



 Cleveland Clinic

Education Institute

ADVANCING EDUCATION
THROUGH TEAMWORK, SYNERGY,
INNOVATION AND SERVICE

Education Institute Mission, Vision and Values

In the context of Cleveland Clinic's mission of better care for the sick, investigation of their problems and education of those who serve, the Education Institute serves the needs of the many educational audiences of the Cleveland Clinic community. We seek excellence in advancing education through the values of teamwork, synergy, innovation and service.



Dear Colleagues, Friends and Supporters:



I am delighted to introduce you to the Cleveland Clinic Education Institute. From Cleveland Clinic's earliest days, education has been an integral element of our vision, emblazoned on the walls of the original Cleveland Clinic building: "Care of the sick, investigation of their problems, and further education of those who serve."

Embodying that vision, the Education Institute has been a vital component of Cleveland Clinic since its founding in 1921 when new residents (then called fellows) came here to advance their medical and surgical training. In 1935, Cleveland Clinic established the Frank Bunts Education Institute, honoring one of Cleveland Clinic's four founding physicians and firmly establishing Cleveland Clinic as a leader in medical and continuing education.

Since those early years, the Education Institute has trained more than 13,000 residents and fellows and has expanded to serve the diverse educational needs of an ever-growing audience. Today, our vision remains unchanged – teaching those who serve – but our scope has widened to encompass the entire Cleveland Clinic community of more than 40,000 staff and employees. Our 16 departments collectively address many audiences, including

medical students, residents and fellows; professional colleagues within and outside Cleveland Clinic; our own staff and healthcare professionals; and our patients and their families.

Our collective vision is to embrace Cleveland Clinic's principles of quality, innovation, teamwork, service, integrity and compassion in meeting the educational needs of the organization. We strive daily to infuse our work with a passion for these principles in every dimension of our reach.

I feel privileged to lead this extraordinary group of committed individuals and invite you to read about our work in the pages that follow. If I can amplify any enthusiasm for the work of the Education Institute in any way, please contact me.

Kindest regards,

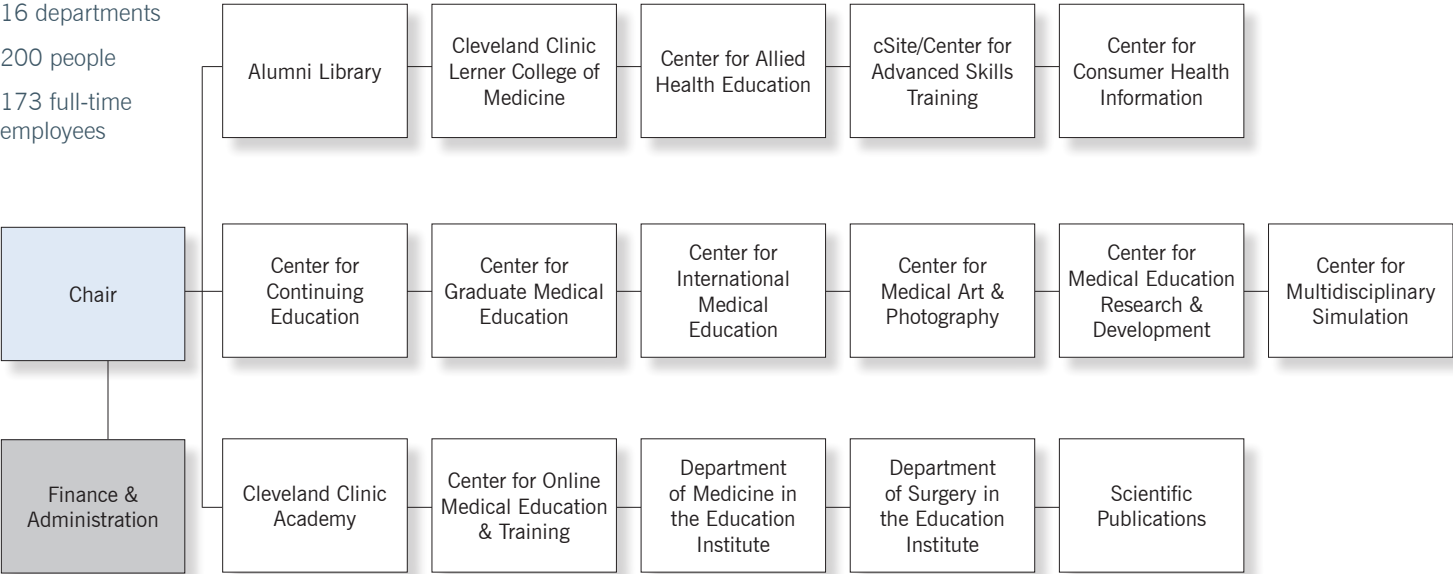
A handwritten signature in black ink that reads "James K. Stoller". The signature is fluid and cursive, with a large initial "J" and "S".

