



**Antimicrobial Resistance –
the tactical and strategic complexity**

**Is Your Hospital
Ready
For Its Next Move?**

 **Texas Health**
Research & Education Institute

Site Coordinator's Manual

Complimentary Online
Continuing Medical Education
Enduring Activity for
Physicians, Nurses, and
Pharmacists

**Grateful acknowledgement is extended to
Astellas, Pfizer, and Wyeth for their
educational grants supporting this activity.**

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ABOUT THIS GUIDE

This comprehensive guide provides you with all of the necessary instructions for running a successful course.

ABOUT THE PROGRAM

Resistant strains of microbes seem to be winning the game – and largely with our help. We contribute to and collaborate with the adversary’s efforts every day by the way we misuse antibiotics, the way we disregard simple infection control practices, the way we fail to collaborate around critical defensive strategies. In fact, of the myriad of issues related to the emergence and spread of resistance in hospitals, many are linked to poor knowledge and human behavior. Understanding the factors pivotal to the development of resistance and executing more integrated, consistent, and effective strategies and tactics are important—indeed indispensable—parts of combating resistance.

Combating bacterial resistance must be a multidisciplinary effort. All clinicians play a pivotal role because of their close physical proximity to patients and the possibility of carrying the germs on their skin or clothes, but also because they prescribe and administer antibiotics. Building a consensus among all clinicians and staff is critical. To make important strides, the breadth, depth, and quality of information and strategies must rise above the din and strike a responsive chord throughout your organization.

A Call to Action: Advancing Appropriate Antimicrobial Use and Infection Prevention through Partnership and Shared Knowledge is designed to build strategy-critical competencies to curb further emergence of resistance. This continuing education series allows you to learn with some of the nation’s leading subject experts, exchange ideas and experiences, and build the intellectual capital to change the tide of resistance. Internationally recognized thought leaders from academic and clinical settings will provide deep insights into emerging resistance trends, cultivate new ideas to contain escalating resistance, and present disruptive innovation strategies.

This complimentary, cogently presented continuing education series is delivered in six focused programs – following the straight and narrow of critical determinants of resistance – and provides a broad knowledge base for all physicians, hospital clinicians and staff. Process-reinforcing tactics and strategies, and ideas for cycles of change provide ‘road maps’ to accelerate improvement in your organization. As change is fluid, program participants can also take part in a web-based community that fosters ongoing learning and the diffusion of innovations in organizational and clinical improvement. The next move is yours!

Activity Goal and Format

This six-part educational series uses guidelines (the science) and the art of clinical and operational decision-making to improve clinical knowledge and skills related to advancing appropriate

antimicrobial use and infection prevention practices in hospitals. These programs will include didactic, case presentations with panel discussion and questions and answers.

Part 1: *Identifying susceptibility of bacterial isolates: Current organisms associated with nosocomial infection and antimicrobial resistance*

Tuesday, November 3, 2009

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

Faculty: Dr. Barie, Dr. Goodman, Gerbig

Part 2: *Examining antimicrobial use and stewardship*

Wednesday, November 18, 2009

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

Faculty: Dr. Goff, Dr. Rapp, Dr. Goodman, Gerbig

Part 3: *Minimizing antimicrobial resistance by locale, unit or service line*

Thursday, December 10, 2009

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

Faculty: Dr. Barie, Dr. Goodman, Gerbig

Part 4: *Tackling antimicrobial resistance in high risk patients*

Thursday, January 7, 2010

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

Faculty: Safdar, Sebazco, Gerbig

Part 5: *Human practice in perspective: Analyzing failure modes in infection prevention*

Thursday, January 21, 2010

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

Faculty: Safdar, Sebazco, Gerbig

Part 6: *Re-shaping the external environment*

Thursday, February 4, 2010

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

Faculty: Rapp, Goff, Goodman, Gerbig

These programs will both offer a live webcast during the first air date and will continuously stream after the live airing. Each online educational enduring material in the series is valid for a period of one year. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation. A link to the programs webcast will be available on the Antimicrobial Resistance program information page located on the www.crmhealthcare.net/programs/calltoaction webpage.

