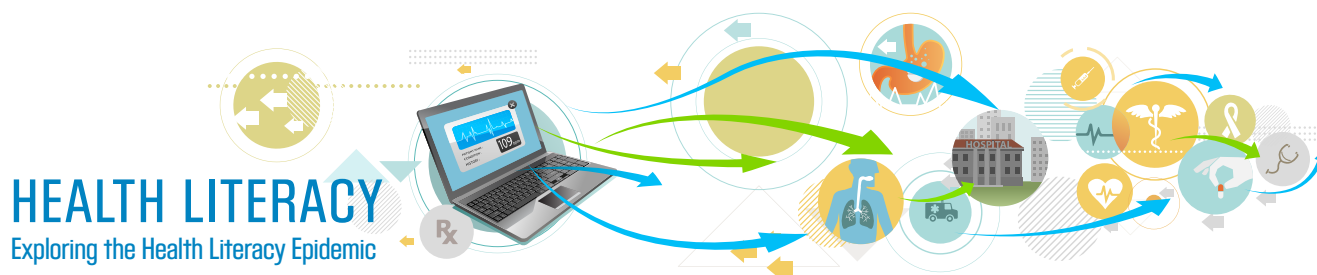


In this issue, Med Learning E-News explores the intersection of multimedia CME programs and the patient-centered approach to care.

Med Learning Group, a division of Ultimate Medical Academy, is a full-service accredited medical education company. Med Learning Group focuses on developing and implementing continuing education that improves healthcare practitioners' ability to provide optimal care to their patients.

Our goal is to provide high-quality education that is designed to deliver the highest level of outcomes for not only the practitioner, but also the patient. Med Learning Group believes it is the responsibility of CME providers to provide educational opportunities that advance the objectives of the National Strategy.

We consider it our duty to help healthcare providers both develop the skills and attain the tools necessary to provide more patient-centered, reliable, safe, and accessible care that will in effect improve the health of the U.S. population. We continue to strive to incorporate evidence-based results of the latest research and scientific advances in clinical medicine and public health into our programming as well as strategies to improve physician/patient communications which together can enrich personalized care.

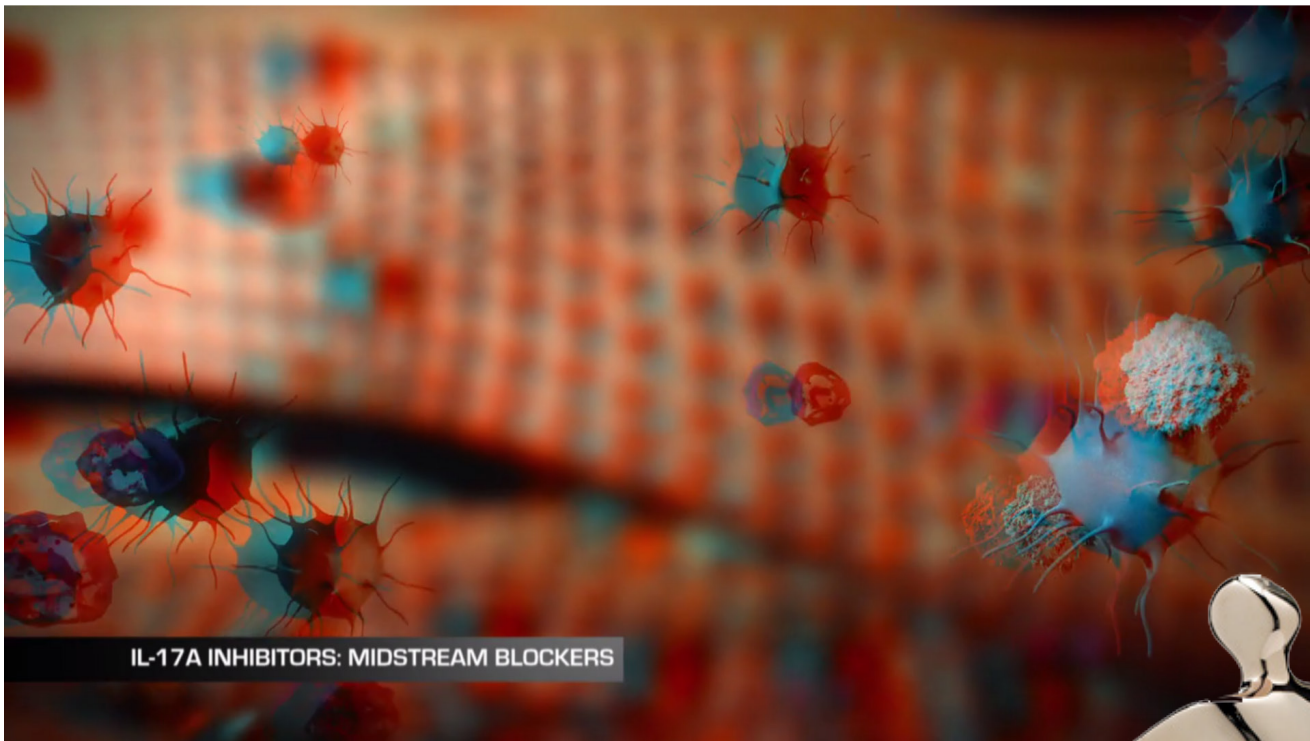


At the recent 40th annual conference of the Alliance for Continuing Education in the Health Professions, Med Learning Group led an interactive presentation focused on the 77 million Americans who do not have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.