James K. Stoller, MD, MS
Chairman, Education Institute
Jean Wall Bennett Professor of Medicine



Departments in the Education Institute

Education Institute — Table of Organization



Cleveland Clinic Lerner College of Medicine

Established as a partnership between Cleveland Clinic and Case Western Reserve University, Cleveland Clinic Lerner College of Medicine is redefining medical education through its unique training program dedicated to developing a new generation of physician-investigators. The Lerner College of Medicine is distinguished by its small class size, full tuition scholarship for all students and noncompetitive learning environment without grades or class ranking.

The hallmark of this medical training program is an intensive five-year curriculum that integrates problem-based learning, labs and seminars using an electronic medium into a comprehensive education in basic science, research and clinical medicine. Using an innovative portfolio-based system, students are assessed on their mastery of nine competencies: research, medical knowledge, communication, professionalism, clinical skills, clinical reasoning, healthcare systems, personal development and reflective practice.

The basis of the system is the evidence database, containing formative feedback from faculty, peers, small groups and other sources plus student work such as problem-solving essays and

self-assessments. Each student collects evidence in an electronic portfolio that can be accessed by physician advisors who provide valuable feedback. At designated intervals, each student compiles evidence from his or her database to create formative and summative portfolios for each competency.

Through this unique approach to medical education, the Lerner College of Medicine is preparing the physician-investigators of the future, dedicated to advancing the frontiers of biomedical research. The interactive learning environment, close mentoring from a distinguished faculty of more than 1,500 physicians and scientists, and diverse clinical experience encourage students to become critical thinkers, self-directed learners and experts in clinical practice.

The Lerner College of Medicine was established in 2002 (first class began in 2004), with the first class graduating in 2009. Limited to 32 students per year, the program annually attracts more than 1,700 highly qualified applicants. Our graduates are highly competitive for academic residencies and go on to impact the future of medical care as insightful, collaborative physician-investigators.



For the past two years, graduating students have matched to prestigious medical residencies such as Duke University, Yale, Massachusetts General Hospital and Cleveland Clinic.

Medical Student Electives

Through the Lerner College of Medicine, medical students may select from electives in more than 65 areas. Each rotation has an assigned preceptor who is responsible for planning the student curriculum for the department. With the varied patient population and the advantages gained in a group practice setting, Cleveland Clinic offers every student a unique learning experience.

Center for Graduate Medical Education

Cleveland Clinic sponsors one of the nation's largest graduate medical education programs, with nearly 1,000 residents and fellows in 60 residency programs accredited by the Accreditation Council for Graduate Medical Education (ACGME) and 100 advanced fellowship programs. Cleveland Clinic's group practice model of medical care, coupled with the volume and diversity of clinical cases, attracts residents and fellows from across the country and from around the world, making our program one of the largest physician graduate training programs in the United States.

Education of those who serve has always been one of the pillars of Cleveland Clinic. Graduate medical education has a long history at Cleveland Clinic, beginning with the first three residents who served here from 1921 through 1923.

