

## A. Introduction:

This planning tool for leaders was developed using the principles of **Appreciative Inquiry**. It is intended to help you to discover the resources available and the human capital involved in creating and enhancing your department’s strategic value to our institution and to our community, using these principles:

- **Constructionist principle:** the need to read, understand and analyze organizations as living human constructions.
- **Poetic principle:** the value of different interpretations of events and narratives.
- **Simultaneity principle:** recognizing that inquiry and change are not separate moments, that collecting data is simultaneously an intervention.
- **Anticipatory principle:** human systems move in the direction of their images of the future. The more positive and hopeful the image of the future, the more positive the present-day action.
- **Positive principle:** the need for positive emotion for improved performance principles.
- **Wholeness principle:** the need to have “whole system” in the room, or at least someone representing each group of stakeholders.

Sources:

Cooperrider, D. L. & Srivastva, S. (1987). "Appreciative inquiry in organizational life". In Woodman, R. W. & Pasmore, W.A. (eds.). *Research in Organizational Change And Development*. Vol. 1. Stamford, CT: JAI Press. pp. 129–169 [https://www.oio.nl/wp-content/uploads/APPRECIATIVE\\_INQUIRY\\_IN\\_Orgnizational\\_life.pdf](https://www.oio.nl/wp-content/uploads/APPRECIATIVE_INQUIRY_IN_Orgnizational_life.pdf)

<https://coachingleaders.co.uk/appreciative-inquiry-anticipatory-principle/>

<https://appreciativeinquiry.champlain.edu/learn/appreciative-inquiry-introduction/5-classic-principles-ai/>

## B. Take inventory:

Step 1: Start with a Strategic Plan for your Department

\_\_\_ a. (Think aloud **What parts of your department’s mission need some “T. L. C.”?** Describe the parts that are already strong? \_\_\_\_\_

\_\_\_ b. (Relax and reflect) **Describe the current strengths in your department’s training and morale? What are some observed deficits ?** \_\_\_\_\_

Step 2: Leadership Development Plan for Department

First, Designate your Team of Leads:

\_\_\_ a. **Who is your Dept’s Chair?** \_\_\_\_\_

\_\_\_ b. **Who is your Dept’s Budget Manager/Administrator?** \_\_\_\_\_

\_\_\_ c. **Who is your Dept’s Vice Chair (or Lead) for Education?** \_\_\_\_\_

\_\_\_ d. **Who is your Dept’s Vice Chair (or Lead) for QI?** \_\_\_\_\_

CPD/CME Budget & Strategic Planning for Academic Departments – FY2021 Guidance

- \_\_\_\_ e. Who is your Dept’s Lead for Teamwork? \_\_\_\_\_
- \_\_\_\_ f. Who is your Dept’s Lead for Wellness? \_\_\_\_\_
- \_\_\_\_ g. Who is your Dept’s Lead for Diversity, Equity, and Inclusion? \_\_\_\_\_
- \_\_\_\_ h. Who is your Dept’s Lead for Inter-professionalism? \_\_\_\_\_
- \_\_\_\_ i. Who are your Leads of other major efforts? (i.e. Process Improvements, Patient Education, Community Affairs, Health Disparities) \_\_\_\_\_

Step 3: Discuss & Invest in People Development with your Team of Leads

- **Consider the impact on Staff Performance and Retention** of having Life-Long Learning (LLL) opportunities available to staff. Under-investing in people development can create a “revolving door” syndrome.
- **Ask your team about their experiences with by employers regarding LLL.** A common Rule of Thumb is to budget 5-10% of your Dept’s annual payroll for Professional Development expenses. Note that Google allows its staff to spend 20% of their time on innovation and side projects. (See : <https://bit.ly/3csqhBm> )

\_\_\_\_ a. What is your annual departmental payroll? \_\$ \_\_\_\_\_

\_\_\_\_ a. What percentage do you wish to allocate to Professional Development? \_\_\_\_\_%

C. Refine the Needs:

We suggest that your department align to the overall NYULMC People mission by including these seven components to form a balanced Strategic Plan:

- **Interprofessional Learning;**
- **Quality Improvement;**
- **Faculty Development and Lifelong Learning;**
- **Inclusion/Diversity/Equity;**
- **Developing Non-Clinical Staff;**
- **Departmental Wellness; and**
- **Community Outreach.**



**CPD/CME Budget & Strategic Planning for Academic Departments – FY2021 Guidance**

**A) Interprofessional Learning Plan, including regularly scheduled CME series and major activities**

1. Describe any educational activities would your department like to sponsor next year (**hint: think ‘interprofessional’!**) \_\_\_\_\_

