

For Immediate Release

**GULLAPALLI AND ASSOCIATES' AND PEER-POINT'S PROVEN PROPRIETARY
PERFORMANCE IMPROVEMENT METHODOLOGY TO REVOLUTIONIZE CONTINUING
MEDICAL EDUCATION**

Utilization of collaboratively developed evidence-based, outcomes-focused educational design and curriculum overcomes traditional PI activity barriers

NEW YORK CITY – Nov. 10, 2008 – [Gullapalli & Associates](#), LLC (G&A) and [Peer-Point Medical Education Institute](#), LLC (PeerPoint), today announced the successful implementation of their proprietary performance improvement (PI)-based educational design and curriculum for continuing medical education (CME) activities. Utilizing a collaborative, multi-faceted, multi-disciplinary approach, these PI initiatives enable healthcare providers to continuously assess gaps between an ideal treatment standard and what is currently the level of their practice as well as to evaluate improvement efforts to identify whether further interventions are needed.

Physician organizations and other industry groups appreciate the benefits of PI-CME and have advocated for adoption of this approach, but several key barriers to successful implementation still exist. These issues include:

- Understanding how PI fits into an overall educational design
- Utilizing prospective analysis of patient data rather than traditional retrospective analysis
- Developing appropriate curricula and cost-effective implementation strategies
- Designing and developing PI activities for diverse providers, in addition to physicians, such as nurse practitioners, managed care professionals, nurses, physician assistants and other clinicians

G&A's and PeerPoint's collaborative, multi-faceted, multi-disciplinary approach addresses these issues to ensure that PI-based activities provide quality education that translates into improved care, measurable outcomes and actionable performance data.

"There is growing recognition that integrating performance improvement into education will elevate CME to a new level," said G&A CEO Venkat Gullapalli, M.D. "Until now, however, little has been understood about how to accomplish this goal. Our paradigm-shifting approach delivers PI-CME initiatives that are multi-layered with various formats and channels that are exclusive to the core PI component, contain enhanced awareness and recruitment strategies, include methodologies to minimize participant drop-off, provide cost effective utilization of resources, and can be developed to assess the performance of various types of healthcare providers."

Two recently deployed PI initiatives based on these principles have been implemented, with many others planned for this year and early 2009.

- **Educational Initiative on Constipation (EIC):** In collaboration with the Johns Hopkins School of Medicine and the American Academy of Nurse Practitioners, the EIC is intended to measurably improve the management of patients with chronic constipation (CC) and irritable bowel syndrome with constipation (IBS-C) by gastroenterologists, primary care physicians, nurses, nurse practitioners and physician assistants. For more information, visit: www.hopkinscme.edu/ofp/eic

- **Cardiovascular Outcomes in Managed Care Initiative (COMC):** A University of Kentucky Colleges of Pharmacy and Medicine led initiative; this unique activity is available to managed care professionals involved in the treatment of cardiovascular diseases. The COMC initiative focuses on improving the methodologies by which formulary decision-makers research and utilize evidence-based data.

“Recently, traditional providers of CME have tried to design and develop PI programs with superficial approaches that may dilute the intent and effectiveness of true PI programs that are based on proven methodologies” states Dr. Richard Kennison, president and general manager of PeerPoint. “For example, our PI initiatives utilize prospective analysis of patient data to capture clinically relevant variables missing from retrospective data sets. In addition, prospective analysis provides data that are more consistent and accurate versus a retrospective method that may miss key variables and fail to adequately reflect the impact of specific interventions. Understanding such distinct differences is critical when assessing PI activities and their potential impact on patient care and outcomes.”

“I am excited that physicians and other clinicians can now benefit from such uniquely designed PI initiatives,” said Victor Marrow, Ph.D., Johns Hopkins University School of Medicine, Office of Continuing Medical Education. “By employing solid, measurable data, we are taking the guess work out of evaluating results and can provide physicians with what they value -- education that translates into better patient care.”

About Gullapalli & Associates

Gullapalli and Associates, LLC (G&A), is a leading consulting firm composed of a team of educational strategists who specialize in the identification, development and facilitation of collaborative educational initiatives. G&A works directly with healthcare organizations, societies, associations and centers of excellence to develop initiatives that address key gaps and barriers amongst specified healthcare providers. G&A's process ensures that the resulting education is driven directly by these organizations, enabling them to better provide their skill, knowledge, and credibility to augment the overall outcomes of the initiatives for both healthcare providers and patients. For more information, visit www.gullapalliandassoc.com.

About Peer-Point

Headquartered in Evanston, Ill., the Peer•Point Medical Education Institute, LLC, is an ACCME*-accredited provider of continuing medical education to physicians. Peer•Point also develops certified educational programs for nurses, pharmacists, dietitians, and other healthcare professionals through its solid partnerships with many accredited, professional organizations and with the support of leaders in the biopharmaceutical industry. When creating accredited professional education, Peer•Point policy mandates that programs be independent and free of commercial bias and present scientifically rigorous information. For more information, visit www.peerpt.com

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