This series is being provided by Texas Health Research & Education Institute.

INTENDED TARGET AUDIENCE

This educational activity is designed for Internal Medicine, Infectious Disease, Hospitalists, Intensivists/Critical Care Medicine, Pulmonology, Nephrology and General, Trauma and Colorectal Surgeons. This CME is also designated for Pharmacists, Nurses, Microbiologists, Respiratory Therapists, and other healthcare professionals who treat infectious disease. These programs are also intended for hospital administration and quality improvement staff.

Part 1: Identifying susceptibility of bacterial isolates: Current organisms associated with nosocomial infection and antimicrobial resistance

Program Overview:

It is critical to understand resistance patterns of organisms as antibiotic resistance evolves through a natural selection but also can be maneuvered by applying an evolutionary stress on a population. Recognizing which pathogens are most troubling at any one time, especially multi-resistant organisms, is critical to gain the upper hand against resistance.

Program Objectives:

- Apply current data in regard to the prevalence, clinical impact, and management challenges of antimicrobial drug resistance in hospital settings
- Develop effective strategies for containing the emergence and transmission of resistance
- Recognize current multi-drug resistant pathogens posing serious clinical challenges for humans
- Discuss the epidemiology of antimicrobial resistance
- Describe the pathophysiological causes underlying resistance

Release and Termination Dates

Tuesday, November 3, 2009

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

This program will both offer a live webcast during the first air date and will continuously stream after the live airing. This online educational enduring material is valid for a period of one year: from November 3, 2009 to November 2, 2010. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation.

Faculty:

Philip S. Barie, MD, MBA, FIDSA, FCCM, FACS
Professor - Surgery and Public Health at Weill Medical College of Cornell University
Chief - Division of Critical Care and Trauma
Director - Anne and Max A Cohen Surgical Intensive Care Unit at New York Presbyterian
Hospital-Weill Cornell Medical Center
New York, New York

Edward L Goodman, MD, FACP, FIDSA, FSHEA
Medical Director - Infection Prevention & Antibiotic Management
Core Faculty - Internal Medicine Residency
Texas Health Presbyterian Hospital Dallas
Consultant in Infectious Disease

Texas Health Resources
Clinical Professor
The University of Texas Southwestern Medical Center
Dallas, Texas

Linda Gerbig, RN, MSPH
Vice President of Performance Improvement
Texas Health Resources
Arlington, Texas

Part 2: *Examining antimicrobial use and stewardship*

Program Overview:

The development of resistance as a clinical problem is not predestined. The proper use of antibiotics, appropriate infection prevention practices, and other strategies will help restrict the selective amplification of bacterial subpopulations of resistant mutants. Understanding antimicrobial therapeutic decisions and implementing stewardship programs can help minimize emergence of antimicrobial resistance in hospitals.

Program Objectives:

- Apply current data in regard to the prevalence, clinical impact, and management challenges of antimicrobial drug resistance in hospital settings
- Develop effective strategies for containing the emergence and transmission of resistance
- Recognize the optimal agent, dose and dosage frequency for different infections, combination options, and compliance issues
- Identify resistance patterns due to non-human usage
- Develop safe and effective strategies for treating infections to prevent inappropriate antibiotic use

Release and Termination Dates

Wednesday, November 18, 2009

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

This program will both offer a live webcast during the first air date and will continuously stream after the live airing. This online educational enduring material is valid for a period of one year: From November 18, 2009 to November 17, 2010. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation.