**B) Quality Improvement Plan, or Portfolio of QI priority projects**

2. Describe any Quality Improvement Projects your Dept wishes to have recognized for MOC credit: \_\_\_\_\_

**C) Faculty Development and Life-Long Learning Plan**

1. How many clinicians receive education reimbursement from dept? \_\_\_\_\_
2. What amount do you reimburse/provide them per year? \_\_\_\_\_
3. Who is eligible? \_\_\_\_\_

Of all your department’s Faculty (appointed, employed, voluntary), how many are engaged in:

- \_\_\_\_\_ UME/Pre-Clinical
- \_\_\_\_\_ UME/Clinical
- \_\_\_\_\_ GME/Resident/Fellow Core
- \_\_\_\_\_ CME course development
- \_\_\_\_\_ Developing other medical educators

**D) Inclusivity, Diversity, Equity Plan**

1. Has your department convened an Inclusivity Initiative planning session? \_\_\_ Y \_\_\_ N \_\_\_
2. What are the goals of the Inclusivity Initiative? \_\_\_\_\_
3. What is the period of the Inclusivity Initiative? \_\_\_\_\_

**E) Professional Development Plan for non-clinician Staff**

1. How many **non-physician** clinical staff receive education reimbursement from your department? \_\_\_\_\_
2. What amount do you reimburse/provide them per year? \_\_\_\_\_
3. How many non-clinical staff receive education reimbursement from your department? \_\_\_\_\_
4. What amount do you reimburse/provide them per year? \_\_\_\_\_
5. How many FTE of your department administrative staff is assigned to each of these:  
(Express in fractions of FTE, i.e. 60% of full time staff = 0.6 FTE )  
\_\_\_\_\_ administering UME/Pre-Clinical education  
\_\_\_\_\_ administering UME/Clinical education

## CPD/CME Budget & Strategic Planning for Academic Departments – FY2021 Guidance

- \_\_\_\_\_ administering GME/Resident/Fellow education
- \_\_\_\_\_ administering CME/CE/MOC/CPD
- \_\_\_\_\_ administering Faculty development or staff development

### F) Departmental Wellness Plan:

1. Has your department convened a Wellness Initiative planning session? Y                    N
2. Who is included in the Wellness Plan? \_\_\_\_\_
3. What are the components of the Wellness Plan? \_\_\_\_\_
4. What is the timeline of the Wellness Plan? \_\_\_\_\_

### G) Community Outreach Plan:

1. How many ambulatory/community practitioners and voluntary clinicians are affiliated with your Department at all locations? \_\_\_\_\_
  - a. **What percent of these clinicians now attend** your live Grand Rounds and other CME series? \_\_\_\_\_%
  - b. **What percent of these clinicians now attend your live** annual Symposia or other live CME? \_\_\_\_\_%
2. **As a potential source of teaching cases for your department**, how would you evaluate these ambulatory/voluntary practice locations? \_\_\_\_\_

## Step 4: Consult the Office of CPD for guidance and partnership

- Meet annually with Assistant Dean for CPD to discuss your Strategic Plan.
- This Annual Strategic Planning Tool is now online at <https://bit.ly/39jCkix>
- *Contact me with any questions or to schedule a consultation:*

**Rob Armstrong Martin, MBA, CHCP, CPHIMS**  
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 Assistant Dean, Continuing Professional Development  
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*Don't forget the "2" in my email-^, so it goes to the right person.*



# CPD/CME Budgeting & Strategic Planning for Academic Departments

Chairs and Dept Heads: March 10, 2020

**Rob Armstrong Martin, MBA, CHCP, CPHIMS**

Director, Continuing Medical Education

Assistant Dean, Continuing Professional Development (CPD)



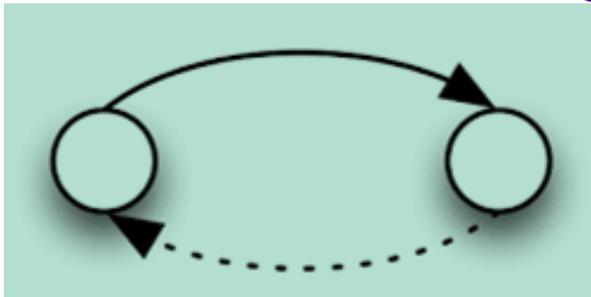
# Appreciative Inquiry: Humanistic methods in CPD



1. **Constructionist principle:** the need to read, understand and analyze **organizations as living human constructions.**



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# *Appreciative Inquiry: Humanistic methods in CPD*



**4. Anticipatory principle:** human systems move in the direction of their images of the future. The more positive and hopeful the **image of the future**, the **more positive the present-day action**.



