

**CE Health ADVISORY COMMITTEE MEETING****DATE: September 24, 2015****TIME: 8AM**

<b>Topic</b>	<b>Discussion/Recommendations</b>	<b>Action</b>
Welcome	Phyllis Cloman chaired the meeting and welcomed everyone in attendance.	
<b>Introductions</b>	<u>Members present:</u> Phyllis Cloman,  <u>Via Teleconference:</u> Julie Hunt, Tim McManus  <u>SPC Staff Present:</u> Denise Kerwin, LaNona Robinson,	Members introduced themselves.
<b>Prior Meeting Minutes</b>	Phyllis asked all in attendance if they received and reviewed the minutes from the May 12, 2015 meeting.	Minutes were accepted and approved.
<b>Committee member update/New member recommendations</b>	Committee would like to have a community healthcare representative, an expert in healthcare disaster recovery, ALF and a clinical medical assistant/office manager added to the Committee.	LaNona will follow up with an ALF Administrator. Barrie will follow up with Cliff Thompson, Bayfront Urgent Care re: 2016 membership. Julie will follow up with Debbie Lanning CAMLS and former member. Committee members will notify CE Health of possible new members.
<b>Marketing initiatives</b>	<p>Health care flyers of upcoming events are being sent via e-mail to previous attendees of conferences in their related field.</p> <p>Per changes in Marketing Post Cards for conferences are mailed only to professionals that are in their renewal cycle.</p> <p>Three hour classes are continuing. Attendance has not reflected the same numbers as previous conferences. 3 hour classes replaced: Using Public Benefits Alzheimer's Healthcare Ethics</p> <p>Some conferences have not been able to be converted to 3 hour classes. Sponsors cannot afford to provide billable staff for 9 hours of education. Examples: Breast Cancer Breast Feeding Holistic Healthcare Menopause Aging Wisely Diabetes Healing and Forgiveness</p>	<p>Advisory Committee will continue to receive all marketing materials and provide feedback.</p> <p>SPC voiced appreciation for the Committee's hard work to help promote educational programs</p> <p>Best attended 3-hour classes were identified.</p> <p>Hard copies of course information works best for Bayfront and Morton Plant. They can distribute/post and handout to employees and dept. heads.</p>

	<p>LGBT Running</p> <p>Current topics for 3 hour classes were reviewed</p>	
<b>Program update/Marketing Plan</b>	<p>Post Cards are produced for each conference. Post cards need to go out with enough notice for attendees to make arrangements for date of conference. They should arrive at least 6 weeks before the event.</p> <p>SPC Marketing Department requires 2 to 3 months of advance notice to produce a post card. This is a challenge when securing speaker information and partner information when health care organizations that can produce their advertising can produce in less time.</p> <p>Three-hour classes continue to use online marketing.</p> <p>Only top 11 conferences will be produced in the upcoming year.</p> <p>Bayfront Neuroscience  Bayfront Critical Care/Trauma Day  VA Psych Update  Northside Innovations in Heart 2016  Northside Stroke Care 2016  CHAMPS Hurricanes 2016  HCA Ortho Spine  All Children's Hospital/John Hopkins Active Shooter Exercise  AMT Wound Care</p> <p>The conferences will be augmented with the 3-hour classes.</p>	<p>LaNona/Denise presented a PowerPoint.</p> <p>Topics discussed included questions on why not return to smaller conferences as they reached more professionals.</p> <p>Attendance for conferences that have occurred since the last meeting were reviewed and will be updated for next meeting.</p>

<p><b>Curriculum development and employability skills recommendations</b></p>	<p>CMA program: CareerEdge is offering opportunity for partial scholarship for students.</p> <p>Committee recommends looking to medical suppliers as a possible source for instruction/curriculum/funding.</p> <p>Conferences with PT/PTA CE were identified.</p> <p>Active Shooter Exercise Nov 6 was reviewed in some detail.</p> <p>New partnerships were discussed: Florida Hospital Memorial Medical Center UF Health Jacksonville DOH</p> <p>LaNona Robinson reviewed upcoming conferences for Fall 2015 and Spring 2016. Conferences Topics during this timeframe include: -VA Psychiatric Update 2016 -Hurricanes and Healthcare 2016 -HCA Orthopaedic &amp; Spine Conference 2016 -Wound Care 2015 Critical Care 2015 Neuroscience 2015 -Best Practices: Knee Osteoarthritis and Adhesive Capsulitis -Best Practices: Low Back and Neck Pain -Pharmacological Effects of Medications on Rehabilitation and Therapy -New Technologies Affecting Post-Op Rehab Active Shooter Exercise/Drill Nov. 6, 2015</p> <p>Current conference flyers were made available to members.</p> <p>Clinical Medical Assistant course marketing is underway.</p> <p>Financial return concept for FY 2015 of three hour classes was discussed. -3 classes at \$25/class -3 hours long -3 different times</p> <p>Members raised questions and discussion ensued: -When will data be used to determine efficacy of the change? -When is direction determined? -What is built in to determine continued success? -Getting speakers might be a challenge -Data does not support mid-day classes.</p>	<p>Suggestions for new topics/locations and viable co-sponsors are always welcome.</p> <p>CE Health and Workforce Institute are able to assist with trainings at the workplace.</p>
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<b>New business</b>	Update on new Business: We have partnered with CareerStep to offer the following online courses: Medical Coding and Billing ICD 10 Medical Administrative Assistant with EHR Medical Transcription Editor	All new courses offer National certification.
<b>Committee surveys and elections</b>	No surveys have been sent to members	Follow up at next meeting. Surveys are being redone.
<b>Questions/comments announcements</b>	Committee would like to see more analytics re: the successes of the shorter courses and seminars. Recommend continued industry engagement to keep SPC content relevant and current for the region.	Rey will follow up with his staff and Committee members will suggest a possible training opportunity for their facilities.
<b>Next meeting:</b>	<b>JANUARY 12, 2016</b> <b>3:00 PM</b> <b>SPC EPICENTER</b>	
<b>Adjournment</b>	8:30 AM	

**PLEASE MARK YOUR CALENDARS----UPCOMING MEETINGS:**

**JANUARY 12, 2016**

**MAY 10, 2016**

**3:00 PM**

**SPC EPICENTER**

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