California’s Colorectal Cancer Prevention Continuing Medical Education for Primary Care Providers

This online course will be offered free to the first 600 California primary care providers who register.

**Partners Involved:**  CALIFORNIA DEPARTMENT OF PUBLIC HEALTH; CALIFORNIA COLON CANCER CONTROL PROGRAM (C4P); UNIVERSITY OF CALIFORNIA, SAN FRANCISCO (UCSF); OFFICE OF CONTINUING MEDICAL EDUCATION

**Description of the Integration:** The California Department of Public Health (CDPH) conducted a needs assessment among primary care providers (PCPs) exploring their colorectal cancer (CRC) prevention and control educational needs. Providers indicated a need for assistance in identifying and implementing evidence-based strategies and interventions to improve and support the delivery of high quality CRC screening, other CRC-related health care services and care coordination of CRC survivorship care. CDPH determined that an online pre-recorded webinar continuing medical education (CME) course could be developed by California Colon Cancer Control Program (C4P) staff, but CDPH did not have the capacity to host the course online. C4P staff began a discussion with University of California, San Francisco (UCSF), Office of Continuing Medical Education (OCME) staff, which resulted in an agreement for OCME to host and maintain the CME course on its website, conduct marketing activities, and award CMEs. Two UCSF clinical professors are currently serving as joint authors/developers of the CME curriculum. The CME is expected to be available online by December 2013.

- **Resources Required:** Federal grant from the CDC
- **Results:** The success of the integration will be measured by the number of PCPs who complete the course and confirm the value of the content and presentation on the evaluation survey. C4P and OCME are jointly designing the online pre-assessments, post-tests, and evaluation surveys for this activity.
- **Key Elements for Success:** The key elements in this process were: 1) OCME’s enthusiasm in pursuing an agreement with a non-university based program and using a relatively new format for CME(narrated pre-recorded webinar) online; and 2) UCSF clinical faculty’s collaboration on development of CME curriculum. OCME shepherded the CME application through the university’s approval process. Without the support of UCSF OCME and the clinical faculty, this collaboration would not have been possible.
- **Lessons Learned:** A new joint venture such as this takes even longer than the already long process for routine CME applications. This initial experience has prepared both CDPH and UCSF to participate in a similar collaboration because we now know the steps and have an established relationship.

**Movement on the Integration Scale:** Start: Isolation; Finish: Collaboration; Desired: Collaboration

**Website Links:** [WWW.CME.UCSF.EDU](http://WWW.CME.UCSF.EDU)

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