



# ISCC CME Outreach

Dr. Bob Wildin

NHGRI

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# Initiative

- Follow up from the November 18, 2014 ISCC Meeting
- Goals
  - Engage members' CME Directors/contacts
  - Update the membership roster
  - Encourage greater ACCME survey participation
  - Dialog about ISCC and provider education
  - Market G2C2 resource repository
- Methods
  - Paired outreach (email and phone) to ISCC representatives
    - ACCME accredited organizations
    - Other CME accredited organizations
  - Individual phone “interview” ~ one hour
  - My notes collated, dominant themes extracted



# Results

- 11 of the 37 CME accredited organizations were interviewed
- 22 of the 37 organizations were either unresponsive, unavailable to be interviewed or the CME contact was not identified
- 4 of 37 organizations were determined to be 'unnecessary for interviewing' as indicated by respondent.



# Outreach: ACCME Survey

- Everyone we talked to but one had participated in the survey already.



# ISCC perceptions

- Enthusiasm for ISCC was high
- Uncertainty exists about ISCC roles, methods, and direction
- Collaboration interest is high (how can ISCC facilitate?)
- Program resources are often low or transient
- Diversity of members is a barrier to buy-in
- Strength: non-commercial, independent organization, positioned to become leader for field.
- G2C2 is valuable resource, but specialty-specific resources (or ones that need no translation) could be more.



# Provider Education Insights

- Need is high
- Quality of training materials is high
- Challenging to engage, perceived as ‘niche’ topic
  - acute relevance is best draw
  - Integrate content into existing models
- Positive outcome when engaged
- Subject matter experts may be helpful
- Variety of teaching techniques and media
- Successful approaches – “meet them where they are”



# Recommendations

- General ISCC Structure and Function
  - Better define ISCC roles and capabilities
  - Take advantage of unique unbiased status
  - Sort out how genetics-strong members can assist genetics-weak (-late)
  - Improve re-purposing of content for diverse members
- Membership Engagement
  - Facilitate inter-member communication and collaboration
  - Identify key stakeholders to help champion ISCC initiatives
- Workgroup Focus
  - Brainstorm the plan to reach out to medical specialty societies
  - Develop strategies to engage medical specialty societies in collaborative efforts around genetics/genomics and work together to identify common content across disciplines/fields
- Educational Strategies
  - Emphasis the importance of content relevance and use in practice
  - Strategize ways to leverage content to various target audiences
  - Integrate content in existing widely used models