Faculty:

Debra A. Goff, Pharm.D, FCCP
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The Ohio State University Medical Center
Columbus, Ohio

Edward L Goodman, MD, FACP, FIDSA, FSHEA
Medical Director - Infection Prevention & Antibiotic Management
Core Faculty - Internal Medicine Residency
Texas Health Presbyterian Hospital Dallas
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Texas Health Resources
Clinical Professor
The University of Texas Southwestern Medical Center

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Robert Rapp, Pharm.D., FCCP
Professor - College of Pharmacy
Professor of Surgery - College of Medicine
University of Kentucky
Lexington, Kentucky

Linda Gerbig, RN, MSPH
Vice President of Performance Improvement
Texas Health Resources
Arlington, Texas

Part 3: Minimizing resistance by locale, unit or service line

Program Overview:

Many factors contribute to the spread of antimicrobial resistance, but understanding that antibiotic susceptibility of bacterial isolates change depending on locale or units within a hospital is critical for containing the emergence and transmission of resistance. Even identical pathogens recovered from other units in the same hospital often do not correlate. Unit specific analysis of antimicrobial resistance and recognition of the possibility that the appropriate choice of antimicrobial agents hinges on the unique susceptibility patterns in a hospital locale is an important counterplay.

Program Objectives:

- Apply current data in regard to the prevalence, clinical impact, and management challenges of antimicrobial drug resistance in hospital settings
- Develop effective strategies for containing the emergence and transmission of resistance
- Identify the factors associated with the acquisition of antibiotic-resistant pathogens by hospital units or locate
- Describe the impact of appropriate therapy on the reduction of ICU patient mortality

Release and Termination Dates

Thursday, December 10, 2009

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

This program will both offer a live webcast during the first air date and will continuously stream after the live airing. This online educational enduring material is valid for a period of one year: From December 10, 2009 to December 9, 2010. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation.

Faculty:

Philip S. Barie, MD, MBA, FIDSA, FCCM, FACS
Professor - Surgery and Public Health at Weill Medical College of Cornell University
Chief - Division of Critical Care and Trauma
Director - Anne and Max A Cohen Surgical Intensive Care Unit at New York Presbyterian
Hospital-Weill Cornell Medical Center
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Core Faculty - Internal Medicine Residency
Texas Health Presbyterian Hospital Dallas
Consultant in Infectious Disease
Texas Health Resources
Clinical Professor

The University of Texas Southwestern Medical Center
Dallas, Texas

Linda Gerbig, RN, MSPH
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Texas Health Resources
Arlington, Texas

Part 4: *Tackling antimicrobial resistance in high risk patients*

Program Overview:

The risk factors for infection change significantly depending on patient characteristics and ailments. Understanding which patients are at increased risk of acquiring an infection and which infected patients are more or less likely to harbor resistant bacteria is critical. Immunologic status, underlying disease states, severity of illness, and therapies administered are just a handful of the critical factors that must be considered to reach checkmate.

Program Objectives:

- Apply current data in regard to the prevalence, clinical impact, and management challenges of antimicrobial drug resistance in hospital settings
- Develop effective strategies for containing the emergence and transmission of resistance
- Evaluate the increasing challenges in the treatment of serious infections due to increasing antimicrobial resistance and higher acuity patient populations
- Identify patients at higher risk of acquiring an infection with a resistant organism and understand their needs in selecting an appropriate strategy based upon patient characteristics and ailments.
- Differentiate further strategies for the prevention and treatment of hospital-associated infections

Release and Termination Dates

Thursday, January 7, 2010

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

This program will both offer a live webcast during the first air date and will continuously stream after the live airing. This online educational enduring material is valid for a period of one year: From January 7, 2010 to January 6, 2011. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation.

