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FOR IMMEDIATE RELEASE

Director of Educational Outcomes at CME Outfitters Marks One-Year Anniversary with Multiple Accomplishments

CMEO Outfitters' Jamie Reiter, PhD, brings experience, 3 new offerings, and industry/scientific recognition.

BETHESDA, Maryland (August 31, 2017) – CME Outfitters (CMEO), a leading accredited provider in continuing medical education, is proud to congratulate Director of Educational Outcomes, Jamie Reiter, PhD on her one-year anniversary that brought many significant accomplishments, establishing CMEO as an industry leader in educational outcomes and data analysis. Among the accomplishments is the acceptance and presentation of 13 posters reflecting education outcomes from activities in Alzheimer's disease, inflammatory bowel disease, multiple sclerosis, psoriasis and psoriatic arthritis, and epilepsy, at educational and scientific meetings.

Dr. Reiter came to CMEO after a hiatus from the CME industry, during which time she worked as statistician, medical writer, researcher, and biostatistics instructor for the biotech/pharma industry and academia. She earned her PhD from the Department of Cognitive Sciences at the University of California, Irvine, where she developed mathematical models for analyzing neuropsychological data in dementia. "I learned there are multiple ways to glean information from existing data," said Reiter, which is an approach she brought to CMEO, with much success. "I was excited to return to the industry I love and motivated to work with the team at CMEO, because I saw their innovative spirit and how much they value quality and high standards. Jan Perez and Shari Tordoff gave me the tools and opportunity to bring unique offerings to the outcomes department, which has resulted in a rich outcomes portfolio that has been recognized at multiple industry, medical, and scientific meetings."

Since coming to CMEO last August, Dr. Reiter has led the outcomes team to ensure outcomes surveys are matched to educational objectives, proper data analysis, and high quality reporting. Even more noteworthy is her bringing the CMEO outcomes program to the next level by introducing and implementing three new outcomes offerings: PredictCME, ReinforceCME, and SureCME. PredictCME is based on a form of predictive modeling called CHAID (chi-square automatic interaction detection), frequently used in data mining. Said Reiter, "By using PredictCME, we are able to better understand influences of practice behaviors, which can help us tailor educational activities to maximize impact." To date, Reiter and the CMEO team have submitted 12 abstracts for presentation at medical meetings on results from PredictCME. Six of those have been accepted and/or presented, with four pending acceptance, reflecting the relevance of this approach to the scientific community. "Out of the six therapeutic areas covered by the PredictCME analyses, confidence was one of the strongest, if not the strongest, predictor of practice behavior," she stated. "This prompted the natural next step, which is, 'how can we maximize clinician confidence?'" Thus ReinforceCME was born. This offering examines the impact of reinforcement activities on clinician confidence and subsequent behavior. And finally, SureCME is a confidence-based learning offering that teases out data from clinicians who are confident in their responses to knowledge survey questions which provides

a measure of true learning, versus those who are guessing correctly.

In addition to the 12 abstracts submitted on PredictCME, Reiter and the CMEO team have submitted 11 abstracts on outcomes from CMEO's activities, including those integrating the patient voice. To date, seven of them have been accepted. The CMEO team also won the National Association of Medical Education Companies' (NAMEC) 2016 Award for Best Practice in Educational Design and Evaluation for an activity integrating the patient voice. Finally, Reiter has presented or will present as outcomes and statistical expert for five industry meetings, including four for the Alliance for Continuing Education in the Health Professions (ACEhp) and one for CMEPalooza.

"Dr. Reiter has been an educational outcomes game-changer for CME Outfitters. Her input into activity development with the goal in mind and her innovative application of predictive modeling to CME has positively changed the development and the impact of our education. No longer do we "think" it was an effective method, we have the data to tell us it was, or if not, redirect our instructional design," stated Jan Perez, Managing Partner, CME Outfitters.

Dr. Reiter is looking forward to the coming years at CMEO, where she will continue to maintain their high standards and innovation to ensure healthcare providers are learning and implementing best practices to maximize patient outcomes.

About CME Outfitters, LLC

CME Outfitters develops and distributes live, recorded and web-based, outcomes- and evidence-based educational activities to thousands of clinicians each year and offers expert accreditation and outcome services for non-accredited organizations. CME Outfitters focuses on delivering education to specialty audiences, with strong expertise in neuroscience, inflammatory, infectious, and autoimmune diseases, and cardiovascular disease. For a complete list of certified activities and more information, visit www.cmeoutfitters.com or call 877.CME.PROS (877.263.7767).

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