After outlining the adverse effects of low health literacy on cost of care and health outcomes, the presentation focused on the role of numeracy and the 3-way nature of health communications between the patient, information provider, and source of information artifacts. Through this discussion of the nature and process of health communication, Med Learning Group stated the case for the value of incorporating health literacy into CME programming and how this is a unique opportunity for CME to be on the forefront of the National Quality Strategy.

Med Learning Group has posted two of three editions in its online *Treatment Minutes* series, focusing on tools to enhance the ability of the population to play an active role in their healthcare through improved health literacy. The third edition, to be launched in September, will focus on medication adherence and will include a patient as faculty.

**90% of participants**  
indicated they would make a change in practice  
based on this training.



## MED LEARNING GROUP HONORED

In National Competition For Educational Video Production

Med Learning Group was awarded four 2015 Telly Awards in March, honoring work that features the use of **high definition 3D technology** to strengthen the learning experience, and its *Treatment Minutes* series focused on enhancing health literacy. Med Learning Group was selected for the awards from a group of 12,000 entries spanning all 50 states. These Telly Awards validate the commitment of Med Learning Group to set a new standard for CME production quality in ways that engage learners, facilitate comprehension, and stimulate recall.



**Don't forget your 3D glasses**  
when you watch the movie!



## EDUCATING PATIENTS

### Designing Unique Posters Visualizing Treatment of Rheumatoid Arthritis

Helping patients understand the complexity of rheumatoid arthritis can be perceived as a never-ending battle. When engaging a patient-centric approach to treatment, rheumatologists and other care providers often struggle to describe disease pathophysiology in a meaningful way for patients and their families.

Med Learning Group strives to not only provide solutions to such challenges in its education, but to also provide participants with hands-on tools they can use in their office to help address these solutions. As one outcome generated by a Med Learning Group educational program concerning rheumatoid arthritis, participants were provided the opportunity to choose from multiple images and leverage technology to create unique posters for placement in personal offices, waiting rooms, and treatment rooms. These posters have proven instrumental in improving patient-physician communication.

Of the participants in the program, fully 69% see more than 80 RA patients annually. From the wider group, 60% created posters, with a supermajority citing the main reason behind the design of the poster being to create a visual representation of the biology and molecular aspects of RA that help target therapy, and educational value for describing disease pathology to patients. Posters also often included images related to the 2013 ACC/AHA guidelines for atherosclerotic cardiovascular disease, a frequent comorbidity in RA.

In total, 88% of respondents to a post-program Behavior Modification Survey made a subsequent practice change, with the main categories including treatment approach, patient safety & education, and physician-patient communication.

# LUPUS THRIVE

## Personalizing Treatment and Management of Systemic Lupus Erythematosus

Over the past year, Med Learning Group conducted a deep investigation into the management of systemic lupus erythematosus (SLE). In addition to findings related to the classification of patients, limitations of current agents for SLE, evaluation of clinical trial evidence, and risk factors for associated comorbidities, Med Learning Group's research identified and analyzed patient-centric aspects of SLE, including considerations for individualized treatment, strategies for setting treatment goals, and predictive factors for non-adherence.

As a result, Med Learning Group launched the Lupus "THRIVE" initiative, a multi-faceted CME program designed to meet the educational needs of rheumatologists, nurses and physician assistants involved in the treatment of SLE. The Lupus "THRIVE" website and mobile app also bring together references and additional resources for patients and their families to help them thrive in everyday life.

Live CME training was presented as a series of Patient Progressions Roundtables, Centers of Care Grand Rounds, and presentations at State Rheumatology Society Symposia, and the launch of a Treatment Minutes video series. Keeping with the focus on enhancing patient-centric care, programs included keynote presentations by patients living with lupus, providing insight into lifestyle tips, early indicators that signal the development of particular symptoms, and other information to help providers actively engage their patients in the diagnosis and treatment of SLE.

Providing learners with hands-on, patient-centric equipment that helps them enhance communication with their patients and care team and bolster patient engagement is a MLG priority.