Faculty:

Amar Safdar, MD, MBBS, FACP, FIDSA

Associate Professor of Medicine

Associate Internist

Director of Immunology Research

Department of Infectious Diseases, Infection Control, and Employee Health

The University of Texas M. D. Anderson Cancer Center

Houston, Texas

Sue Sebazco, RN, BS, CIC

Infection Prevention/Employee Health Director

Texas Health Arlington Memorial Hospital

Arlington, Texas

Linda Gerbig, RN, MSPH
Vice President of Performance Improvement
Texas Health Resources
Arlington, Texas

Part 5: Human practice in perspective: Analyzing failure modes in infection prevention

Program Overview:

Failure to implement infection control practices and measures are significant contributing causes of infection spread in hospitals. Improving practitioners' knowledge and intentions, translating evidence-based guidelines into clinical practice, and recognizing that infection control concerns itself both with prevention (hand hygiene/hand washing, cleaning/disinfection/sterilization, vaccination, surveillance) and with investigation and management of demonstrated or suspected spread of infection within a particular health-care setting (e.g. outbreak investigation) is critical. As risk factors change depending on infection controls, infection control becomes a game of strategy and tactics.

Program Objectives:

- Apply current data in regard to the prevalence, clinical impact, and management challenges of antimicrobial drug resistance in hospital settings
- Develop effective strategies for containing the emergence and transmission of resistance
- Improve adherence to CDC guidelines for hand hygiene after direct patient contact
- Monitoring and investigating infectious diseases, potentially harmful infectious exposures, and outbreaks of infections
- Analyze the role integrated surveillance data play in determining target attainment rates for broad-spectrum antimicrobials

Release and Termination Dates

Thursday, January 21, 2010

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

This program will both offer a live webcast during the first air date and will continuously stream after the live airing. This online educational enduring material is valid for a period of one year: From January 21, 2010 to January 20, 2011. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation.

Faculty:

Amar Safdar, MD, MBBS, FACP, FIDSA

Associate Professor of Medicine

Associate Internist

Director of Immunology Research

Department of Infectious Diseases, Infection Control, and Employee Health

The University of Texas M. D. Anderson Cancer Center

Houston, Texas

Sue Sebazco, RN, BS, CIC

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Texas Health Arlington Memorial Hospital

Arlington, Texas

Linda Gerbig, RN, MSPH
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Arlington, Texas

Part 6: *Re-shaping the external environment*

Program Overview:

Communities and consumer practices in particular, are a critical component of the antimicrobial resistance problem. The combination of susceptible hosts, inappropriate antimicrobial use, and cross-infection has resulted in community-acquired infections with highly resistant bacterial pathogens. As hospitals are the eventual site of treatment for many patients with severe infections due to resistant pathogens acquired in the community, understanding the external environment and changing public health practices are important initial positions and destinations.

Program Objectives:

- Apply current data in regard to the prevalence, clinical impact, and management challenges of antimicrobial drug resistance in hospital settings
- Develop effective strategies for containing the emergence and transmission of resistance
- Develop strategies for reducing multi-drug resistant community-acquired infections
- Create effective, evidence-based treatment regimens for patients whose community-acquired infections need to be managed in a hospital setting

Release and Termination Dates

Thursday, February 4, 2010

12:00 – 1:00pm ET

Available as an Enduring Webcast after original airing

This program will both offer a live webcast during the first air date and will continuously stream after the live airing. This online educational enduring material is valid for a period of one year: From February 4, 2010 to February 3, 2011. After those inclusive dates, the content will require review and updating or will be withdrawn from circulation.

Faculty:

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Robert Rapp, Pharm.D., FCCP
Professor - College of Pharmacy
Professor of Surgery - College of Medicine
University of Kentucky
Lexington, Kentucky

Linda Gerbig, RN, MSPH
Vice President of Performance Improvement
Texas Health Resources
Arlington, Texas

WEBCAST INFORMATION

For viewing the webcast you will need the proper set up for projection from the computer or a large monitor for viewing. The computer will need to have access to the Internet to view the webcast at www.crmhealthcare.net/programs/calltoaction.

Video Projection: For groups under 75, we recommend two monitors that are at least 26" each. For rooms that seat more than 75 people, a projection television system is recommended. While screen size will depend on the size of the room and the anticipated number of participants, the minimum size screen we recommend is 6' by 8'.

