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FOR IMMEDIATE RELEASE

**Continuing Education Accreditors in Nursing, Pharmacy, and Medicine
Award Joint Accreditation to Support Team-based Patient Care**

***Cine-Med, Creighton University, and North American Center
for Continuing Medical Education
receive joint accreditation as continuing education providers for health care teams***

September 15, 2011—The Accreditation Council for Continuing Medical Education (ACCME®), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) are proud to announce that they have jointly awarded accreditation to three continuing education providers:

- Cine-Med
- Creighton University
- North American Center for Continuing Medical Education (NACCME)

These organizations are among the first to receive joint accreditation as providers of continuing education for health care professionals. The Institute for Healthcare Improvement and VHA previously received joint accreditation.

The ACCME, ACPE, and ANCC joint accreditation initiative seeks to reward organizations for offering team-focused education that improves patient care. Accredited continuing education providers must meet rigorous standards for educational quality and independence – including

the [ACCME Standards for Commercial SupportSM](#). With the joint accreditation initiative, the ACCME, the ACPE, and the ANCC seek to assure the public that health care teams receive education that is designed to be independent, free from commercial bias, based on valid content, and effective in improving the quality and safety of care delivered by the team.

The health care reform law supports the value of team-based care, as do other national initiatives to improve health care delivery, safety, and quality. The Institute of Medicine's seminal 2003 report, *Health Professions Education: A Bridge to Quality*, stated that health professionals need to "cooperate, communicate, and integrate care in teams to ensure that care is continuous and reliable."

The [joint accreditation process](#) decreases the administrative burdens for continuing education providers, as they can take advantage of one unified, streamlined process rather than obtaining three different accreditations. To be eligible for joint accreditation, an organization must already be accredited by at least two of the three accreditors, its mission statement must highlight health care team education, and 25 percent or more of its educational activities must be designed by and for health care teams.

Joint accreditation offers an additional option — not a restriction — for continuing education providers. Organizations that are accredited separately can also produce education for health care teams, and organizations that are awarded joint accreditation can also produce education that is not team-related.

For more information, see [Joint Accreditation for the Provider of Continuing Education for the Health Care Team](#).

Accredited Providers' Comments on Receiving Joint Accreditation

"Cine-Med was pleased to participate in the joint accreditation process," said **Kevin McGovern, President, Cine-Med**. "Many of our programs are offered to all members of the health care team and we had been maintaining all three accreditations separately; having a combined application made it very efficient for our staff." Added **Brian Mozalak, MA, CCMEP, Director, CME, Cine-Med**, "Having the opportunity to complete one self-study that addressed all of Cine-Med's targeted audience proved to be both convenient and efficient. I recommend all accredited providers look into taking advantage of the joint accreditation."

"Our unique joint accreditation underscores the depth of Creighton's commitment to enhancing the quality of health care in the 21st century," said **Donald R. Frey, MD, Vice President for Health Sciences, Roland L. Kleeberger, MD, Professor of Family Medicine, Creighton University**. "As health care is increasingly delivered by interprofessional teams, it is vital that the latest in medical knowledge and expertise be delivered to each team member in a comprehensive fashion. With this one of a kind accreditation, health practitioners are now assured that Creighton's high standard of educational excellence will be imparted to each team member across the full spectrum of health professions."

"NACCME has long been committed to multidisciplinary education based on the established benefits of team-based health care on optimizing patient outcomes," according to **NACCME**

President Randy P. Robbin, CCMEP. “A similar emphasis in recent national health care quality initiatives has only served to increase our focus on the health care team, so we are particularly proud to be among the first providers to be recognized by ACCME, ACPE, and ANCC with joint accreditation.”

Accreditors' Comments on Joint Accreditation

"We congratulate Cine-Med, Creighton University, and NACCME for this achievement," said **Murray Kopelow, MD, ACCME Chief Executive.** "We are proud to support continuing education providers' commitment to interprofessional education and team-based care. We believe accredited continuing education for the health care team is a strategic asset to national quality and safety initiatives and contributes to improving health care professionals' performance and patient care."

