



Spring Forward  
March 9th

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**A Dozen Free CME Opportunities  
in this Newsletter  
Find the ✓CME Symbol**

If you are interested in acquiring CME credit, the Media Center has subscriptions to audio CD and DVD programs that are both convenient and free. Check them out for a week. You can play both audio CD and DVD formats on your computer, the DVDs are also compatible with TV/DVD players, or use commuting time by listening on your car's CD player.

A combination of three CME subscriptions offer a total of 60 programs a year. The variety includes programs on specific topics and medical journal reviews. The producers are established CME providers. The Audio Digest Foundation was established in 1952 and the Network for Continuing Medical Education (NCME) has been providing CME since 1965.

NCME provides a new DVD program every month. Accredited by the Accreditation Council for Continuing Medical Education all NCME programs are certified for *AMA PRA Category 1 Credit™* on an hour-for-hour basis. Most are designated for up to 1 Category 1 credit. In addition, most programs are certified for Prescribed Credit by the American Academy of Family Physicians and Category 2A credit from the American Osteopathic Association.

Audio CD subscriptions are provided by the Audio Digest Foundation. *Journal Watch Audio CD* is produced in collaboration with The Massachusetts Medical Society, publisher of *The New England Journal of Medicine*. *Journal Watch Audio CD* provides 60 minutes of concise summaries of the latest advances published in more than 60 major medical journals with 24 issues annually.

We also receive 24 issues of the *Audio Digest Internal Medicine* series each year. The *Internal Medicine Series* addresses specific topics to update the listener. Each issue of *Journal Watch* and *Internal Medicine* are

accompanied by a few pages of text, a quiz and answer sheets.

Audio Digest programs are accredited by California Medical Association which is accredited by the Accreditation Council for Continuing Medical Education. The CMA designates each Audio-Digest educational activity for a maximum of 2 AMA PRA Category 1 Credits.

CME programs are good for approved credit for 3 years, unless otherwise notified. For a list of 12 programs acquired in the last quarter, see the ✓CME symbol next to titles under the *Recent Acquisitions* section at the end of this newsletter.

## Spotlight on Selected New DVDs



In this issue, we are highlighting a variety of new DVD programs in our collection. If you are interested in the AMA's health literacy program, need teaching material on the new CDC isolation guidelines, MRSA swabbing techniques, informed consent or medical ethics, we have new videos for you to check out. And, if you missed the Diversity Council's invited speaker on healthcare equity, Dr. Gloria WilderBrathwaite, we have the DVD to review at your convenience.

Health Literacy Kit ["Removing Barriers to Better, Safer Care"; "Health Literacy and Patient Safety: Help Patients Understand"], Barry D. Weiss; American Medical Association Foundation, 2nd Ed., 2007, DVD (23 min.), 1 CD-Rom, printed materials

This is the AMA Foundation's primary tool for informing physicians, health care professionals and patient advocates about health literacy. Features actual physicians and office staff interacting with real patients challenged by low health literacy. The 2007 video, "Health literacy and patient safety: Help patients understand," gives detailed techniques and specific steps for physicians and their staff on helping patients with limited health literacy.

Life and Death: Medical Ethics of the Schiavo Case, Films for the Humanities and Sciences, The News Hour with Jim Lehrer, 2005, DVD, 27 min.

Many who followed the Terri Schiavo case struggled to make sense of the flurry of opinions it generated. This Jim Lehrer "NewsHour" program, recorded during the last days of Terri Shiamo's life, presents two opposing yet thoroughly reasoned perspectives on the issues. Beth Israel Medical Center neurologist Dr. Russell Portenov explains the medical justification for removing the feeding tube, while Dr. Robert George, professor of jurisprudence at Princeton University and a member of the President's Council on Bioethics, raises legal and moral questions surrounding the decision. Keeping its focus on the Schiavo controversy, the program also explores implications for other potential end-of-life situations.

Medical Ethics: Informed Consent to Medical Treatment, Paul S. Appelbaum, MD; Network for Continuing Medical Education, NCME #867, 2008, DVD, 60 min. ✓**CME**

Informed consent to medical treatment is a unique process of communication between a physician and a patient. Although the physician assumes the role of educator, decision making is shared, and both physician and patient engage in ascertaining and monitoring each other's goals, expectations, and understanding of treatment. The process does not end when the patient undergoes treatment, but extends throughout the treatment relationship. In this program, Dr. Paul Appelbaum, a leading authority on informed consent, explains the elements of informed consent and information disclosure every physician should know, and presents established models of informed consent that can be readily incorporated into clinical practice.