Hardware/Software Requirements

Operating System - Windows 2000, ME, XP

Web Browser(s):

Internet Explorer 5.0 or higher Netscape Navigator 6 (requires special tweaking of application Preferences) or higher

Hardware: Pentium III- 500 MHz or faster and audio speakers. Screen Resolution should be a minimum of 1024 x 768

Bandwidth: CME programs are encoded at 384kbps playback in order to maintain image integrity. LAN, DSL or Cable modem at 384 Kbps or greater is highly recommended.

Required Plug-ins –

For Windows



For reading .pdf Files

http://www.adobe.com/products/acrobat/readstep2_allversions.html



For Viewing Flash Presentations

http://download.macromedia.com/pub/flashplayer/updaters/8/flashplayer_update_flash8.exe



For Viewing Video on Computers with OS 2000, ME, and XP

http://download.microsoft.com/download/winmediaplayer/WMPMac/7.1/MacOS/EN-US/WMPlayer7_1_EN.hqx

For Macintosh



For Reading .pdf Files

http://www.adobe.com/products/acrobat/readstep2_allversions.html



For Viewing Flash Presentations

http://download.macromedia.com/pub/flashplayer/updaters/8/flashplayer_update_flash8.dmg



For Viewing Streaming Media on Computers with OSX

<http://www.microsoft.com/mac/downloads.aspx?pid=download&location=/mac/download/misc/windowsmediaplayer.xml&secid=80&ssid=4&flgnosysreq=False>



For Viewing Streaming Media on Computers with OS9

<http://www.microsoft.com/mac/downloads.aspx?pid=download&location=/mac/download/misc/windowsmediaplayer.xml&secid=80&ssid=4&flgnosysreq=True>

Help Desk Support (for technical support)

(866) 295-3269 Extension 2

helpdesk@texashealth.org

Technical Support FAQ

Below are a set of questions with answers from the queries we have received from users of Texas Health Research & Education Institute’s CME website. If you have a query that is not answered here, please send an email to THREtechsupport@texashealth.org and we’ll include it in the next update of this page.

Situation/Error/FAQ	Resolution
What are the hardware/software requirements for accessing Texas Health Research & Education online CME activities?	<p>Operating System: Windows 2000, ME, XP</p> <p>Web Browser(s): Internet Explorer 5.0 or higher; Netscape Navigator 6 or higher; With Windows Media Player 9 or higher.</p> <p>Hardware: Pentium III- 500 MHz or faster and audio speakers</p> <p>Bandwidth: CME programs are encoded at 384kbps playback in order to maintain image integrity.</p>
What is the best display resolution for viewing Texas Health Research & Education’s online CME activities (“my slides are cut off.”)?	Display resolution should be set to 1024 x 768 for best viewing.
What are the “Types” of online CME activities listed in Texas Health Research & Education’s CME Catalog?	<p>A. “Streaming” CME Activity: A streamed, Internet CME activity coming from the concurrent “live” classroom activity.</p> <p>B. “Internet” CME Activity: A CME activity that is archived and accessible online.</p>

<p>How do I find out information about the CME activity (e.g., who the faculty are, what the activity description is, etc)?</p>	<p>Once in the online CME catalog: A. Click on the drop-down menu for "Type" B. Choose "Internet" or "Streaming", for a listing of the CME activities of that type C. Click on the button labeled "Activity Details" for complete information about the particular CME activity of interest.</p>
<p>What do the \$, i, and e symbols in the Texas Health Research & Education CME catalog listings mean?</p>	<p>A. Symbols are not applicable when they are grayed out. B. "\$" means that there is a fee for the particular CME activity it is associated with. C. "i" means that the CME activity associated with it is to be accessed online. D. "e" means that this CME activity is</p>
<p>How can I jump to a part of the presentation that I want to see (e.g., Slide 13 or the middle)?</p>	<p>A. Go to the slide index button and slides will appear in the window underneath the video. B. Click on the slide title you want to jump to.</p>
<p>How do I get a certificate of attendance?</p>	<p>Upon completion of all modules you will be allowed to print a copy of your certificate for your records.</p>
<p>How do I access Texas Health Research & Education's CME Activities?</p>	<p>A. Through CareGate: Click on link for Texas Health Research & Education CME B. Through Texas Health Research & Education's website: Go to http://www.texashealth.org/THRE. Click the Physician Education link to arrive at Texas Health Research & Education's website CME catalog. C. Through Texas Health Research & Education's website CME catalog: Go to www.texashealth.org/cme.</p>
<p>In the presentation window, why doesn't the presentation play?</p>	<p>Check to make sure you have version 9.0 or later of Windows Media Player</p>