**5. Positive principle:** the need for **positive emotion** for improved performance principles.

**6. Wholeness principle:** the need to have “**whole system**” in the room, or at least someone representing each group of stakeholders.



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# Continuing Education for Healthcare Professionals is becoming Interprofessional Education(IPE):

“Interprofessional Education occurs when students from **two or more professions learn about, from and with each other to enable effective collaboration and improve health outcomes....**This is a key step in moving health systems **from fragmentation to a position of strength.**”



Source: World Health Organization (WHO). (2010) Framework for action on interprofessional education & collaborative practice. Geneva: World Health Organization. See: [http://whqlibdoc.who.int/hq/2010/WHO\\_HRH\\_HPN\\_10.3\\_eng.pdf](http://whqlibdoc.who.int/hq/2010/WHO_HRH_HPN_10.3_eng.pdf)

As taken from [IPECollaborative.org](http://IPECollaborative.org)

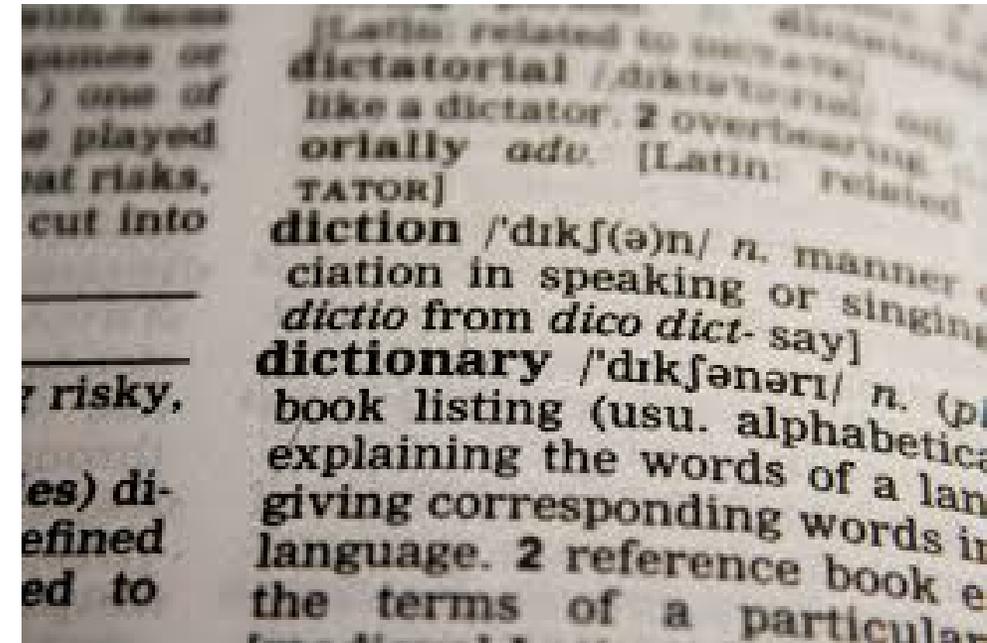
# In recognition of the importance of IPE to patient outcomes and learning, *let's update our vocabulary!*

## Who is the audience?

- CME is a physician-only term
- Various terms (CE, CEU, Contact Hours) used by non-physicians
- **IPE is the preferred & inclusive term**

## What is the domain?

- CME, CE, MOC, QI, Scholarship, Research are function-specific
- **Continuing Professional Development (CPD) is preferred term, enveloping of all of these functions**



# Annual Budgeting and Revenue Projection for Continuing Professional Development (CPD) in your department, *in four easy steps!*



# Annual Budgeting and Revenue Projection for Continuing Professional Development (CPD)

- **Step 1:** Start a *Strategic Plan* for your  
*Department: Take inventory*

- (Think aloud)
  - What parts of your department’s mission are already strong?
  - What parts need some “T. L. C.”?
- (Relax and reflect)
  - Describe the current strengths in your department’s training and morale?
  - What are some observed deficits?

## B. Take inventory:

### Step 1: Start with a Strategic Plan for your Department

- a.** (Think aloud **What parts of your department's mission need some "T. L. C."?** Describe **the parts that are already strong?**)

Our Clinical Care is very strong, including volumes. However, our patient satisfaction could be higher, including provider communication ratings by patients.

