

Ardmore Institute of Health

Report Abstract

Organization Name*

American College of Lifestyle Medicine

Project Title

Comprehensive Board Review Course for the American Board of Lifestyle Medicine

Project Start Date

03/15/2017

Project End Date

10/25/2017

Number of People Impacted

500000

Actual Number of People Impacted*

1000000

Project Overview*

Certification in the field of Lifestyle Medicine had been recognized as a pressing need for over a decade. With the debut in 2016 of the American Board of Lifestyle Medicine (ABLM), it was deemed necessary that a board review course be developed as a preparatory curriculum for those taking the ABLM exam. The American Board of Lifestyle Medicine taking the lead was in order; thus, the birth of the Comprehensive Board Review Course (CBRC). The CBRC, made possible through AIH's generous grant, now serves as a foundation for additional LM-related course development.

Lack of both knowledge and proficiency in the field of Lifestyle Medicine, due to a medical education system sorely lacking in LM education, is the glaring problem that the CBRC – and other curriculum projects in development – serve to

address. The CBRC, now in active revision in preparation for V2, targeted for a June 1, 2018 go live, was developed a partial solution to this problem, specifically designed for those sitting for the ABLM board exam as a preparatory course. Comprised of an in-depth manual, live, interactive webinars – recorded and archived for immediate access – and a live pre-exam session, these components were the building blocks of the inaugural CBRC.

Results*

We had estimated that 500K lives would be impacted in anticipation that as many as 100 clinicians would take part in the inaugural CBRC – calculating that each would touch approximately 5000 patients. With more than 200 CBRC registrants, this calculation equates to more than 1,000,000 although this number only takes into consideration the inaugural year impact, whereas the CBRC will continue to have profound impact for many years to come – touching countless lives.

Between the time the grant was approved, until the final live board review course on October 25, monumental work was planned and executed by a dedicated team to bring vision to fruition: The CBRC faculty was assembled, including the Editorial Review Panel, and work began on developing the content – drawing specifically from the content that the ABLM indicated was being used by ABLM exam question writers. Elements of the CBRC that were brought to life included a high quality CBRC Course Manual (copies provided to AIH), six two-plus hour interactive webinars that were recorded, complete with Q&A and made available to course participants within 24 hours, and a live recap and Q&A session the afternoon prior to the October 26 ABLM exam.

Use of Funds*

Content Development \$50,000
Bank and Credit Card Fees \$4,000
Manual Design and Formatting \$2,500
Manual Printing \$6,500
Manual Postage \$6,500
Learning Management System \$25,000
ZOOM Platform for Live Webinars \$280
Course Marketing & Promotion \$1,500
Total Expenses \$96,280

Of the above mentioned expenses, \$50,000 was donated by AIH, \$20,000 was ACLM Seed Funding, and the remaining amount came from projected course registration.

Key Challenges*

We are facing what many would deem an impossible timeline, having less than six months between grant approval and mandated delivery of the course. Challenges, though, when managed appropriately, can spark tremendous teamwork, as was the case with this project. With strong leadership, exceptional planning and outstanding execution, we were able to deliver a quality curriculum that will soon undergo revision in preparation for the debut of V2 in 2018.

Key Learnings*

Having less than an optimal timeline resulted in our inability to deliver in this inaugural year what is planned for 2018 and beyond. The CBRC manual is in outline format. While excellent content, the plan is to expand this to include far more charts, graphs and summary information. And, while the live, interactive webinars were well received, having online, pre-produced modules that are accessible on an on-demand basis will more fully meet the need of the audience the CBRC is intended to serve. This online content will then be supplemented with live, virtual Q&A sessions. And, we learned this year that there is a great demand for sample questions, so much more thought and pre-planning will go into the development of this specific aspect of the CBRC going forward.

Recommendations for Future Projects*

We conducted an in-depth survey following the CBRC, actively soliciting input from our CBRC registrants. The responses are being used to help formulate content revisions, course structure and course dissemination as we look ahead to 2018. We're also entering into more active collaboration with ABLM, being mindful of firewalls that exist, to ensure that there is coordination – to the extent possible – to ensure that the CBRC is the most exceptional preparatory instructional tool for those sitting for the ABLM exam.

We're fully prepared to dive into the revision and expansion phase and have already begun conducting meetings in preparation for producing V2 of the CBRC, which will include an expanded and even more professionally produced

manual, as well as producing modules of the CBRC content that can then be disseminated via ACLM's new learning management system, complete with automated quizzes and automated CME certificate fulfillment to support the CME accreditation we will be securing for the course through Lee Health – our CME accreditation provider for enduring material.

Additionally, many of our LMGA system organizations are asking us to translate the curriculum, making it available to support the ABLM / IBLM exams in their respective countries. We intend to do this.

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