

Case Study: American Academy of Neurology

An “Indispensable” CME Experience Helps the AAN Fulfill its Vision

The American Academy of Neurology (AAN) is dedicated to supporting members’ career advancement, and Continuing Medical Education (CME) is key to achieving that objective. As the Academy’s Executive Editor of Neurology® journals, Patty Baskin wants Neurology to be a major avenue for member physicians to build their expertise and fulfill their CME requirements.

“We strive to provide the resources and education members need to advance their careers,” Patty said. “CME is an important draw for our members because it helps them do precisely that.”

Journal-based CME has long been a part of the HighWire Press offering, in conjunction with online hosting of *Neurology*. When it came time to upgrade HighWire’s legacy CME solution, HighWire elected to partner with Rievent, the industry leader in online Continuing Professional Education. Soon after, Patty and her colleague, Senior Editorial Associate, Lee Ann Kleffman, learned that *Neurology* would be one of the first to transition to the-HighWire Rievent solution.

Time-saving tools for production

Neither Patty nor Lee Ann knew what to expect in the transition from the familiar to the new offering, but a demonstration of the HighWire-Rievent solution at a HighWire Publisher Meeting offered a revealing preview of what was to come.

“I was in awe,” Lee Ann said. “As the person who creates CME courses, I couldn’t believe I was about to have so much control. We used to spend a significant amount of time copying and pasting content into PDF files. Then we had to send the files off for approval. With Rievent’s production tool, much of that process would be automated. I would be able to put our courses together more quickly.”

Patty’s reaction was similar. “I was amazed by how fast we’d be able to prepare our ACCME PARS reports,” she said. “What used to take four or five hours was about to become a one-click event.”

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LEE ANN KLEFFMAN, AMERICAN ACADEMY OF NEUROLOGY

A high-value resource for members and staff

After comprehensive training that Lee Ann described as “so effective I almost never have to consult the support documentation,” the AAN was ready to deliver journal CME through the Rievent Platform. The benefits to learners and administrators were immediately evident.

“I used to get lots of questions from learners about how to obtain a certificate after testing,” Patty said. “While the old process involved multiple steps, now learners can print their certificates immediately upon completion. It is rare now for members to request certificates.”

Rievent also makes a busy time of year a lot less stressful. When it’s time for members to submit CME credits, the journal’s customer service staff used to field numerous questions about obtaining them through the AAN’s previous application. Since transitioning to the new platform, members almost never have questions about how to get credits – a benefit that gives learners what they need and AAN staff and editors more time.

“Our members are less tempted to go elsewhere for CME,” Lee Ann said. “Rievent is helping us realize our vision of being indispensable to members.”