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## FOR IMMEDIATE RELEASE

### New Director of Educational Outcomes Brings Experience and Innovation to CME Outfitters

CME Outfitters is proud to introduce Jamie Reiter, PhD, of San Diego, CA, as Director of Educational Outcomes

**BETHESDA, Maryland (October 7, 2016)** – CME Outfitters (CMEO), a leading accredited provider in continuing medical education, is excited to introduce the latest addition to their company staff. Jamie Reiter, PhD, a San Diego resident, has joined CME Outfitters as the new Director of Educational Outcomes. Dr. Reiter brings a plethora of knowledge and experience in the continuing medical education field, with a special focus on data analysis and outcomes.

At the University of California, Irvine, Dr. Reiter earned her PhD focusing on developing mathematical models for analyzing neuropsychological data in Alzheimer’s disease. “I learned there are multiple ways to glean information from existing data – which is something I plan to continue to bring to CMEO,” said Reiter. “Traditional statistical methods have their value, but so do innovative models for approaching problems from different angles. We don’t want to be innovative for innovation’s sake, but to add something of value that is more aligned to our goal of optimal care for patients.” After earning her PhD, Dr. Reiter’s introduction to continuing education came in the form of an editor position at CME, LLC, then later as a writer of Category 1 articles, and finally Director of Biostatistics and Research. In addition to working in the CME industry, Dr. Reiter has held research, statistics, and writing positions at UC Irvine’s Institute for Brain Aging and Dementia, the Alzheimer’s Disease Research Center at UC San Diego, and in the biotech/pharma industry. With a goal of making statistics more “friendly,” Dr. Reiter also developed biostatistics courses for UC San Diego’s extension program.

While Director of Biostatistics and Research at CME LLC, Dr. Reiter noticed a lack of statistical rigor in the industry, and made it her mission to educate providers. She presented at the ACEhp annual meeting, where she highlighted not only the importance of statistical analysis in demonstrating activity success, but in utilizing the appropriate statistical methods given the types of data collected. She was then invited to serve on a panel as statistical expert at the IACE (formerly PACME) Spring Summit. In continuation of her goal of providing innovative and valuable approaches to outcomes, Dr. Reiter has already begun implementing an offering unique to CMEO. PredictCME is based on CHAID (chi-square automatic interaction detection), a predictive modeling technique often used in data mining. “By using PredictCME, we are able to better understand influences of practice behaviors, which can help us tailor educational activities to maximize impact.”

Dr. Reiter also hopes to continue building on quality improvement initiatives and incorporating patient data; focus on improving confidence, which has been shown to influence behavior; incorporate adult learning principles and personalized education; and utilize the latest technology to optimize learning.

“Overall,” said Reiter, “my goal is to help CME Outfitters stay at the forefront as a best-in-class, forward-thinking CME provider and medical education company with a commitment to quality, integrity and optimal patient outcomes.”

### **About CME Outfitters, LLC**

CME Outfitters develops, distributes and certifies continuing education activities that focus on the integration of the multidisciplinary care team to ensure the best care of patients. Our educational formats include live meetings, interactive webcasts, medical simulations, and other formats that leverage the latest in technology to optimize the learning environment and promote clinician behavior changes. CME Outfitters also offers expert accreditation and outcome services for non-accredited organizations. CME Outfitters focuses on 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](http://www.cmeoutfitters.com) or call 877.CME.PROS (877.263.7767).

**“CME Outfitters ...  
Improving Clinical Behavior ... One Change at a Time”**

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