- b.** (Relax and reflect) **Describe the current strengths in your department's training and morale? What are some observed deficits ?**

Residents are well –trained to staff the initial consult but the high volume seems to be reducing the resident and faculty sense of well-being and teamwork skills with the nursing staff. Occasional fingerpointing over patient wait times.

# Annual Budgeting and Revenue Projection for Continuing Professional Development (CPD)

- **Step 2: Designate your Leader Team**
  - *Dept. Manager/Administrator*
  - *Vice Chair for Education?*
  - *Vice Chair for QI?*
  - *Vice Chair for Teamwork?*

*“If the leader is not willing to improve the system, who else is going to do it?”*

*-W. Edwards Deming*

## Step 2: Leadership Development Plan for Department

**First, Designate your Team of Leads:**

- a. Who is your Dept's Chair? \_\_\_\_\_
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- e. Who is your Dept's Lead for Teamwork? \_\_\_\_\_
- f. Who is your Dept's Lead for Wellness? \_\_\_\_\_
- g. Who is your Dept's Lead for Diversity, Equity, and Inclusion? \_\_\_\_\_
- h. Who is your Dept's Lead for Inter-professionalism? \_\_\_\_\_
- i. Who are your Leads of other major efforts? (*i.e. Process Improvements, Patient Education, Community Affairs, Health Disparities*) \_\_\_\_\_

## Annual Budgeting and Revenue Projection for Continuing Professional Development (CPD)

- **Step 3: Discuss Goals & Invest in People Development**
  1. Choose: **Balanced goals** from the 7 domains of CPD
  2. Delegate: A '**Project Lead**' for each major goal
  3. Discuss: How Life-Long Learning (LLL) impacts **Performance/Retention of staff and clinicians**
  4. Budget: **5-10%** of dept. annual payroll for **Professional Development** expenses
    - Google **allows staff 20%** of time for **innovation and side projects**

*Source:* <https://www.inc.com/adam-robinson/google-employees-dedicate-20-percent-of-their-time-to-side-projects-heres-how-it-works.html>

### Step 3: Discuss & Invest in People Development with your Team of Leads

- **Consider the impact on Staff Performance and Retention** of having Life-Long Learning (LLL) opportunities available to staff. Under-investing in people development can create a “revolving door” syndrome.
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(See : <https://bit.ly/3csqhBm> )

\_\_\_\_\_ a. What is your annual departmental payroll? \_\$ \_\_\_\_\_

\_\_\_\_\_ a. What percentage do you wish to allocate to Professional Development? \_\_\_\_\_%

# Seven Domains of Continuing Professional Development (CPD) for Academic Medical Centers

- A) Interprofessional Learning;
- B) Quality Improvement;
- C) Faculty Development and Lifelong Learning;
- D) Inclusion/Diversity/Equity;
- E) Developing Non-Clinical Staff;
- F) Departmental Wellness; and
- G) Community Outreach.



**A) Interprofessional Learning Plan, including regularly scheduled CME series and major activities**

1. Describe any educational activities would your department like to sponsor next year (**hint: think 'interprofessional'!**) \_\_\_\_\_

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\_\_\_\_\_ administering CME/CE/MOC/CPD  
\_\_\_\_\_ administering Faculty development or staff development

## Annual Budgeting and Revenue Projection for Continuing Professional Development (CPD)

- **Step 4:** Consult the Office of CPD  
for guidance and partnership
  - **Set measures and timelines** for each goal chosen
  - **Meet annually** with Assistant Dean for CPD
    - Annual Strategic Planning Tool is now online
    - <https://bit.ly/380oyQk>



**F) Departmental Wellness Plan:**

1. Has your department convened a Wellness Initiative planning session? Y  N
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2. As a potential source of teaching cases for your department, how would you evaluate these ambulatory/voluntary practice locations? \_\_\_\_\_

# ***Do you have a CME Course in mind to develop?***

**LISOM CME Business Model (service fees) goes into effect 9/1/2020 for FY2021**

Several CME Accreditation options will be available to Activity Directors, depending on (your) sponsoring department's staffing, needs & budget resources.

**A. Low-Risk:** Restricted spending for courses with uncertain income

*B. (also known at Grossman SOM as "opt-into risk pool")*

**C. Full-Service:** CME Office-manages the event, in exchange for revenue-sharing. *(also known at Grossman SOM as "opt-out of risk pool")*

**D. Self-Managed:** Departments desire to control planning & flat fees

*(also known at Grossman SOM as "department-managed course")*

Department Administrators, leaders and CME Field Agents will receive training on the mechanics of budget planning for CME in spring of 2020.