Moving From Disparity to Equity: Defining Equality in Healthcare Access, Gloria Wilderbrathwaite, MD, MPH; Recorded by UMKC School of Medicine, Feb. 22, 2008, 72 min.

The themes revolve around a variety of issues such as the need for physicians to promote social justice, the tendency to reach for treatment instead of cures, the need to change from a disease focused system to a wellness model, the difference between the idea of universal healthcare and access, the over all importance of really listening to patients to provide equal access. Importance is placed on the need to define equity. She lays out five points that need to be attained to gain social justice: 1) access to quality healthcare; 2) access to affordable quality education; 3) economic justice to fairly compensate for labor and compete for resources in the area; 4)

environmental justice to provide quality housing, access to clean healthy food, and freedom from random violence; and, 5) legal justice with unbiased jurisprudence. All of these topics are brought together through Dr. WilderBraithe's discussion of what poverty and cultural differences mean in the delivery of healthcare. She relates her experience as a child growing up in a welfare family with a mother who worked 3 jobs. She relates her experience with John, a pediatric AIDS patient through her mobile health unit at age 3 through 18 years of age. She discusses his experience with the social services system that denied John the ability to see his siblings because of his illness, and how she eventually went to court to support him in his desire to stop medication. Dr. WilderBraithwaite asks the question, "When do we really start advocating for healthcare?" She asks, "Should physicians continue to offer the promise of 'first do no harm' or the promise of beneficence?"

Of Critical Importance: The New CDC Isolation Guidelines Explained, Vicki L. Brinsko, Association for Professionals in Infection Control and Epidemiology (APIC), Inc.; distributed by Envision, Inc., 1 DVD (15 min.), 1 CD-Rom containing the CDC Guideline, 10 question post-test, 2007

The emergence of pathogens, the transfer of patients to and from acute care and other healthcare facilities, and the continued increase of healthcare-associated infections caused by multiple drug-resistant organisms have created an urgent new approach to infection prevention. Hence, the release of the CDC Isolation Guideline. Featuring CDC HICPAC committee member Vicki L. Brinsko, RN, BA, this concise video training program will help staff understand and apply the new CDC Isolation Guideline including: New Standard Precautions, Application of Transmission-based Precautions, The Protective Environment, Discontinuation of Precautions, and Safe Work Practices.

Screening for MRSA: How to Swab, Envision, Inc., 2007, DVD, 10 min.

MRSA infects over 120,000 hospitalized patients a year and over 5,000 patients die as a result. In addition, many people are seeking care in our hospitals for community-acquired MRSA skin infections. Because MRSA is being seen in healthcare facilities in record numbers, many hospitals are performing Active Surveillance Cultures to quickly identify MRSA positive individuals who may be colonized. Early identification of positive patients is paramount. This program presents:

\*An overview of MRSA

\*Why surveillance is conducted

\*Emphasis on clean tests using aseptic technique

\*Documentation and labeling protocols

\*Proper Swabbing techniques

Moist and Dry Swab Technique

Rotation Technique

Stationary Technique

Levine Twirl Wound Swab Technique

Z-Stroke Wound Swab Technique

Swabbing techniques are graphically demonstrated in a clear step-by-step format during the following procedures:

Swabbing the nares

Swabbing the axilla and groin

Swabbing the wound

### **Faculty Suggestions for Acquisition**

School of Medicine faculty interested in having the Media Center acquire instructional media in support of your curriculum are encouraged to contact Marlene Smith with your requests. If you have sales literature from a publisher for a specific program or model, please bring it to the Media Center or send it with information about how you plan to use the program. If you do not have a specific program in mind, but would like to have us search for a topic, we will be happy to work with you.

