**Introduction**
UK HealthCare CECentral delivers high-quality live and enduring continuing professional development activities to physicians, pharmacists, and other health care professionals emphasizing evidence-based practice, adult learning principles and innovative web-based technology with the goal of promoting the adoption of healthcare practices that have been demonstrated to improve community health and patient outcomes.

**Vision Statement**
UK HealthCare CECentral aims to be the premier provider of continuing professional development for physicians, pharmacists, and other health care professionals in Kentucky and to expand continuously the reach of our educational and technological resources nationally and worldwide.

**Purpose**
UK HealthCare CECentral exists to provide physicians, pharmacists, and other health care professionals continuing professional development activities that increase knowledge, competence and performance levels leading to better patient-centered care, improved patient safety, enhanced clinical outcomes and improved community health.

**What We Value**

* Innovation and creativity
* Evidence-based, results-focused, unbiased educational content
* Learner-friendly methods of content delivery
* On-demand access to information
* State-of-the-art technology
* Strategic partnerships
* Continuous quality improvement in both patient care and educational methodology

**Content Areas**
UK Healthcare CECentral generates content in both live and enduring formats based on identified needs and practice gaps, both local and national. These are derived from learner feedback, literature review and faculty expert opinion. The content preferentially targets inter-professional audiences and addresses explicitly the Accreditation Council for Graduate Medical Education (ACGME) competencies. Currently, there are enduring materials addressing over 40 content areas. Particular foci include **aging, opioid misuse, health literacy, public health, trauma, ophthalmological disorders, and HIV/STD treatment and prevention**. Live programming heavily emphasizes the needs of primary care providers.

**Target Audience**

* Pharmacists
* Physicians
* Other health care professionals, as appropriate

**Types of Activities**

* Regularly Scheduled Series (Grand Rounds, Morbidity and Mortality Conferences, Journal Clubs, and Tumor Boards)
* Live local, regional, national, and international symposia, conferences, simulations, and Internet activities
* Enduring webcasts and mobile device-enabled activities
* Performance Improvement CE (Multi-Specialty MOC Portfolio Program Sponsor for Part IV Credit)

**Expected Results of the Program**
As a result of participating in CECentral activities, we expect learners to incorporate the evidence based practices we teach into their daily activities, improving their competence and clinical performance. As a consequence, we expect patient outcomes to improve. To assess these results, we employ a commitment to change process of self-reported behavioral change in all activities. In addition, in selected activities, practice or performance changes and their relationship to change in patient or community health status are directly assessed. For example, as a MOC Part IV Multi-specialty Portfolio Sponsor, we require prospective and repetitive data collection and reporting of performance data to support effective assessment of the impact of the interventions on clinical care for two or more improvement cycles.

Approved by Advisory Board on 8/18/15.