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FOR IMMEDIATE RELEASE

Posters Accepted at 2017 Annual Meeting of the American Epilepsy Society and Fall Clinical Dermatology Conference

CME Outfitters is excited to present findings from two educational initiatives, focusing on predictive modeling and Moore's Level 6 outcomes.

BETHESDA, Maryland (September 12, 2017) – CME Outfitters (CMEO), a leading accredited provider in continuing medical education, is excited to present findings from two outcomes studies at national conferences. The first poster will present results from its exclusive predictive modeling offering, PredictCME, of outcomes data from an activity on developing seizure action plans (SAPs) in patients with epilepsy. The second poster will present patient outcomes findings from an activity on psoriasis that included direct patient engagement and health coaching from Pack Health. Pack Health's mission is to help people overwhelmed by a chronic condition access the right care and develop the self-management skills to improve well-being.

At the 2017 Annual Meeting of the American Epilepsy Society on December 5th in Washington, DC, CMEO will demonstrate its success in using PredictCME to determine factors influencing healthcare provider (HCP) implementation of SAPs. PredictCME is based on a form of predictive modeling, known as CHAID (chi-square automatic interaction detection). It is often used in data mining, but CMEO is the first provider to use it in medical education. "Traditional statistical comparisons of pre- versus post-activity performance are important for demonstrating performance improvement," said Jamie Reiter, PhD, Director of Educational Outcomes at CMEO. "However, they do not provide information regarding the factors that influence practice behaviors, which will help guide needs assessments for future activities and ensure the appropriate topics, formats, questions, and audiences are targeted." Educational outcomes data were obtained from a faculty-led live and on-demand webcast, including a 60-minute panel discussion, a 30-minute Q&A, and audio recordings of patient interviews that were integrated into the content. Surveys assessing knowledge, confidence, and behavior were administered before, immediately following, and three months following the activity, with a PredictCME analysis conducted on data from the pre-activity survey. Findings revealed academic degree to be the strongest predictor of how often HCPs promote shared decision-making with patients to create SAPs ($p < .001$). Confidence was a secondary predictor ($p < .01$). Detailed findings will be presented at the meeting.

The second poster will be presented at the Fall Clinical Dermatology Conference October 12th-15th in Las Vegas. This poster presents findings from the patient outcomes portion of a dual-arm activity on psoriasis, essentially achieving Moore's Level 6 outcomes—Patient Health. The activity was developed to educate HCPs on the latest treatments, recommended guidelines, and the importance of engaging their patients to optimize outcomes. To supplement this HCP education, CMEO partnered with Pack Health to directly engage patients diagnosed with psoriasis with their digital health coaching platform to improve their care and well-being. The goal of this approach was to improve engagement and overcome barriers to care that both HCPs and patients confront in managing a

chronic condition like psoriasis. The two main components to the education were a CME activity featuring two 15-20 minute online interviews with faculty experts in psoriasis and direct patient engagement for 12 weeks. The latter was through Pack Health, which assigned a dedicated Health Advisor to each patient and established weekly and on-demand contacts with those patients. Additionally, PROMIS (patient-reported outcomes measurement information system) assessments were administered before and after the program. Results revealed statistically significant improvements from baseline to Week 12 in patient mental health ($p = .003$), physical health ($p = .012$), and confidence to manage psoriasis symptoms ($p = .008$). Details will be provided at the conference.

“Both posters reflect significant accomplishments for CMEO—the continued value of PredictCME, and the achievement of Moore’s Level 6 outcomes (improved patient health) through our educational programming and strategic partnerships,” stated Reiter. “We are excited to continue on our trajectories and to present our findings to the medical and scientific communities.”

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, 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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