<b>NYUWH/LISOM CPD Fees Menu</b>	<b>FY'20</b>	<b>FY'21</b>	<b>FY'22</b>	<b>Scala ble?</b>
<b>Series Accreditation Review</b>	\$0	\$0	<b>\$0 if IPE; \$1500 if MD-centric</b>	No
<b>Video Accreditation Review</b>	1500	\$1500	<b>\$1500</b>	No
<b><u>Symposia Accreditation options:</u></b>				
<b>A. Opt-In/Pooled Risk/Low Budget</b>	\$0	CPD office absorbs all risk and profit; your Dept takes no risk or profit		Y
<b>B. CPD-Produced Event</b> <i>includes labor for components #1-9 below</i>		> of 20% Gross Rev. or <b>\$7500</b>	<b>&gt; of 20% of Gross Revenue, or \$7500</b>	Y
<b>C. Department-Managed Event</b> <i>using your dept. staff for #1-9 below, or "A la carte"</i>	\$1500	> of 20% Gross Rev. or <b>\$2500</b>	<b>&gt; of 20% Gross Rev. or \$2500</b>	Y
1. Content Dev./ Needs Assessmt./Grant Dev.	\$0	<b>\$500</b>	<b>\$1000</b>	No
2. Grant Submissions, per target	\$0	<b>20% grant yield</b>	<b>&gt; of 20% yield or \$100 each</b>	Y
3. MOC Assessment Development	\$500	<b>\$500</b>	<b>\$500</b>	No
4. Speaker Management, per speaker	\$0	<b>\$300/speaker</b>	<b>\$500/speaker</b>	Y
5. Exhibitor Management, per vendor	\$0	<b>20% sales yield</b>	<b>20% sales yield</b>	Y
6. Marketing Strategy	\$0	<b>\$500+</b>	<b>\$750+</b>	No
7. Meeting Planning (Catering & Event Set-up)	\$0	<b>\$500</b>	<b>\$750</b>	No
8. Certificate Fees, per person	\$0	<b>\$5 registration surcharge</b>	<b>\$7.50 registration surcharge</b>	Y
9. Grant Reconciliation Reporting, per grant	\$0	<b>\$1500 ea</b>	<b>\$1500 each</b>	Y

# Winthrop CME Skills Academy:

## 6 Certified Training Pathways for Clinicians & Curriculum Planners

It's Free!

Sign up here →

Or at

[Winthrop.Cloud-CME.com](http://Winthrop.Cloud-CME.com)



CMEAD	CMEFA	CMEFA2	NEPT	IPCEPT	MOCAD
<b>CME Activity Director Training for Faculty Physicians</b>	<b>"CME Field Agent" Level I Training for Administrators</b>	<b>"CME Field Agent" Level II Training includes:</b> -Nurse CEU -MOC credits -Planning Video/Remote CME	<b>Nursing Education Planner Training</b>	<b>Inter-professional Clinician CE Planner Training</b>	<b>MOC Assessment Developer Training</b>
					
<b>Certificate = 2.5 CME hours</b>	<b>Certificate = 3.5 Hours CE</b>	<b>Optional Certificate = 3.5 Hours CE</b>	<b>Certificate = 3.25 ANCC Contact Hours</b>	<b>Certificate = 3.25 CEU</b>	<b>Certificate = 3.25 CME/CE/CEU</b>

# Winthrop CME Skills Academy Program Congratulations to Faculty who Certified:

Is your  
department  
represented?

Anthony Corcoran, MD - Urology

Robert Lee, DO - *Pediatrics*

Aleksey Etinger, DO – *Hospitalist Med.*

Lester Paula, MD – *Geriatric Med.*

Mark Grossman, MD- Orthopaedics

Patrizio Petrone, MD - *Surgery*

Jason C Hoffman, MD - *Radiology*

- In addition, we congratulate those administrative staff members for earning their CME Field Agent (CMEFA) Level 1 Certification***

- Cindy Alsamarraie
- Joanne Annette
- Francesca Bieniek
- Jennifer O Brown
- Kim Brown
- Barbara Cohen
- Kathleen Condon, PA
- Debbie Famigletti
- Denise Foti
- Jaclyn Freydberg
- Kristen Garvey
- Kristen Johnson
- Ellen McCaffrey
- Anna M Messana
- Melissa Mooney
- Nicole Oquendo
- Celeste Rachell
- Michelle Rea
- Diana L Richmond
- Jessica Romano
- Stephanie Sanchez-Riffle
- Jose Zavala

# Thank You!

- *Contact me with any questions or to schedule a consultation:*

## **Rob Armstrong Martin, MBA, CHCP, CPHIMS**

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