

# Professional Education CME Program

**Arkansas Cardiovascular Health Program**  
DHHS Division of Health

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Program Manager

# Reasons for CME Intervention

- Met Grant RFA Guidelines to Implement Professional Education Activities
- Met State Plan goal to Improve Primary and Secondary Treatment of Heart Disease and Stroke
- Met State Plan Objective to offer health professionals, education regarding management and prevention of cardiovascular disease

University of Arkansas for Medical Sciences  
Department of Family and Preventive Medicine  
Continuing Medical Education Division

- 2003-2004 History
  - Offered 51.5 hours of CME
  - Had 2,493 participants
  - Had attendees from 72 of the 75 counties (96%)
  - 36 Interactive Video Sites across the state

# Cardiovascular Health CME Pilot Project

Date	Program	Length of Program	Topic	Attendance
6-Jun-04	26th Annual Intensive Review Course	1 hour	Secondary Heart Disease	163
6-Jun-04	26th Annual Intensive Review Course	1 hour	Update on Stroke 2004	163
6-Jun-04	26th Annual Intensive Review Course	1 hour	Responding to the BMI Initiative: Childhood Obesity	163
5-Jun-04	26th Annual Intensive Review Course	30 min	Implementing the Diabetes Chronic Care Guidelines	163
<b>Total</b>		3.5 hours		<b>652</b>

# Target Audience

- Physicians
- Emergency Room Physicians
- Nurses (Advanced Practice Nurses, Registered Nurses, and Licensed Practical Nurses)
- Pharmacists
- Certified Health Education Specialist (CHES)
- Social Workers
- Other Allied Health Professionals

# Types of CME Credit

- The American Medical Association (AMA)
- The American Association of Family Physicians (AAFP)
- Arkansas Nurses Association (ARNA)
- Arkansas State Board of Pharmacy (ASBP)
- National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES
- National Association of Social Work (NASW)

# Benefits

- Interactive Television Costs
- Promotional Postcard (4 postcards at 5,000 mailings each)
- Use of Current Up To Date Mailing List
- Postage Costs for Postcards
- Syllabus production, printing, & supplies
- Application for Credit (AMA, AAFP, ARNA, ASBP, CHES, EMA)
- Administration of Credit (maintaining records for 5 years)
- Lunch for Participants (Sponsored)
- All Media Needs for Presenters
- Parking Fees for Little Rock Attendees
- Honorariums
- Administration of Distant Learning Sites
- Administration of Live Courses
- Office Supplies and Incidentals
- Course Reports
- Evaluations
- Needs Assessments
- Inclusion of Syllabus Handout
- UAMS Speakers
- Professional Education Committee
- Coordination and Compliance with Pharmaceutical Industry

# Program Costs

(Based on 2004 – 2005 attendance and hours)

- 9.5 Hours and 1,439 participants
- \$29.88 per participant
- Contract price of \$43,000