

For Immediate Release

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Focusing on Improved Patient Outcomes

**PeerPoint Medical Education Institute Shifts Focus to PI/QI CME;
Launches New Website to Address Changes**

Evanston, IL – PI/QI CME has typically not been effective in the past due to poor resource allocation, inexperience or financial support, and often a lack of clear-cut goals and buy-in. In an effort to change that, The PeerPoint Medical Education Institute has announced its commitment to improving delivery of healthcare and patient outcomes by focusing primarily on PI/QI CME initiatives and has launched its new website, www.peerpt.com, designed to address the change in direction to quality and performance improvement.

According to Rick Kennison, president and general manager of PeerPoint, the reason for the shift is to provide healthcare stakeholders with valuable and innovative Performance/Quality Improvement initiatives that can be implemented at the point-of-care level. “PeerPoint intends to create measurable and reportable programs that provide participants with the greatest amount of value to improve the quality and delivery of care in the U.S.,” he said.

Furthermore, he explained that the performance improvement institutional framework of PeerPoint was created to address perceptions, healthcare observations, and themes affecting clinical practice, as well as gaps and barriers creating suboptimal healthcare delivery. In addition, it should improve the level of HCP education by bridging PI/QI initiatives with HCP education and should improve patient and population outcomes.

“Our website gives a comprehensive overview of our new direction and the benefits our programming can offer,” Kennison added. “Included on the site is a provider survey on CME. The results match up very well with the goals and characteristics of the PI/QI programs we have created and do not appear to be a strain in provider resources. In fact, maintaining the ‘value-added’ message for providers and patients and taking their practice situations into consideration are keys to our success.”

About PeerPoint Medical Education Institute

Headquartered in Evanston, IL, the PeerPoint Medical Education Institute, LLC, (www.peerpt.com) is an ACCME-accredited provider of continuing medical education to physicians, nurses, pharmacists, dietitians, and other healthcare professionals. It is focused on improving the delivery of healthcare through performance and quality improvement initiatives that combine evidence-based data, practice management theories, adult learning principles and quality improvement processes in order to create programs that may change the behavior of healthcare providers, reduce variability in delivery and improve patient outcomes