

The National Academies of
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Exploring a Business Case for High-Value Continuing Professional Development

**A Workshop of the Global Forum on Innovation in Health Professional Education
 April 6-7, 2017**

Keck Center of the National Academies, Room 100
 500 Fifth Street NW, Washington DC 20001
*Overflow Room if needed: 101
 This meeting will be webcast.*

DAY 1: April 6, 2017

A *business case* for a high-value continuing professional development intervention for health professionals exists if “the entity that invests in the intervention realizes a financial return on its investment in a reasonable time frame, using a reasonable rate of discounting. This may be realized as ‘bankable dollars’ (profit), a reduction in losses for a given program or population, or avoided costs. In addition, a *business case* may exist if the investing entity believes that a positive indirect effect on organizational function and sustainability will accrue within a reasonable time frame.” (Leatherman et al., 2003)

8:00am	Breakfast
8:30am	Welcome Susan Scrimshaw, Co-Chair of the Global Forum on Innovation in Health Professional Education
SESSION I: Understanding the business case	
Objective: To build a foundation for understanding the elements of a business case and what comprises high-value continuing professional development.	
8:35am	Orientation to the Workshop Holly Wise, American Council of Academic Physical Therapy, Workshop Co-Chair
8:45am	A Business Case: What is it and what goes into building it? Moderator: Lucy Savitz, Intermountain Health Care - Elena Karahanna, The University of Georgia Q&A and Facilitated Discussion
SESSION II: Understanding High-value CPD	
9:30am	Defining High-Value Continuing Professional Development Ronald Cervero, Uniformed Services University of the Health Sciences, Workshop Co-Chair

	<p>Table Discussion Question 1:</p> <ul style="list-style-type: none"> • Come up with an example of a high-value CPD activity <p>Exploring the Value Proposition¹ for high-value continuing professional development Paul Mazmanian, Virginia Commonwealth University School of Medicine</p> <p>Table Discussion Question 2:</p> <ul style="list-style-type: none"> • Using that example, describe who benefits, what are the costs, and what are the incentives for paying. <p>Report Back A table representative reports: one high-value CPD example, who benefits, the costs, and payment incentives</p>
10:45am	Break
SESSION III: Business Cases for High-value CPD	
<p>Objective: To learn from business case examples that use elements of the value proposition for exploring whether an investing entity should proceed with financially supporting a defined activity.</p>	
11:15am	<p>Business Case Examples Moderator: Holly Wise, American Council of Academic Physical Therapy, Workshop Co-Chair</p> <p>A Business Case for Quality in Health Care Lucy Savitz, Intermountain Health Care</p> <p>The Business Case for an Innovative High-Value Continuing Professional Development Initiative in Physical Therapy Mark Bowden, The Medical University of South Carolina Division of Physical Therapy</p> <p>Collaboration and Coordination in the MRICU (Medical Respiratory Intensive Care Unit) Amy Dean & Kristin Miller, Virginia Commonwealth University Medical Center</p> <p>Q&A and Facilitated Panel Discussion with Audience</p>
12:15pm	Lunch

¹ The Value Proposition is **Value = (Outcomes + Quality) / Cost**

SESSION IV: Illuminating the Business Case for an Investing Entity	
<p>Objective: To further describe elements within and external to a business case, and to explore business cases of four investing entities for high-value continuing professional development.</p>	
1:15pm	<p>Quality, Social Good, and Collaboration in Continuing Professional Development</p> <ul style="list-style-type: none"> - Simon Kitto, University of Ottawa <p>Q&A and Facilitated Discussion</p> <p>Non-Monetized Outcomes of High-Value CPD (valued outcomes outside of the business case)</p> <p>Moderator: Simon Kitto, University of Ottawa</p> <ul style="list-style-type: none"> - Andrew Spiegel, International Alliance of Patient Organizations <p>Q&A and Facilitated Discussion</p>
2:00pm	<p>Revisiting the business case in preparation for the breakout groups</p> <p>Facilitator: Ronald Cervero, Uniformed Services University of the Health Sciences, Workshop Co-Chair</p> <p>Panel:</p> <ul style="list-style-type: none"> • Elena Karahanna, The University of Georgia • Lucy Savitz, Intermountain Health Care <p>Discussion:</p> <ul style="list-style-type: none"> • Questions for the panelists • Instructions for breakout groups • Short descriptions of the four breakout sessions
2:30pm	<p>Breakout Sessions: Exploring a Business Case for Four Investing Entities</p> <p>Groups:</p> <ol style="list-style-type: none"> 1. Exploring a business case for government (Room 101) Leaders: Marilyn DeLuca, New York University & Julia Royall, FMR National Library of Medicine 2. Exploring a business case for workplaces (Room 105) Leader: Stuart Gilman, Veterans Health Administration Assisted by: Lucy Savitz, Intermountain Health Care 3. Exploring a business case for professional associations (Room 100) Leader: Silvia Rabionet, University of Puerto Rico & Nova Southeastern University Assisted by: Michael Rouse, Accreditation Council for Pharmacy Education & Elena Karahanna, The University of Georgia

	<p>4. Exploring a business case for philanthropic organizations working with higher education (Room 106) Leader: Darlene Curley, Jonas Center for Nursing and Veterans Healthcare Assisted by: Paul Mazmanian, Virginia Commonwealth University School of Medicine</p> <p><i>Informal break to occur during session per leaders' discretion.</i></p>
4:45pm	<p>Summary of the Day (Room 100) Workshop Co-Chairs</p>
5:00pm	<p>Adjourn</p>

DAY 2: April 7, 2017

7:30am	Breakfast
SESSION V: Considerations, Reflections, and Next Steps	
<p>Objective: To reflect upon the business case for high-value continuing professional development and how it might be operationalized by credentialing and accreditation organizations.</p>	
8:00am	<p>What is the business case for accrediting and credentialing bodies to move forward with High-Value CPD: Strategies and tactics</p> <p>Moderator: Malcolm Cox, Co-Chair of the Global Forum on Innovation in health Professional Education</p> <p>Panel:</p> <ul style="list-style-type: none"> • Neil Harvison, American Occupational Therapy Association • Kathy Chappell, Accreditation Program and Institute for Credentialing Research, American Nurses Credentialing Center • David Benton, National Council of State Boards of Nursing • Kate Regnier, Accreditation Council for Continuing Medical Education <p>Facilitated Discussion</p>
9:15am	Break
9:30am	<p>Facilitated Discussion with Breakout Group Leaders</p> <p>Moderator: Holly Wise, Workshop Co-Chair</p> <ol style="list-style-type: none"> 1. Exploring a business case for government Marilyn DeLuca, New York University & Julia Royall, FMR National Library of Medicine 2. Exploring a business case for workplaces Stuart Gilman, Veterans Health Administration & Lucy Savitz, Intermountain Health Care 3. Exploring a business case for professional associations Silvia Rabionet, University of Puerto Rico/Nova Southeastern University & Elena Karahanna, The University of Georgia 4. Exploring a business case for philanthropic organizations working with higher education Darlene Curley, The Jonas Center for Nursing and Veterans Healthcare & Paul Mazmanian, Virginia Commonwealth University School of Medicine <p>Discussion</p>

CLOSING	
10:00am	Reflections Warren Newton, American Board of Family Medicine Next Steps Moderator: Ronald Cervero, Workshop Co-Chair Facilitated Discussion
11:00am	Adjournment Room 100 will remain open until 12:00pm for networking opportunities