

Contact: Anna Larkin
CME Outfitters, LLC
Phone: (614) 328-4529
Fax: (614) 448-4429

10319 Westlake Drive #106
Bethesda, MD 20817
www.cmeoutfitters.com



FOR IMMEDIATE RELEASE

Poster Accepted at 2017 Advances in Inflammatory Bowel Diseases (AIBD) Conference

CME Outfitters is proud to present findings from their PredictCME analysis of educational outcomes data on IBD.

BETHESDA, Maryland (October 30, 2017) – CME Outfitters (CMEO), a leading accredited provider in continuing medical education, is excited to have had a poster accepted for presentation at the 2017 Advances in Inflammatory Bowel Diseases (AIBD) conference in Orlando, FL in November. The poster highlights results from a predictive modeling analysis of outcomes data from an activity on inflammatory bowel disease (IBD) and is entitled, “Factors Influencing Best Practices in Treating IBD: Results from a Predictive Modeling Analysis of Educational Outcomes Data.”

Supported by an educational grant from Takeda Pharmaceuticals U.S.A., Inc., CMEO conducted an educational activity on IBD that highlighted the risks/benefits of treatment options, costs of IBD, clinical considerations related to disease progression, and benefits of a proactive, personalized approach. “The educational outcomes study demonstrated the success of the activity. However, we like to take it a step further by using predictive modeling to determine what factors influence practice behaviors, which will help guide needs assessments for future activities and ensure the appropriate topics, formats, questions, and audiences are targeted,” stated Jamie Reiter, PhD, Director of Educational Outcomes at CMEO.

At the 2017 AIBD conference, CMEO will present findings from its PredictCME analysis, CMEO’s latest offering for adding value and dimension to its outcomes studies. 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. PredictCME has advantages over linear and logistic regression, including the ability to incorporate both continuous and categorical data, as well as tree-based output, which enables visual and more user-friendly interpretation of results.

In this particular study, outcomes data from 189 HCPs were analyzed using PredictCME. The analysis was conducted on data from the pre-activity survey, which included a behavior question related to utilizing a proactive, personalized approach weighing risk/benefit and cost when making treatment decisions. This was used as the response variable in the model, and predictor variables included demographics, knowledge, evaluation, and self-rating of ability for integrating concepts about disease progression into decision making. Findings revealed self-rating of ability to be the strongest predictor of behavior, while a secondary predictor was overall knowledge. Detailed results will be shared at the meeting.

“We are excited to be able to share our findings with the medical and scientific communities,” stated Reiter. “We

have had a lot of success with PredictCME and hope to see more CME providers utilize predictive modeling in its various forms to help maximize educational impact.”

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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Improving Clinical Behavior ... One Change at a Time”**

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