



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Board Report

File #: A 18-436, Version: 1

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment no. 3 to the agreement with Medical Education Speakers Network (formerly Martin Martin, Inc.) for providing professional and medical speakers and course development services, adding \$100,000 for a revised total agreement amount not to exceed \$175,000 and with no change to the current agreement term of April 1, 2016 through March 31, 2020.

RECOMMENDATION:

It is recommended the Board of Supervisors:

Authorize the Deputy Purchasing Agent for Natividad Medical Center (NMC) or his designee to execute amendment no. 3 to the agreement with Medical Education Speakers Network (formerly Martin Martin, Inc.) for providing professional and medical speakers and course development services, adding \$100,000 for a revised total agreement amount not to exceed \$175,000 and with no change to the current agreement term of April 1, 2016 through March 31, 2020.

SUMMARY/DISCUSSION:

Continuing Medical Education (CME) program provides support for continuous improvement and learning to help physicians address gaps in their professional practice and as such is required of physicians for renewal of license, maintenance of specialty board certification, credentialing, membership in professional societies, and other professional privileges. At NMC, the purpose of our CME program is to provide Accredited Continuing Medical Education Activities to our medical staff to increase learners' knowledge, competence and performance so they are able to provide the best medical care possible to our community. Medical Education Speakers Network (MESN) assists Natividad with keeping its CME Program active and diverse. NMC's CME Program is open to all NMC providers as well as community providers.

As a Level II Trauma Center for Monterey County, our CME Program is critical to our verification by the American College of Surgeons. Natividad's CME Program is accredited by the California Medical Association through the Institute for Medical Quality and has just been awarded its Re-accredited with Commendation for the next six years.

Natividad's CME Program has been accredited since February 2000, and the last accreditation was valid for four years. In 2015, our organization transitioned management of our program from external management to in-house management. In 2015, we offered 7 activities (2 live courses, 4 Regularly Scheduled Series (RSS) and 1 joint providership live activity). By 2017, we were offering 30 activities (19 live activities, 1 joint providership live activity, and 10 RSS). In addition, in 2016-2017, we increased provider (physician) attendance by 334% over the previous year, increased clinical staff attendance by 250%, and increased overall attendance to the CME Program by 287%. For 2017-18, we have presented more than 90 activities, provided accredited continuing medical education to more than 700 providers with a total attendance approaching 2,000 learners (which now included accredited continued education for nurses and Emergency Medical Services (EMS) staff).

Natividad has been pleased with MESN's services since the agreement was initiated in 2016 and as a result more services have been requested annually since the start of the agreement. Natividad would like to continue to utilize the faculty provided by MESN more heavily at a projected cost of \$2,000-\$4,000 per month as we continue to offer from 6-12 CME activities per month. Therefore this request is to increase the total agreement amount.

OTHER AGENCY INVOLVEMENT:

County Counsel has reviewed and approved this amendment no. 3 as to legal form, and the Auditor-Controller has reviewed and approved as to payment provisions. This amendment no. 3 has also been reviewed and approved by NMC's Finance Committee on

September 27, 2018 and by its Board of Trustees on October 5, 2018.

FINANCING:

The cost for this amendment no. 3 is \$100,000 of which \$48,000 is included in the Fiscal Year 2018-19 Adopted Budget and \$52,000 shall be included in the FY19-20 Recommended Budget.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

The services rendered from this agreement help ensure that Natividad offers an accredited CME program to its clinical staff. Continuing education of medical professionals is ultimately translated into effective patient care.

- ☐ Economic Development
- ☒ Administration
- ☒ Health and Human Services
- ☐ Infrastructure
- ☐ Public Safety

Prepared by: Dr. Craig Walls, Chief Medical Officer, 783-2521

Approved by: Gary R. Gray, DO, Chief Executive Officer, 783-2504

Attachments:

Medical Education Speakers Network Amendment 3

Martin Martin Inc DBA Medical Education Speakers Network Amendment 2

Martin Martin Inc DBA Medical Education Speakers Network Amendment 1

Martin Martin Inc DBA Medical Education Speakers Network Agreement

Attachments on file with the Clerk of the Board