Today, the Center for Graduate Medical Education (GME) is committed to ensuring that Cleveland Clinic residency and fellowship training programs meet and exceed national and institutional standards and deliver an exceptional educational experience for participants. Acting on behalf of the Graduate Medical Education Council, the Center for GME strives to exemplify Cleveland Clinic's core values of quality, innovation, teamwork, service, integrity and compassion.

In addition to providing support to the Graduate Medical Education Council, the Center for GME is committed to providing quality service to all applicants, trainees and program directors. The center serves as a resource for internal and external queries regarding graduate medical education at Cleveland Clinic; provides oversight and monitoring of program accreditation, the exchange visitor visa program and all institutional policies affecting graduate medical education; and performs all human resource functions related to residents and fellows.



Cleveland Clinic offers 60 ACGME-accredited residencies and 100 advanced fellowships.

Center for Continuing Education

For more than 75 years, the Cleveland Clinic Center for Continuing Education has been committed to advancing the medical and technical knowledge of physicians, nurses and other medical professionals across the country and around the world.

The center manages one of the world's largest and most diverse continuing medical education (CME) programs, awarding nearly 200,000 CME certificates each year. Continuing education programs delivered through the center are certified by the Accreditation Council for Continuing Medical Education as exemplary, and the center has been awarded "accreditation with commendation."

The center strives to provide the latest information on diagnosis, treatment, techniques and technology to medical and surgical specialists. The center has a special interest in providing continuing medical education for primary care physicians. Offerings include nearly 500 live CME courses each year, many of them CME-eligible international meetings. Live courses encourage audience interaction with hands-on workshops, real-time surgical demonstrations and frequent use of the electronic keypad Audience Response System.

Expanding beyond the boundaries of Cleveland Clinic's main campus in Ohio, the Center for Continuing Education has offered live courses in nine other states since 2003. Reflecting Cleveland Clinic's international scope, the center also has conducted courses in many foreign countries, including the United Arab Emirates, Lebanon, China, Egypt, Mexico and Saudi Arabia.

Since 2000, with the launch of the center's website (clevelandclinicmeded.com), the center also has excelled in online CME. Physicians and other healthcare providers can take advantage of the site's in-depth portfolio of more than 250 free online CME activities including webcasts, podcasts and online reviews. The center awards nearly 85,000 CME certificates to online learners each year.

At the heart of the site is the Disease Management Project, a virtual medical textbook authored by more than 120 Cleveland Clinic physicians under the direction of the center's Director and Editor-in-Chief, William D. Carey, MD, and a 14-person editorial board.



**Cleveland
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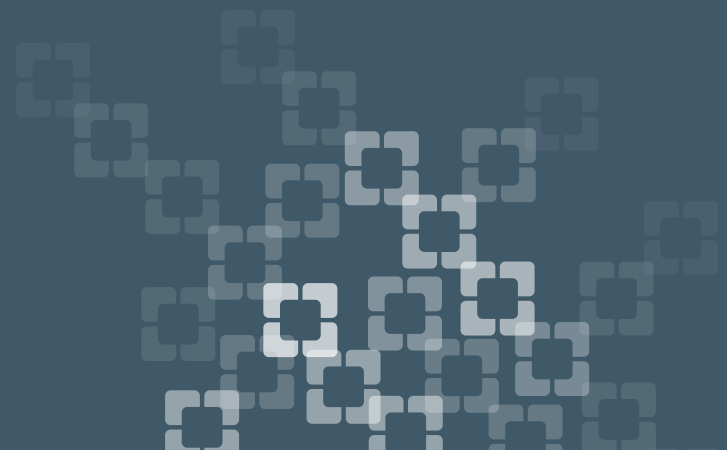
Center for International Medical Education

The Center for International Medical Education (CIME) coordinates Cleveland Clinic's international education initiatives and ensures the provision of high quality educational experiences for the global medical community. CIME offers a diverse range of programs that caters to the needs of thousands of physicians, fellows, residents, medical students, administrators and alumni worldwide each year.

