be received in writing by November 7, 2015 (subject to a service charge equivalent to 10% of the registration fee). No refunds will be issued thereafter.

Substitutions are permitted. Email Ron Arthur (Ronald.arthur@aacr.org) with the details.

MAACME reserves the right to cancel or postpone this course due to unforeseen circumstances. In the event of cancellation or postponement, MAACME will refund any registration fees but is not responsible for related costs or expenses to participants, including cancellation fees assessed by hotels, airlines, and travel agencies.

Location

All events will be held at the Sheraton Wilmington South Hotel, 365 Airport Road, New Castle, DE 19720. The hotel provides ample, complimentary parking for overnight guests and day meeting attendees. Complimentary wireless high speed internet is available in all guest rooms and the lobby. <http://www.sheratonwilmingtonsouth.com>.

Reservations

Attendees of the MAACME meeting are invited to take advantage of a discounted group rate of \$119 S/D. This rate is available until October 18, 2015. Reservations requested after that date will be subject to availability and prevailing rates.

Reservations can be made through Starwood Central Booking, 866-961-8093; directly with the hotel's reservations system, 302-328-6200; or via the online booking system <https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1507235744&key=2A720AB8>.

Reservations must be guaranteed with a major credit card. Cancellations must be made 24 hours in advance of arrival. Check in time is 3:00 PM, check out time is 12:00 PM.

Enter to win bonus SPG Points!

All overnight guests registered in the MAACME block and holding an active Starwood Preferred Guest (SPG) number will be entered into a raffle to win bonus planner points based on the dollar value of the meeting. Qualified entries will be drawn from the hotel's MAACME group rooming list as of 11/19/15.

REGISTRATION FORM

5TH ANNUAL MAACME MEETING
NOVEMBER 19, 2015

First name

Last name

Company name

Work address 1

Work address 2

City

State

Zip Code

Telephone

Fax

Email

Substitutions are permitted. Email Ron Arthur with the details (Ronald.arthur@aacr.org).

List any dietary or special needs here:

If registering online and using a credit card, you must also send this page to Ron Arthur without the credit card details.

Indicate your option: Visa MasterCard Discover

Authorization Signature

Cardholder Name

Cardholder Name

Card Number

Card Number

Security Code

Security Code

Expiration Date

Expiration Date

Please Note: Walk-in registrants must bring payment to the program. Seating may be limited for walk-in registrants.

Fees

YOUR BEST VALUE

- Conference and 2016 membership \$160

- Conference only: Member rate \$125
- Conference only: Non-Member rate \$155
(pay \$5 more and become a 2016 member)
- 2016 Membership dues only \$35
- Welcome Reception * \$15
- TOTAL DUE _____

Wednesday Night Reception (11/18)

Please join us at the Welcome Reception on Wednesday evening, November 18, at the Sheraton Wilmington South Hotel from 6:00 pm-8:00 pm.

- * Fee includes hors d'oeuvres and 1 drink ticket. [Please check the box above if you will be attending.]

To Register: You may use this form or you may go to the website, www.maacme.org, to fill in the registration form electronically, print and mail it.

Paying by Credit Card: Either complete this page and send to address below or go to www.maacme.org and register with your credit card, using the "PAY NOW" link. However, if registering online, please also send a completed registration form to Ron Arthur, without credit card details.

Registration Deadline: November 11, 2015

Payment Options:

- Check Credit card

Mail check to:

MAACME

ATTN: Ron Arthur, Treasurer

311 Glen Ave, West Chester, PA 19382

Registration queries, contact Ron Arthur at: Ronald.arthur@aacr.org.

Registration confirmations will be sent via email.

Your email address will be used to communicate conference details, handouts, etc. It may also be used by MAACME sponsors for a one-time communication. I choose to opt-out of the one-time use of my email address by MAACME sponsors.