

Continuing Education/Continuing Medical Education (CE/CME)

**Congdon Lecture Series 2024 - Crucial Conversations**

WHEN: September 11, 2024 — 7:30 AM

**Presentation purpose:**

* This Primary Care Conference on Crucial Conversations, we will explore the pivotal role of effective communication. This comprehensive conference is designed to equip primary care professionals with the skills needed to navigate challenging conversations that often arise in clinical settings. From receiving feedback to addressing implicit bias and managing crises, our expert speakers will provide valuable strategies for fostering understanding and adherence. Whether it's engaging with LGBTQ+ patients, handling patient non-adherence, or dealing with unexpected crises in the office, this conference will empower you to enhance your communication skills, leading to better patient outcomes and more satisfying clinical interactions.

**Learning objectives:**

* 1 Develop a crisis management plan that includes effective communication strategies, coordination with mental health professionals, and referral procedures for patients experiencing psychiatric emergencies.
* 2 Apply ethical principles to recognize and mitigate the impact of implicit biases in patient care, ensuring equitable treatment for all patients.
* 3 Develop personalized care plans that incorporate patients' medical beliefs while ensuring adherence to evidence-based medical guidelines and promoting optimal health outcomes.
* 4 Identify common health disparities and unique healthcare needs faced by LGBTQ+ patients and understand how these factors influence clinical care.
* 5 Develop individualized care approaches that address the specific needs and circumstances of patients to improve adherence and overall health outcomes.
* 6 Implement actionable steps for continuous improvement based on feedback, fostering a culture of open communication and professional growth in their practice.

**Target audience:**

This activity is designed for the interdisciplinary audience including the following:

Specialties: Emergency Medicine, Family Medicine, General Medicine, Primary Care, Internal Medicine

Professions: Physician, Nurse, Social Workers, Advanced Practice Nurse

**Accreditation**

In support of improving patient care, Ascension is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Genesys Regional Medical Center (GRMC) is accredited by the American Osteopathic Association to provide osteopathic continuing medical education for physicians.

**Credit designation:**



This activity was planned by and for the healthcare team, and learners will receive 6.50 IPCE credit(s) for learning and change.



Ascension designates this Live Activity for a maximum of 6.50 *AMA PRA Category 1 Credit(s)™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



This activity is awarded 6.50 ANCC contact hour(s). (based on 60 minutes per contact hour)







As a Jointly Accredited Organization, Ascension is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. Ascension maintains responsibility for this course. Social workers completing this course receive 6.50 continuing education credits.



GRMC designates this program for a maximum of 6.5 AOA Category 2A Credit(s) and will report CME and specialty credits commensurate with the extent of the physician’s participation in this activity.



**Faculty/Course Director/Planners:**

Ascension has selected all faculty participating in this activity. It is the policy of Ascension that all CE/CME planning committees, faculty, authors, editors, and staff disclose relationships with commercial interests upon nomination or invitation of participation. Disclosure documents are reviewed for potential conflicts of interest and if relevant, they are resolved prior to confirmation of participation. Only those participants who have no conflict of interest or who agreed to an identified resolution process prior to their participation were involved in this activity.

**Conflict of Interest:**

In accordance with the ACCME Standards for Commercial Support, it is the policy of Ascension to ensure balance, independence, objectivity and scientific rigor in all CE/CME activities.

Full disclosure of conflicts and conflict resolution will be made in writing via handout materials or syllabus.

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| **Name of individual** | **Individual's role in activity** | **Nature of Relationship(s) / Name of Ineligible Company(s)** |
| Heather Kirkpatrick, Ph.D., Psychologist | Course Director, Faculty | Nothing to disclose - 04/16/2024 |
| Brenda Fortunate, DO | Physician Planner | Nothing to disclose - 07/18/2024 |
| Mark Vogel, PhD, ABPP | Faculty | Nothing to disclose - 08/12/2024 |
| Dana Burtrum, MA | Activity Coordinator | Nothing to disclose - 11/17/2023 |
| Sherry Harness, MSN, NPD-BC | Nurse Planner | Nothing to disclose - 08/27/2024 |
| Cherie A S Berman, CRNP, HCEC-C | Faculty | Nothing to disclose - 08/29/2024 |
| Jennifer Zimmerman, MSW | Social Work Planner | Nothing to disclose - 08/27/2024 |
| Brenda Lovegrove Lepisto, Other | Faculty | Nothing to disclose - 08/28/2024 |
| Clinton Coil, MD | Faculty | Nothing to disclose - 08/30/2024 |

**Commercial Support:**

No commercial interest was received for this CE/CME activity.