

CE Health ADVISORY COMMITTEE MEETING
DATE: May 12, 2015 from 3:00 p.m. – 4:00 p.m.

| Topic | Discussion/Recommendations | Action |
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| Welcome | Phyllis Cloman chaired the meeting and welcomed everyone in attendance. | |
| Introductions | <p>Members present: Phyllis Cloman, Rey Candolea Sam Philips</p> <p>Via Teleconference: Lance Harms, Andrea Falvey, Nicole Hamil, Paula Feit, Dr. Carrie Nero</p> <p>SPC Staff Present: Denise Kerwin, LaNona Robinson, Krista Fusari, Barrie Willard</p> | |
| Prior Meeting Minutes | Phyllis asked all in attendance if they received and reviewed the minutes from the January 13, 2015 meeting. | Minutes were accepted and approved. |
| Committee member update/New member recommendations | 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 a disaster expert and an ALF Administrator. Barrie will follow up with Cliff Thompson, Bayfront Urgent Care re: 2016 membership. Committee members will notify CE Health of possible new members. |
| Marketing initiatives | <p>Health care flyers of upcoming events are being sent via e-mail to previous attendees of conferences in their related field.</p> <p>Post Cards for conferences are mailed to professionals that are up for renewal. These decisions are made by marketing.</p> <p>Three hour classes are expanding. Successful classes will be repeated. Attendance varies based upon the topic.</p> <p>Handouts are usually posted after the conference has occurred as speakers submit after the event.</p> | Advisory Committee will continue to receive all marketing materials and provide feedback. Networking within facilities is considered marketing. |
| Program update/Marketing Plan | <p>Post Card Brochures 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</p> | <p>Denise presented a power point. The points discussed were:</p> <ul style="list-style-type: none"> Partnerships Industry Certifications Employment <p>2015-2016:</p> <ul style="list-style-type: none"> -Strategic -Data-Driven Decisions |

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| | <p>that can produce their advertising can produce in less time.</p> <p>Three-hour classes are marketed using online marketing.</p> <p>Dr. Connolly's direction was reviewed that only 11 conferences will be produced in the upcoming year. The conferences will be augmented with the 3-hour classes.</p> | <p>-Committee Members' Support</p> <p>-Internships</p> <p>-Employment</p> |
| Curriculum development and employability skills recommendations | <p>Barrie introduced the Clinical Medical Assistant course information.</p> <p>Committee recommends looking to medical suppliers as a possible source for instruction/curriculum/funding.</p> <p>Conferences with PT/PTA CE were discussed. More conferences for PT/PTA were requested by member Rey Candolea. Conferences are currently limited to the 11 pre-selected. There are 3 hour classes for PT/PTA.</p> <p>Active Shooter Exercise Nov 6 will include a demonstration and an attendee participation exercise.</p> <p>New partnerships were discussed: Martin Health System (based in Stuart, FL) All Children's Hospital/Johns Hopkins Hospital Felitas Coalition for Health & Medical Preparedness</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 & 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>Suggestions for new topics/locations and viable co-sponsors are always welcome.</p> <p>CE Health is able to assist with trainings at the workplace.</p> |

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| New business | <p>Rey advised the members that CE is now available for PT/PTA for Journal Clubs and suggested mail out of brochure to rehab facilities. These facilities have multiple employees and would support the programs but want marketing materials to handout/post.</p> <p>New Concept for 2015 of three hour classes continues: -3 classes at \$25/class -3 hours long -Offered 3 times a month via the Learn to Earn format Breaking conference content into smaller increments spreading out so attendees don't have to use an entire day. Hiring speakers is a challenge to secure health care professionals for \$30 an hour for teaching time only.</p> <p>Members raised questions and discussion ensued: -What data was used to determine shorter sessions were preferable to day long events? -Will it be cost effective? -What is built in to determine success? -Getting speakers might be a challenge -Will attendees want to attend after they work a full day or take the morning or afternoon off to attend the shorter offerings?</p> | Rey/LaNona will discuss further. |
| Committee surveys and elections | Krista Fusari advised that the Committee Surveys are being revised so we may collect more relevant data. At this time, no date has been set for them to be distributed to the members. | Committee elected to have a meeting on September 24, 2015 at 8 AM. Breakfast will begin at 9AM. |
| Questions/comments announcements | 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. |
| Next meeting: NOTE TIME AND LOCATION CHANGE | SEPTEMBER 24, 2015 ANNUAL COLLEGE WIDE ADVISORY COMMITTEE MEETING 8 A.M. SEMINOLE CAMPUS ROOM UP 201 | |
| Adjournment | 4: 09 pm | |

PLEASE MARK YOUR CALENDARS----UPCOMING MEETINGS:

September 24, 2015
ANNUAL COLLEGE WIDE ADVISORY COMMITTEE MEETING
8 A.M.
SEMINOLE CAMPUS
ROOM UP 201

TELECONFERENCE AVAILABLE – We are working on conference call ability and will notify all members via separate email.