

Medical Education Companies Focus on Outcomes Measurement

/EINPresswire.com/ The National Association of [Medical Education Companies \(NAMEC\)](#) is embarking on a series of online and live educational programs featuring experts in the field of Continuing Medical Education (CME) discussing advances and current trends in the area of outcomes measurement.



Birmingham, Alabama – The National Association of Medical Education Companies (NAMEC), is embarking on a series of online and live educational programs featuring experts in the field of Continuing Medical Education (CME) discussing advances and current trends in the area of outcomes measurement.

“Outcomes measurement is a top priority for medical education companies during 2013,” commented Joseph Kim, MD, NAMEC president. “It is essential that we are crystal clear in describing the effectiveness of our programming in meaningful ways for all stakeholders involved including physicians, our accrediting organizations and others who have a vested interest in staying abreast of advances in Medicine.”

The first program in the initiative is an online activity titled Best Practices in Outcomes Measurement for Continuing Education in the Health Professions. It features well-known leaders in the field including:

- Caroline Robinson, PhD Vice President Research and Assessment Services, CE Outcomes, LLC
- Marissa Seligman, PharmD, FACEHP, CCMEP; NAMEC Past-President and Chief, Clinical & Regulatory Affairs and Compliance Officer, Pri-Med
- Erik Brady, PhD, CCMEP, Director of Analytics, Reporting and Outcomes, Clinical Care Options
- John Ruggiero, PhD, MPA, CCMEP, Group Manager, Genentech
- Alana Brody, MBA, VP, Strategic Development, MediCom Worldwide (Moderator)

The Program is available in three stand-alone modules:

- Outcomes Measurement Plans
- Reporting Results
- Interpreting Results for Presentation to Stakeholders

Corona Productions, (www.coronapro.com) based in Morrisville, Bucks County, Pennsylvania donated their studio and [video production](#) and editing services for this project.

The initiative continues at the NAMEC educational session on Wednesday, January 30, 2013 at 8:00 PM at the Marriott Marquis in San Francisco, CA in conjunction with The Alliance for Continuing Education in the Health Professions Annual Conference.

For more information, please visit the NAMEC website at www.NAMEC-ASSN.ORG

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Media Contact:

Alana Brody

MediCom Worldwide Inc.

215-337-9991

<http://www.medicaled.com>

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