The International Physician Observer Program allows international physicians to attend patient rounds, participate in teaching conferences, watch live surgeries and shadow Cleveland Clinic physicians. This is an exceptional opportunity to experience the best of U.S. medical practices and to learn about the latest clinical achievements from highly dedicated and experienced members of Cleveland Clinic staff. Every year, CIME arranges more than 600 observerships for international physicians who would like to experience firsthand Cleveland Clinic's model of care.

CIME also offers a week-long preceptorship program tailored to the clinical and administrative interests of the participating physicians. The program gives visitors the chance to shadow departmental leaders and to participate in one-on-one clinical and surgical observations, while examining the best practices and operational strengths of Cleveland Clinic.

Lastly, through CIME, Cleveland Clinic physicians travel abroad to share innovations in medicine and surgery with colleagues.





Cleveland Clinic Academy

Cleveland Clinic Academy is a dynamic, executive-level resource that offers professional development learning opportunities to Cleveland Clinic employees and beyond. Dedicated to helping Cleveland Clinic staff, residents, fellows, nurses, medical students and administrators develop leadership and management skills and educator abilities, Cleveland Clinic Academy is contributing to the development of a pipeline of outstanding leadership talent.

Available systemwide to employees with a master's degree and above or three years of supervisory experience, Cleveland Clinic Academy courses bring together healthcare professionals from a variety of backgrounds. Through a leadership development curriculum, these individuals gain a common understanding of the principles by which the healthcare industry conducts business, develops educators and fosters leadership.

Participants select from a broad spectrum of relevant courses in leadership, education and business. The diverse and research-based content has been developed carefully by Cleveland Clinic experts to prepare healthcare providers to meet the ongoing challenges of leading a world-class healthcare organization in the 21st century.

Since its founding in 2006, and through 2010, 86 Cleveland Clinic Academy faculty have provided 54 competency-based courses in leadership and management to more than 3,500 employees. In 2010, the academy experienced a 25 percent year-over-year increase in course enrollment.

Cleveland Clinic Academy prides itself on a diverse course offering to serve the needs of many audiences. Some of the unique leadership training programs available include:

- Leading in Health Care
- Office of Professional Staff Affairs Leadership Rotations
- On-Boarding for New Staff
- On-Boarding for New Chief Residents
- On-Boarding for New Chairs
- Staff Mentoring Programs

In 2010, Cleveland Clinic Academy launched two executive education programs designed for healthcare executives outside of Cleveland Clinic:

- Executive Visitors' Program
- Samson Global Leadership Academy

Both programs are uniquely designed to provide healthcare executives including physicians, nurses and administrators with an inside look into leading a complex healthcare organization.



Center for Multidisciplinary Simulation

The Education Institute's new Center for Multidisciplinary Simulation is designed to enhance the clinical learning experience for healthcare professionals. Through the use of state-of-the-art resources such as medical simulation mannequins, physicians, nurses and allied healthcare providers can engage in high-fidelity team-based interventions to learn specific clinical skills or practice new technical skills such as laparoscopy. The simulated clinical environment provides an interactive learning experience in a risk-free environment.

Center for Surgical Innovation, Technology & Education

The Center for Surgical Innovation, Technology & Education (cSite) exists to improve patient outcomes by developing new minimally invasive surgical techniques and advancing existing procedures through innovation, research, training and education across all disciplines and specialties. cSite hosts both CME and non-CME courses for local and visiting physicians who want to advance their surgical skills in laparoscopic, endoscopic, endovascular and other minimally invasive techniques. Our distinguished faculty is composed of physicians who are the leading experts in their respective fields, many of whom pioneered the techniques that we exhibit as part of our unique curricula. We round out our staff offerings by inviting notable guest lecturers to present on other current and relevant materials. Our courses range from basic instruction in laparoscopic surgical methods, to advanced, cutting-edge minimally invasive techniques for skilled surgeons.

