

**PACIFIC COAST REPRODUCTIVE SOCIETY
(PCRS)**

CME MISSION STATEMENT

Vision

PCRS is a global, interactive organization that champions the field of reproductive medicine.

Values: PCRS believes in...

1. Support of physicians, their teams, and allied professionals
2. Innovation
3. Inclusiveness
4. Collegiality
5. Professional Development

Purpose:

The purpose of the Pacific Coast Reproductive Society's (PCRS) Continuing Medical Education (CME) program is to serve the needs of the patient by providing outstanding medical education to practicing physicians, their teams, and allied health care professionals in the field of Reproductive Medicine, consistent with the principles and goals of PCRS.

The Pacific Coast Reproductive Society's CME program is based on the close integration of clinical practice, scientific research and education. Consistent with these values, the following goals of PCRS/CME are defined:

1. To offer excellent programming enabling physicians, their teams and allied health care professionals to provide superior medical care for patients.
2. To reinforce knowledge of current concepts, techniques or practices as they relate to the management of problems in reproductive medicine.
3. To enhance the dissemination of advances in relevant scientific and clinical research that ensures clinicians have timely and relevant information available to them.
4. To enable clinicians to recognize, practice, discuss, and apply new concepts, technologies, or practices, as they relate to the management of reproductive medicine in their specific area of clinical practice or research.
5. To facilitate a career-long continuum of medical education.
6. To foster innovation in clinical practice and research relevant to reproductive medicine.
7. To further the understanding of ethical, psychological and additional patient concerns in reproductive medicine.
8. To provide a forum for clinicians, academicians and other professionals in allied fields to create or renew collegial and collaborative relationships that enhance their effectiveness, promote high standards of clinical practice, patient safety, and improved patient outcomes in their practice of reproductive medicine.

PCRS accomplishes these goals through its Annual Meeting which includes multiple disciplines (in reproductive medicine) in an educational program that attracts regional, national and international participants including but not limited to:

Primary Audience

Practicing physicians, physicians in training, and scientists in training in the field of reproductive medicine representing:

- Andrology
- Gynecology
- Infertility
- Obstetrics
- Reproductive Endocrinology
- Urology

Secondary Audience

Physician team members and allied health professionals representing:

- Complementary Healthcare
- Mental Health
- Nursing
- Reproductive Biologists/Laboratory Specialists
- Outside Agencies
 - Third Party Agencies
 - Gamete Banks
 - PGD Centralized Laboratories ((Preimplantation Genetic Diagnosis)
 - Stem Cell Corporations
 - Cloning Corporations

The scope of the PCRS/CME program offers educational activities encompassing:

- Clinical Practice
- Basic and Clinical Science
- Advances in Technology
- Ethics
- Surgery
- Practice Management
- Managed Care
- Alternative/Complementary Medicine
- Psychological Impact of Reproductive Conditions or Diseases

Presentations and lecture topics relate to the overall theme of the meeting and are identified through needs assessment and evaluations. Additional or new topics are identified through surveys and evaluations of meeting participants, member surveys, and current or advancing knowledge in the field of reproductive medicine.

PCRS/CME cultivates traditional CME and personal interaction with guest professors, clinicians, scientists and clinical scholars through a collegial, intimate atmosphere across the spectrum of learning modalities used by individuals to process information to memory: visual (learning by seeing), auditory (learning by hearing), and kinesthetic (learning by doing).

- **Post Graduate Courses** reflect the increasing diversity of participants and include basic to advanced tracks on specific topics of interest to those in the practice of infertility and reproductive medicine.
- **Plenary Sessions** address issues of general interest to all course participants.
- **Scientific Oral and Poster Sessions** rely upon the presentation of peer-reviewed papers based on original scientific research. Time is scheduled for Q&A after each presentation. While there is often rigorous discussion, PCRS prides itself on being a forum for researchers to present their work and develop their presentation skills in a non-threatening environment.

- **Didactic Presentations** address issues and concepts in the general scope of reproductive medicine. Q&A opportunities are built into lecture times.
- **Round Tables/ Forums/Panels/Debates** expose participants to different, conflicting, or controversial points of view related to specific treatments, procedures or concepts. Small group discussions allow participants to communicate their own thoughts, questions, ideas, or experiences, providing an opportunity for the sharing of information and ideas in an informal, comfortable format.
- **Hand-On-Workshops** provide the opportunity for participants to experience advances in technology and techniques or refine existing skills with the latest equipment and technologies.
- **Workshops** provide the opportunity for participants to discuss hot topics, learn from peers, and share information with colleagues about issues they encounter in their daily practice in an intimate, non-threatening environment.

EXPECTED RESULTS

The ultimate result of the PCRS CME program is to enhance the attendee's ability to recognize, diagnose, treat, manage, and/or appropriately refer patients with reproductive disorders or diseases in a timely manner to effectively treat the patient resulting in enhanced outcomes.

ASSESSMENT OF RESULTS

Attendees are asked, via evaluation forms, to critically evaluate the following aspects of the meeting and to make suggestions for change as well as to identify topics, formats, and potential faculty for future events. Areas for comments are provided on all evaluation forms.

Critical aspects include but are not limited to:

- Has the PCRS implementation of overall mission, design, learning objectives, and execution of adult learning principles been achieved?
- Did all presenters make full disclosure of any real or apparent conflict of interest?
- What, if anything, disappointed participants?
- What formats or combination thereof create the ideal adult learning experience for individual participants?
- What changes in faculty presentations are needed? (I.e.: Format or presentation changes?)
- What does PCRS do best?
- What didn't PCRS do well enough?

Revised: October 2007