### **Recent Acquisitions for the Media Center**

#### ***Anatomical Models***

Circulation of the Cerebrospinal Fluid, Denoyer-Geppert Company, upright mount on plastic and metal stand, 10" x 7" x 5," guide

Don Jake Saunders Heart, Laerdal Medical Corporation, up-right mount on steel and wood stand, 17" x 9" x 9," guide

Full size lower leg musculature with sectioned knee, Denoyer-Geppert Company, up-right mount on steel and plastic stand, 24" x 10" x 11"

Respiratory / Cardiopulmonary Organs - Larynx and Trachea, Rustington, England : ESP, [Educational Scientific Products Ltd.] ; [Skokie, Ill. : Distributed by Denoyer-Geppert], up-right mount on steel and composite plastic stand, 20" x 10" x 8," guide

#### ***Audio CDs***

Audio Digest Internal Medicine: Alcoholism in Your Practice: Diagnosis and Treatment, Audio Digest Foundation, Vol. 55 #1, January 7, 2008 ✓CME

Audio Digest Internal Medicine: Allergy and Immunology/Elevated Creatinine, Audio Digest Foundation, Vol. 54 #24, December 21, 2007 ✓CME

Audio Digest Internal Medicine: Cardiovascular Management of Patients with Diabetes, Audio Digest Foundation, Vol. 55 #3, February 7, 2008 ✓CME

Audio Digest Internal Medicine: Female Genital Tract Infections, Audio Digest Foundation, Vol. 55 #2, January 21, 2008 ✓CME

Journal Watch, Vol. 18 #21; November 1, 2007, Audio Digest Foundation and the Massachusetts Medical Society, publishers of the New England Journal of Medicine ✓CME

Journal Watch, Vol. 18 #22; November 15, 2007, Audio Digest Foundation and the Massachusetts Medical Society, publishers of the New England Journal of Medicine ✓CME

Journal Watch, Vol. 18 #23; December 1, 2007, Audio Digest Foundation and the Massachusetts Medical Society, publishers of the New England Journal of Medicine ✓CME

Journal Watch, Vol. 18 #24; December 15, 2007, Audio Digest Foundation and the Massachusetts Medical Society, publishers of the New England Journal of Medicine ✓CME

Journal Watch, Vol. 19 #1; January 1, 2008, Audio Digest Foundation and the Massachusetts Medical Society, publishers of the New England Journal of Medicine ✓CME

#### ***Video - DVD***

Domestic Violence: Still a "New" Agenda in Healthcare, Elaine Alpert, MD, MPH; Network for Continuing Medical Education, NCME #866, 2007, DVD, 60 min. ✓CME

Health Literacy Kit ["Removing Barriers to Better, Safer Care" ; "Health Literacy and Patient Safety: Help Patients Understand"], Barry D. Weiss; American Medical Association Foundation, 2nd Ed., 1 DVD (23 min.), 1 CD-Rom, printed materials, 2007

Life and Death: Medical Ethics of the Schiavo Case, Films for the Humanities and Sciences, The News Hour with Jim Lehrer, 2005, DVD, 27 min.

Medical Ethics: Informed Consent to Medical Treatment, Paul S. Appelbaum, MD; Network for Continuing Medical Education, NCME #867, 2008, DVD, 60 min. ✓CME

Of Critical Importance: The New CDC Isolation Guidelines Explained, Vicki L. Brinsko, RN, BA; Association for Professionals in Infection Control and Epidemiology (APIC), Inc.; distributed by Envision, Inc., 1 DVD (15 min.), 1 CD-Rom containing the CDC Guideline, 10 question post-test, 2007

Screening for MRSA: How to Swab, Envision, Inc., 2007, DVD, 10 min.

Science of Fat, (DVD 1): Lecture 1: Deconstructing Obesity; Lecture 2: Understanding Fat: Syndrome X and Beyond; Lecture 3: Balancing the Fat Equation; Lecture 4: Exploring Obesity: From the Depths of the Brain to the Far Pacific (DVD 2): Discussion Session and Interviews, by Ronald M. Evans and Jeffrey M. Friedman; Howard Hughes Medical Institute, 2005

Tissue Banking: Advancing Cancer Care, Christina M. Parker; David H. Rose; Dana-Farber Cancer Institute, Inc., 2007, DVD

Update 2007/2008: Preventing and Controlling Influenza in the United States, Jerome F. Levine, Network for Continuing Medical Education, NCME #865, 2007, DVD, 60 min. ✓CME

**For further information** about any of the programs listed here, or, if you are a faculty member and would like to suggest an instructional program for acquisition, please contact us at:

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