Center for Advanced Skills Training

The Center for Advanced Skills Training (CAST) provides hands-on training in proven innovative techniques as well as updates and advances in existing procedures for non-Cleveland Clinic physicians. Participants learn via short-term preceptorships led by physicians who are expert in the techniques. Skills are developed through one-on-one preceptor-participant interaction and supervised direct patient care. CAST is committed to becoming the recognized leader in teaching advanced clinical skills to practicing physicians.



Scientific Publications

This department is responsible for several ongoing initiatives, all of which support physician education and, ultimately, improved patient care.

Cleveland Clinic Journal of Medicine

Published since 1931, the *Cleveland Clinic Journal of Medicine* (CCJM) is an indexed national peer-reviewed medical journal that delivers timely, practical clinical content to some 100,000 practicing physicians each month. Focusing on internal medicine and cardiology, CCJM is one of the best-read journals among physicians in these clinical areas. Consistent with its mission of providing lifelong learning to clinicians, CCJM publishes clinically targeted review articles and other continuing education-oriented content. It is a valuable source of CME for thousands of physicians each month. Special supplements to CCJM offer in-depth looks at selected topics, often in specialties beyond internal medicine and cardiology. CCJM content is available free to all at ccjm.org.

Medical Writing Education Program

This program provides live educational offerings to residents and fellows on how to communicate scientific information to a professional audience via posters, papers, abstracts and PowerPoint presentations.





Center for Allied Health Education

The Cleveland Clinic health system sponsors both in-house and affiliated local, state, regional and national allied health education programs. The Center for Allied Health Education coordinates all these training programs across the health system to support and advance quality health profession education and training, and to ensure effective collaboration with academic partners. The center's mission is to encourage excellence in academic achievement among the students in these programs and prepare them to deliver the highest quality patient care. The center also is engaged in professional outreach and community service programs designed to promote the health profession disciplines.

Center for Consumer Health Information

The Center for Consumer Health Information is dedicated to helping patients and the public achieve better health by disseminating the latest health information from Cleveland Clinic experts at no charge to patients and consumers. The center uses all forms of media, from print to websites, podcasts and other cutting-edge technology. As one of the first major medical centers to establish a designated center charged specifically with delivering credible health information to the public, Cleveland Clinic takes this responsibility seriously and expends major resources each year to fulfill it.

The center's website, clevelandclinic.org/health, was launched 12 years ago and has seen traffic grow from 70,000 annual page views to 10.1 million page views in 2010.

The center has a robust and constantly evolving program, with up-to-date printed materials, a comprehensive multimedia learning center and health information kiosks located throughout Cleveland Clinic's main campus, family health centers and regional hospitals. The kiosks provide information about Cleveland Clinic programs and services, health information for patients and visitors, physician directories and more.

The center's Patient and Family Health and Education Center fills requests for health information made in person and by mail, phone and email. Health Educators conduct live text chats on weekdays. This center is located on Cleveland Clinic's main campus and is open weekdays from 8 am to 5 pm.

The Center for Consumer Health Information also provides free local Health Talks each month at Cleveland Clinic's main campus and at several suburban family health centers. The seminars feature leading Cleveland Clinic physicians and allied health professionals. Live WebChats are also conducted with Cleveland Clinic experts.

Cleveland Clinic's Closed Circuit Television, an additional service of the center, provides patients with information about their condition and ways to care for themselves or family members.

In 2010 alone, the center produced and distributed nearly 4,000 articles for both the Intranet and Internet; recorded 30,608 podcast views and 8,428 audio downloads; and fulfilled 23,723 specific health information requests from consumers.



Center for Online Medical Education & Training

The Center for Online Medical Education and Training (COMET) supports the strategic development of eLearning for physicians, residents, fellows, medical students, and nursing and allied health personnel, and compliance-related training for employees. The objective of all training created and delivered through COMET is to prepare Cleveland Clinic employees to better meet the needs of our patients. Success is measured through client and learner feedback.