“Cine-Med, Creighton University, and NACCME join a growing group of CME/CPE providers who are committed to advancing interprofessional education. We know that when health care providers work together, we can greatly improve the care of our patients. Developing quality education programs ‘by the team for the team’ is an important component to advance patient-centered care,” said **Peter H. Vlasses, PharmD, DSc (Hon), Executive Director of ACPE.**

“The joint accreditation of three organizations whose activities improve the practice of the health care team is a tremendous step forward for interprofessional education. ANCC applauds Cine-Med, Creighton University, and NACCME as leaders in advancing team-focused education that improves patient care,” said **ANCC Executive Director Karen Drenkard, PhD, RN, NEA-BC, FAAN.**

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About Cine-Med

For over thirty years Ciné-Med has been dedicated to serving the educational needs of practicing healthcare professionals. Since its inception in 1982 as a surgical video producer, the company has evolved to stay current with explosive advancements in technology and changes in the industry, yet stayed dedicated to its core values and vision.

Ciné-Med offers a unique combination of services and products for the continuing medical education market. Consisting of an accredited medical education company, a medical publisher, and a health care communications company, Ciné-Med is able to provide one source for all your continuing medical education and training needs.

For more information, visit www.cine-med.com or call 800-253-7657.

About Creighton University

Creighton University, a Catholic, Jesuit institution located in Omaha, Neb., enrolls more than 4,100 undergraduate and 3,200 professional school and graduate students. Nationally recognized for providing a balanced educational experience, the University offers a rigorous academic agenda with a broad range of disciplines, providing undergraduate, graduate and professional degree programs that emphasize educating the whole person: academically,

socially and spiritually. Creighton has been a top-ranked Midwestern university in the college edition of *U.S. News & World Report* magazine for more than 20 years. For more information, visit our website at: www.creighton.edu.

About NACCME

North American Center for Continuing Medical Education, LLC (www.naccme.com), an HMP Communications Holdings Company, provides the highest quality CME/CE across medical disciplines and therapeutic areas. In conjunction with top faculty, NACCME develops evidence-based initiatives that target specific educational needs, assisting medical professionals in improving patient outcomes by bridging the gap between current and best healthcare practices.

NACCME's multidisciplinary CME/CE initiatives include the Symposium on Advanced Wound Care®, Pharmacy Learning Network®, Managed Care Learning Network®™, the Coalition of Rheumatology Educators®, Cardiovascular Learning Network®, Cystic Fibrosis Learning Center®, and the Primary Care Cardiometabolic Risk Summit™.

About the ACCME

The Accreditation Council for Continuing Medical Education is a not-for-profit organization based in Chicago that is responsible for accrediting US institutions that offer continuing medical education through a voluntary, self-regulatory system. The ACCME also has a system for recognizing state medical societies as accreditors for local organizations offering CME.

The ACCME's mission is to identify, develop, and promote standards for quality continuing medical education that improves health care for patients and their communities. There are currently approximately 2,200 accredited CME providers in the United States, whose educational activities draw more than 23 million health care practitioner participants annually.

The ACCME's member organizations include the American Board of Medical Specialties, the American Hospital Association, the American Medical Association, the Association of American Medical Colleges, the Association for Hospital Medical Education, the Council of Medical Specialty Societies, and the Federation of State Medical Boards of the U.S. Inc.

For more information, visit www.accme.org.

About the ACPE

Accreditation Council for Pharmacy Education (ACPE) is the national agency for the accreditation of professional degree programs in pharmacy and providers of continuing pharmacy education. The mission of the organization is to assure and advance excellence in education for the profession of pharmacy. ACPE is an autonomous and independent agency whose Board of Directors is derived through the American Association of Colleges of Pharmacy (AACCP), the American Pharmacists Association (APhA), the National Association of Boards of Pharmacy (NABP), and the American Council on Education (ACE).

About ANCC Accreditation

For more than 30 years, ANCC's Accreditation Program has recognized organizations that offer high quality continuing education for nurses. To become ANCC-accredited, organizations must

meet a wide range of quality-based criteria that demonstrate their commitment to excellence in continuing nursing education, and thus, their commitment to excellence in the nursing profession. In addition to primary accreditation of organizations, the Accreditation Program also accredits individual educational programs designed to validate nursing skills (or skill sets) through the Nursing Skills Competency Program (NSCP). The NSCP provides assurance for consumers, organizations, and regulating bodies that nurses are competent to perform an individual skill or set of skills. ANCC currently recognizes more than 300 accredited organizations.