



California's Association for
CME Professionals

22nd ANNUAL CONFERENCE FOR CME PROFESSIONALS

The Gail Harms Memorial Conference

October 18, 2019
City of Hope— Duarte, CA

Time	Session	Location
8:00 – 8:30 am	Registration and Breakfast	Platt Conference Center
8:30 – 8:35	President's Welcome <i>Megan Swartz, CHCP</i> Welcome from the Host <i>Crystal Saavedra</i>	Cooper Auditorium
8:35 – 8:55	ACCME and IMQ/CMA Updates <i>Erin Schwarz</i>	Cooper Auditorium
8:55 – 9:25	Keynote: Reimagining Your CME Mission (C1 and 12) <i>Shelly Rodrigues, CAE, FACEHP</i>	Cooper Auditorium
9:25 – 10:25	COI Compliance Challenges and Panel Discussion (C7): Sticky Situations! <i>Moderator: Erin Schwarz</i> <i>Panelists: Jacob Coverstone, Crystal Saavedra, Charles Willis, MBA</i>	Cooper Auditorium
10:25 – 10:45	<i>Networking Activity and Coffee Break</i>	Cooper Auditorium
10:45 – 11:45	Breakouts 1-3	Cooper Platt III Platt II
11:45 – 11:50	<i>Transition</i>	
11:50 – 12:50	Breakouts 1-3	Cooper Platt III Platt II
12:50 – 1:20	<i>Networking Lunch</i>	Platt Conference Center (seating in Cooper)
1:20 – 1:30	Alliance Update <i>Charles Willis</i>	Cooper Auditorium
1:30 – 2:30	Breakouts 4-5	Platt III Platt II
2:30 – 2:35	<i>Transition</i>	
2:35 – 3:35	Breakouts 4-5	Platt III Platt II
3:35 – 3:50	<i>Break</i>	Platt Conference Center
3:50 – 4:15	"Marie Kondo" Your CME program ... What are you doing that is NOT necessary for compliance and doesn't spark JOY? (C13) <i>SCMEC Board and Planning Committee</i>	Cooper Auditorium
4:15 – 4:30	"It's a Wrap and Raffle" - Best Practices for Activity Reflection	Cooper Auditorium

Breakout Sessions: Choose 4 out of 5

1	<p>Planning Forms; Are you using the best tools? – C2-7, Content Validation This session will give you several planning tools that you may customize to suit your program’s needs, as well as insight about how these tools can help to document compliance with C2-7 and Content Validation.</p>	<p><i>Grace Phan, Art Arellano, and Marta Betancourt, MS</i> Platt III</p>
2	<p>Best Practices for Evaluating your Activities, Including RSS – C11 This session will encourage you to review ways in which you might evaluate your activities so that you can achieve compliance with ACCME/CMA requirements, engage your learners’ attention, and obtain data that is meaningful to you and your stakeholders.</p>	<p><i>Jacqueline Steltz-Lenarsky</i> Cooper Auditorium</p>
3	<p>Planning to Accept Commercial Support, Advertising and Exhibits - C8-10 This session will empower you with the tools you need in order to appropriately manage commercial support (monetary and in-kind) as well as ensure you are adhering to the ACCME/CMA expectations in C9.</p>	<p><i>Jacob Coverstone</i> Platt II</p>
4	<p>Killing Two (or More) Birds with One Stone: Adding MOC and other Credit Types to your Activity This session will review the different types of credit that you might offer in addition to <i>AMA PRA Category 1(tm)</i>, allow you to identify barriers to offering these credit options, discern strategies that may help you overcome these barriers, and link this back to C1 and 12.</p>	<p><i>Shelly Rodrigues, CAE, FACEHP</i> Platt II</p>
5	<p>What is Your Role in the CME Journey? Planning for You and your Team This session will help you to identify gaps in your own or your team’s professional development, and review ways in which you can (economically) address those gaps (C34).</p>	<p><i>Charles Willis, MBA</i> Platt III</p>