CME/CE CREDITS AWARDED

ACCREDITATION

Physicians

Texas Health Research & Education Institute is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Texas Health Research & Education Institute designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nurses

This continuing nursing education activity was approved for 1.5 credit hours. The Center for Learning is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

RECEIVING A CERTIFICATE OF ATTENDANCE OR CME/CE CREDIT

Successful completion of this CE activity includes the following:

Group Setting

1. Attend the entire webcast session.
2. Complete an Evaluation Form and a Credit Request Form. Submission information will be on the forms.

When viewing in the **group** setting, THRE will e-mail or mail a continuing education certificate to participants who successfully complete program requirements following the activity.

Individual

1. Attend the entire webcast session
2. Complete the on-line Test and Evaluation Form.
3. Certificates are available electronically at the successful completion of the requirements.

IMPORTANT CONTACT INFORMATION

For continuing professional education/accreditation questions, please contact the **CME Office** (866) 295-3269 Extension 1, or via e-mail at CME@texashealth.org

For technical questions, please contact **Help Desk Support** at (866) 295-3269 Extension 2, or via e-mail at helpdesk@texashealth.org

REGISTRATION INFORMATION FOR A GROUP

How to Handle Registration of Attendees

Prior to the program, a PDF file (reproducible copy) of the participant handout and evaluation materials can be downloaded by site coordinators from www.crmhealthcare.net/programs/calltoaction . A copy of the handout should be reproduced and provided for each participant. Please follow these instructions for all participants:

- All participants must complete the attendance verification/credit request form to confirm their program attendance and contact information.
- Once participants have completed the registration form, please provide him/her with their handout materials which includes information on how each participant can obtain continuing education credits

MATERIALS RETURNED AFTER THE PROGRAM FOR A GROUP

The following needs to be returned following the program to THRE:

- Program Evaluation
- CME/CE Attendance Verification and Credit Request Forms

As a precaution, please make a duplicate copy of all materials before sending them in. It is essential that we have this documentation to ensure CME/CE credit to the attendees.

Mail documents to:

**Continuing Medical Education
612 E Lamar Blvd, Suite 1400
Arlington, Texas 76011**

VIEWING ROOM REQUIREMENTS

All technical equipment should be checked by the technician before the day of the broadcast and again on the day of the broadcast. The technician should be present throughout the broadcast to assist with any problems that may arise with the equipment.

Viewing Room Materials:

- Comfortable seating for all participants
- Appropriate signage. (Please ensure that there are no commercial promotional materials displayed or distributed in the same room immediately before, during or immediately after the educational activity)
- Food and beverages (Optional)

SITE EQUIPMENT

1. **Computer:** Since these sessions are being provided as a webcast you will need the proper set up for projection from the computer or a large monitor for viewing. The computer will need to have access to the Internet to view the webcast at www.crmhealthcare.net/programs/calltoaction.
2. **Video Projection:** For groups under 75, we recommend two monitors that are at least 26" each. For rooms that seat more than 75 people, a projection television system is recommended. While screen size will depend on the size of the room and the anticipated number of participants, the minimum size screen we recommend is 6' by 8'.
3. **Audio Equipment:** You will also need an audio system for your site. Your audio system should include a microphone and speakers. Be sure to discuss any audio needs with the technician.
4. **Technician:** It is critical that you get a commitment from your facility to have a technician available throughout the conference. The technician should have the room prepared and ready prior to the broadcast. Make sure you have the technician's home and beeper number in case of emergency.

