

Ohio State University Medical Center – Center for Continuing Medical Education

Evolution in Health Care through Continuing Medical Education Via the Web

To accurately discuss the state of health care today, physician education and continuing medical education must be included. Continuing medical education is integral to the practice of medicine today because it is the ultimate model of taking research to daily practice that subsequently increases positive patient outcomes. As the academic institutions of the US and Canada continue to have ground breaking research in health care, how do these institutions get this information into the hands of the practicing physician? More importantly, how can the physicians access information at their convenience and be assured that the information is research-based, unbiased and clinically relevant? As continuing medical education is a legal requirement for physicians to keep their license, access to accredited programs has become an issue because practitioners cannot take time away from their practices to attend the traditional model of conferences. As one of the largest academic medical institutions in the US, Ohio State University Medical Center – Center for Continuing Medical Education has made dramatic changes to the execution and delivery of accredited programs that meet the needs of the researchers and practitioners. The widespread availability of Internet access and ever-increasing use of the web has been utilized to deliver continuing medical education. OSUMC - Center for Continuing Medical Education is the only academic medical center delivering a weekly accredited webcast to over 11,000 users (including but not limited to subscribing hospitals, individual users, military installations worldwide and international users in 37 countries). More than “one-time only” webcasts, these research-based programs become video on demand programs that use streaming video that the physician can watch at their convenience (mostly between 10 pm and 2 am). Using metrics and evaluation model developed by OSUMC CCME, the resulting improvements in practice have translated into positive outcomes for patients throughout the user base. Through post program survey methods, thirty-six percent of the users indicated that fifty percent or more of their patients had better outcomes after the information they received through the webcasts was incorporated into their daily practice.

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