## IN THE NEWS

### Handpicked Stories Covering Patient-Centered Care

#### Patient Quality: Minding the P's and Q's of Healthcare *The Hill*

In light of HHS recently announcing goals and its timeline for shifting Medicare payments to value-based payments, policymakers are considering the patient perspective in the equation detailing the evolution in the way patient care dollars are spent. <http://thehill.com/blogs/congress-blog/healthcare/237402-patient-quality-minding-the-ps-and-qs-of-healthcare>

#### PBS Documentary Champions Patient-Centered Care *Medscape Medical News*

A PBS documentary aired on April 2 highlighting clinicians in multiple communities across the United States treating patients with conditions including diabetes, heart disease and chronic pain, focused on the role of relationships and a holistic approach to patient-centered care. <http://www.medscape.com/viewarticle/842400>

#### Can Healthcare Effectively Measure Patient Engagement? *Health IT Analytics*

Patient engagement is considered so important to the larger goals of healthcare reform that it is included as one of the three branches of the Triple Aim. This overview discusses the challenges of gauging the direct impact of initiatives directed at improving the role of the patient in their care, and the difficulty of measuring related impact. <http://healthitanalytics.com/2015/03/12/can-healthcare-effectively-measure-patient-engagement/>

# MLG UPCOMING LIVE PROGRAMS

medlearninggroup.com/live-cme/

“Everything presented [at the roundtables] was on topic. I will improve my approach to patient education.”

—Rheumatologist  
at Coral Gables  
Roundtable

## New Approaches to Optimize Asparaginase Therapy in the Management of Pediatric Acute Lymphoblastic Leukemia: Prevention and Management of Related Toxicities

Join us for a Corporate Forum Satellite Dinner Symposium held in conjunction with the 28th Annual Meeting of the American Society Pediatric Hematology/Oncology. There is no registration fee for attending this symposium, however seating is limited. Pre-registration does not guarantee seating. We do recommend arriving at the symposium early.

May 7, 2015

7:30 PM – 7:45 PM: Registration and Dinner

7:45 PM – 9:00 PM: Symposium

Phoenix Convention Center

Phoenix, AZ

[LEARN MORE & REGISTER NOW](#)

## The Future of Alzheimer’s Disease: Is an Early Diagnosis the Best Chance for Therapeutic Intervention?

May 13, 2015

5:30 PM – 6:00PM: Registration and Reception

6:00 PM – 8:00AM: Symposium

Conrad Hilton Miami

1395 Brickell Ave

Miami, FL 33131

[LEARN MORE & REGISTER NOW](#)

## A Personalized Approach in the Use of Biologics and Targeted Therapies in the Management of Metastatic Colorectal Cancer: Integrating Patients Factors in the Continuum of Care

April 23, 2015

5:30 PM – 6:00 PM: Registration and Reception

6:00 PM – 8:00 PM: Symposium

JW Marriott Marquis Miami

255 Biscayne Boulevard Way

Miami, FL 33131

[LEARN MORE & REGISTER NOW](#)

## Antiplatelet Therapies for Acute Coronary Syndrome: Minimizing Risk, Maximizing Benefit

May 8, 2015

6:30 AM – 7:45 AM

Hilton San Diego Bayfront

Room Aqua EF

1 Park Blvd,

San Diego, CA 92101

[LEARN MORE & REGISTER NOW](#)

## MS THRIVE: Facing Multiple Sclerosis in Practice – The Facts and Consensus on Clinical Management and Patient Outcomes

May 30, 2015

6:30 AM – 7:00 AM: Registration and Breakfast

7:00 AM – 8:00 AM: Symposium

JW Marriott Indianapolis

White River Ballroom G-I

10 S West St

Indianapolis, IN 46204

[LEARN MORE & REGISTER NOW](#)

## Biologic Therapy in Psoriasis: An Investigation of the Science of the Disease and its Expanding Therapeutic Targets

May 5, 2015

7:30 AM – 8:00 AM: Registration and Breakfast

8:00 AM – 9:00 AM: Symposium

Wynn Hotel

Alsace 2

3131 Las Vegas Blvd. South

Las Vegas, NV 89109

[LEARN MORE & REGISTER NOW](#)



## The Potential Therapeutic Benefits of Emerging Arginine Deprivation Agents

May 31, 2015

6:30 PM – 7:00 PM: Dinner/Registration

7:00 PM – 9:00 PM: Symposium

Hilton Chicago

720 South Michigan Avenue

International South Ballroom

Chicago, IL

[LEARN MORE & REGISTER NOW](#)

Med Learning Group has expertise in developing both live and online activities that are innovative, case-based, interactive and patient-centric in nature. We are experts in applying adult learning theory and principles to our programs and, more importantly, understand the nuances of our specialty audiences. We design programs for physicians, nurses, pharmacists and other healthcare practitioners and have a deep understanding of how to educate both specialty audiences and general practitioner. Learn more [online today](#).

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