The COMET team offers expertise in eLearning design and development using the latest technology and integrating best practices in adult learning theory. Team members work closely with subject matter experts to design and develop high quality and relevant learning experiences. COMET continually explores ways to help busy professionals use eLearning anytime, anywhere. Current capabilities include Web portals that extend COMET to non-employees locally and across the globe, and Moodle delivery of collaborative learning experiences. The team has worked with professional staff to apply for educational grants and implement projects supported by these grants.

	From COMET Inception 1/1/2003-2/7/2011	2010 1/1/2010-1/1/2011
Total completed courses	2,763,274	404,203
Total unique users	96,613	37,517



Center for Medical Art & Photography

Staffed with 31 employees including a receptionist, photographers, digital technicians, graphics specialists, a cartoonist and medical illustrators, the Center for Medical Art & Photography helps support Cleveland Clinic educational activities. Clients include staff physicians, fellows, residents, nurses, researchers, allied health professionals and technicians.

Services, which are free, include:

- **GRAPHICS** Charts, graphs and diagrams for publications and on-screen presentations; scientific poster preparation, design and layout of printed materials including patient education materials, brochures, newsletters, postcards, books/booklets (e.g., Outcomes books), and annual reports. Matting, mounting and laminating. Certificates, signage, banners; poster and other large-format printing.
- **MEDICAL ILLUSTRATION** Anatomical, surgical and technical illustrations; patient education illustrations; and 3-D animation.
- **DIGITAL IMAGING** Scanning of 35mm slides and flat-copy material for PowerPoint presentations and for archival purposes. X-ray film scanning, large-format printing and digital manipulation.
- **PHOTOGRAPHY** Traditional and digital photography, passport photos, portraits, group shots, surgical and patient photography, and videos for presentations and virtual reality tours.

Alumni Library

The Cleveland Clinic Alumni Library supports patient care, teaching and research at Cleveland Clinic's main campus, regional hospitals and family health centers. The library's expert staff facilitates access to the latest print and online resources within and external to Cleveland Clinic and teaches information management skills to help library users keep pace with the rapidly evolving health sciences literature.



Center for Medical Education Research & Development

Professionals within the Center for Medical Education Research & Development enhance Cleveland Clinic resident and staff teaching and assessment skills; collaborate with program directors for curriculum development and program evaluation activities; foster educational research and development; and enhance Cleveland Clinic's reputation for physician education.

Departments of Medicine and Surgery in the Education Institute

These departments provide global oversight, direction and coordination for all medical and surgical residency and fellowship programs across Cleveland Clinic institutes. Working closely with the residency and fellowship coordinators in each department within the various institutes, the Department of Medicine and the Department of Surgery in the Education Institute help ensure the quality of each training program, coordinate programs and ensure compliance with external regulatory requirements.



Education Institute Administration

The Education Institute administrative department provides oversight for a number of educational programs including on-boarding of professional staff, the body donation program and visiting professors. The department also provides facility support for 135 on-call rooms and centralized room scheduling for nearly 100 classrooms.

Leadership in the Education Institute

Education Institute Administration

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For more information, please visit
clevelandclinic.org/education.

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clevelandclinic.org/education.



Every life deserves world class care.

9500 Euclid Avenue, Cleveland, OH 44195

Cleveland Clinic is a top-ranked nonprofit academic medical center founded in 1921. With more than 1,300 staffed beds, as well as research and education institutes, the organization is dedicated to providing expert inpatient and hospital care through innovation, quality, teamwork and service.

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The Education Institute is housed in the Lerner Research Institute complex on Cleveland Clinic's main campus. The building includes classrooms, an 85-seat amphitheater, the 15,000-square-foot Alumni Library with seating capacity for more than 175, and administrative offices. The Bank of America Conference Center, located across the street in the InterContinental Hotel, provides state-of the art resources to support the institute's academic programs and educational outreach.