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FOR IMMEDIATE RELEASE

CME Outfitters Poster Accepted at 2018 Consortium of Multiple Sclerosis Centers (CMSC) Annual Meeting

Findings from PredictCME analysis showed that confidence is the strongest predictor of behavior.

BETHESDA, Maryland (February 14, 2018) – CME Outfitters (CMEO), a leading accredited provider in continuing medical education, is excited to announce that findings from their exclusive PredictCME analysis of outcomes from an educational activity on multiple sclerosis (MS) were accepted for presentation at the Consortium of Multiple Sclerosis Centers (CMSC) Annual Meeting in Nashville, Tennessee, to be held May 30th - June 2nd. The poster will be available for viewing on Thursday, May 31st from 6:30 – 7:30 PM.

The presentation, entitled, "Factors Influencing Best Practices in Treating Multiple Sclerosis: Results from a Predictive Modeling Analysis," will focus on PredictCME, CMEO's latest offering for adding value and dimension to its outcomes studies. Traditional statistical comparisons of pre- versus post-activity performance are important for demonstrating performance improvement. 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.

PredictCME is based on a form of predictive modeling known as CHAID (chi-square automatic interaction detection). CHAID is often used in data mining, but CMEO is the first provider to use it in medical education. PredictCME is CME Outfitters' exclusive method for applying CHAID to their educational activities, so that they can design future activities with a scientific basis for what impacts performance. PredictCME has advantages over linear and logistic regression, including the ability to incorporate both continuous and categorical data, as well as output in the form of a classification (or decision) tree. The visual output provides a detailed and intuitive representation of the interplay between predictor and response variables, as well as how the variable categories are broken down.

The study was based on an educational activity entitled, "Risky Business: Understanding and Attenuating Risk Associated with Disease Modifying Therapy in Relapse Remitting Multiple Sclerosis," which consisted of a live and on demand webcast and enduring material. Patient-guided content was developed via WEGO

Health patient leader interviews that highlighted patients' needs, concerns, and experiences in relapsing-remitting multiple sclerosis (RRMS). Social media was leveraged to express the patient's voice in health care, and the content of this activity represented feedback from a social community of more than 400,000 people with RRMS. Over 5,800 clinicians participated in the live and on demand activity, with the potential to impact over 52,200 patients with multiple sclerosis. Two behavior questions, reflecting use of disease-modifying therapy and incorporating point-of-care decision tools, were combined into a single behavior score and used as the response variable. Several predictor variables, including but not limited to academic degree, practice setting, and confidence for identifying factors, were entered. Findings revealed confidence to be the strongest predictor of the combined behavior score. Detailed results will be shared at the meeting.

"We were able to successfully tap into the power of the patient leaders' observations and analysis of their followers to create a patient collaboration with key opinion leaders (KOLs) to provide unique actionable education," said Jan Perez, Managing Partner, CME Outfitters. "This alignment of patient KOLs and physician KOLs to marry evidence with best practices can truly drive and impact care – and that is a primary goal of ours at CME Outfitters."

A copy of the poster will be available at the CMEO website at the conclusion of the CMSC Annual Meeting in June 2018. The enduring portion of the educational activity is still available for participation at (insert link here).

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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