TECHNICIANS

You will need someone who knows how to run the equipment for the day of the broadcast. Typically, this person works for the facility or the local audio/visual company you have hired. **The technician must on-site at least 30 minutes prior to the broadcast to test the equipment.** If the technician should any technical questions, please contact **Help Desk Support** at (866) 295-3269 Extension 2, or via e-mail at helpdesk@texashealth.org.

The responsibilities of the technician include:

- Setting up any needed audio or video lines to the video projector and audio system. Make sure that the audio can be heard in all areas of the room.
- Be sure all computer equipment is set up for viewing and that Internet access is available. A link to the program webcast will be available at www.crmhealthcare.net/programs/calltoaction . An access number is not required to view the webcast but you are requested to register (only one registration required per viewing site for large groups).
- Ensure that the room is dark enough for the video projection.

YOUR ROLE AS SITE COORDINATOR

We greatly appreciate your help and involvement in this important Satellite Broadcast and Webcast presented by Texas Health Research and Education Institute.

As a host site coordinator, you will help ensure a successful educational experience for those who attend this event at your site. You will be the link between your participants and THRE.

If you regularly perform these types of activities in your facility, much of the information in this manual will be familiar to you. If you are a “newly recruited” host site coordinator for this event, or have never been involved in a webcast before, we suggest you review the entire manual for help and information on how to prepare a host site for participants. Keep in mind that you will need to undertake a variety of tasks in preparing to host this event, including:

- Helping to promote the webcast
- Ensuring the viewing room is well equipped to accommodate participants prior to the day of the webcast
- Making sure all video, audio and/or computer equipment is tested
- Handling registration of local participants
- Reproducing participant program materials
- Greeting program participants, and distributing program materials to each participant

This site manual is meant to be a thorough reference for you. You will probably not have to perform all the tasks outlined in the manual.

If you need additional information regarding CME/CE accreditation, please contact the **CME Office** (866) 295-3269 Extension 1, or via e-mail at CME@texashealth.org or for technical assistance, please contact **Help Desk Support** at (866) 295-3269 Extension 2, or via e-mail at helpdesk@texashealth.org

THRE is promoting this event to tens of thousands of medical professionals in the United States. However, as the site coordinator, you can help promote the event at the local level. Here are some

additional activities you might use to promote and publicize this event in your facility and throughout the healthcare community in your location:

- Consider sending a general e-mail message and letter from an in-house department director to interested staff
- Utilize the promotional flyer (PDF) located at www.crmhealthcare.net site to promote the broadcast within your facility

Notify medical /health reporters from television and radio stations in your market. They are always looking for background information and contacts to round out future stories.

CHECKLISTS

What Needs to be Done – One Week Before the Webcast

- Review the webcast registration materials and participant syllabus information to ensure that needed materials have been received and duplicated.
- Confirm the room setup.
- Arrange for registration table outside or near the conference room. Make sure that you have the proper signage and supplies (pens and pencils).
- Confirm refreshment arrangements (Optional).
- Make certain that the facility information desk and security have been informed of the program

What Needs to be Done – The Day Before the Webcast

- Confirm Audio/Visual/Computer details with technical support staff at your facility.

What Needs to be Done – The Day of the Webcast

- Setup registration table.
- Distribute syllabus materials to attendees as they register.
- Make sure that attendees are seated 15 minutes prior to the program's start.

What Needs to be Done – Post-Webcast

- Return the Program Materials to THRE by mailing to: Continuing Medical Education, 612 E Lamar Blvd, Suite 1400, Arlington, TX 76011

- Or -

Fax document to:

682-236-6622