

Independent Medical Education (IME) Activity Budget

Live and Enduring Activity - Estimated Costs						
This form is meant to be used for activities that include both live and enduring components. Live CME/CE activities are defined as any activity which incorporates the opportunity for live real-time learner interaction such as live meetings, e-learning and live non-enduring web-casts/webinars. CME/CE enduring materials are defined as printed, recorded, or computer-assisted instructional materials that may be used over time and which constitute a planned activity of continuing medical education. Examples of such materials for independent learning by physicians and other health care professionals include: programmed texts, audio tapes/podcasts, CD ROM's, videotapes, Internet CME/CE, and other computer-assisted instructional materials which are used alone or in combination with written materials.						
Income						
Total Budgeted Amount	\$299,530					
Registration Fees	\$0					
Other Supporter Funding	\$0					
Other Income (describe)	\$0					
Total Amount Requested from Supporter	\$299,530					
TOTAL INCOME	\$299,530					
SECTION I: MANAGEMENT EXPENSES						
Even if requesting partial funding, please include total budgets for each line item below. Post Activity Reconciliations should also reflect totals for each line item.						
Management Expenses are defined as costs incurred by the provider and its staff in the planning, development, and implementation of an activity.	Hourly Rate <small>(Cost per hour and number of hours are optional fields; supporters may determine whether this information would be of value.)</small>	Total Hours	Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs	Description of Expense	Comments
Program Development					Costs associated with the strategic development or production of educational/creative content of an educational intervention including: • Gap Analysis/Needs Assessment • Development of clinical/ program content • Development of program objectives with research/opinion leader consultation	
Live	\$ 150.00	75	\$ 11,250.00			
Enduring	\$ 150.00	35	\$ 5,250.00			
Sub-Total	\$ 300.00	110	\$ 16,500.00	\$ -		
Program Materials/Media Development					Live: Design and development of print/electronic materials related to scientific content for attendees: (e.g. program slides, syllabus, CD ROM, USB drive, workbooks, speaker notes, virtual/web conference). Enduring: Design and development of print/electronic materials related to scientific content (e.g. program slides, syllabus, CD ROM, USB drive, website, web-based activity, podcast, virtual/web conference). Layout and design of monograph/print/journal, etc.	
Live	\$ 75.00	150	\$ 11,250.00			
Enduring						
Sub-Total	\$ 75.00	150	\$ 11,250.00	\$ -		
Medical Writing and Scientific Review					Costs associated with medical/scientific expertise utilized in the development of educational content including but not limited to: medical and scientific review, scientific validation, copy writing, copy editing, periodic content updates, requesting/securing licenses and permissions.	
Live	\$ 150.00	90	\$ 13,500.00			
Enduring	\$ 150.00	30	\$ 4,500.00			
Sub-Total	\$ 300.00	120	\$ 18,000.00	\$ -		
Speaker/Faculty Management					Recruitment and management of speakers/faculty as related to the educational development and execution (e.g. speaker recruitment, negotiation of speaker fees, coordination of speaker/faculty participation and execution of speaker training). Includes speaker training on the Town Hall interactive methodology and Educational Measures' technology	
Live	\$ 1,000.00	4	\$ 4,000.00			
Enduring			\$ -			
Sub-Total	\$ 1,000.00	4	\$ 4,000.00	\$ -		

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Audience Generation						Design, development and implementation of multiple audience generation tactics to drive awareness. Tactics may include: multiple waves of electronic/print invitations, purchasing of distribution lists from the AMA and other professional societies, reminder phone calls, brochures, BRC/postcards, door drops, and electronic/social networking. Graphic design for print pieces as well as internet charges may be included specific to driving electronic traffic to an invitation . includes possible ad in show daily, bag inserts, etc.
Live	\$ 40,000.00	1	\$ 40,000.00			
Enduring	\$ 5,000.00	1	\$ 5,000.00			
Sub-Total	\$ 45,000.00	2	\$ 45,000.00	\$ -		
Logistics Management						
Live	\$ 150.00	50	\$ 7,500.00			
Enduring	\$ -		\$ -			
Sub-Total	\$ 150.00	50	\$ 7,500.00	\$ -		
On Site Management	\$ 150.00	50	\$ 7,500.00			On site planning and coordination including: management of A/V & ARS, set up and coordination, labor/support during educational activity (i.e. attendee registration)
Total Management Fees	\$ 46,825.00	436	\$ 109,750.00	\$ -		

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SECTION II: DIRECT PROGRAM EXPENSES						
Direct Program Expenses are defined as costs specifically incurred in the provision of an educational activity. These are also sometimes called "pass through expenses". These expenses represent costs the provider must pay to others for the implementation and production of the activity. Note that these costs should be modest and appropriate for the location and activity.	Cost Per Unit(s) (Cost per unit and number of units are optional fields; supporters may determine if this information would be of value.)					
		Total # of Units	Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs	Description of Expense	Comments
Logistics - Live						
Venue	\$ 10,000.00	1	\$ 10,000.00		Room rental and associated administrative charges; room set-up charges; table, chair and linen rental (includes rental, coordination, setup and staging).	
Other Meeting Room - describe	\$ 500.00	1	\$ 1,000.00		slide review	
Audio Visual Support	\$ 20,000.00	1	\$ 20,000.00		Includes equipment, staff, and ARS.	
Audio Visual Support - Educational Measures	\$ 15,000.00	1	\$ 15,000.00		Education Measures Array platform	
Attendee Breakfast	\$ -		\$ -			
Attendee Lunch	\$ -		\$ -			
Attendee Dinner	\$ -		\$ -			
Attendee Break	\$ -		\$ -			
Logistics - Enduring						
Venue (includes rental, coordination, setup and staging)	\$ -		\$ -		Room rental and associated administrative charges; room set-up charges; table, chair and linen rental (includes rental, coordination, setup and staging).	
Audio Visual Support (Includes equipment and staff)	\$ -		\$ -			
Audience Generation Materials - Live						
Invitations, BRC/postcards, Hotel Door Drop Cards	\$ 18,000.00	1	\$ 18,000.00		Includes printing, postage, and shipping costs.	
Electronic Distribution	\$ -		\$ -			
Mailing Lists	\$ 1,500.00	1	\$ 1,500.00		Estimated. Exact cost unavailable as of 4-16-2015	
Audience Generation Materials - Enduring						
Invitations, BRC/postcards, Hotel Door Drop Cards	\$ -		\$ -		Includes printing, postage, and shipping costs.	
Electronic Distribution	\$ 15,000.00	1	\$ 15,000.00		Examples include social networking strategies, email blasts, etc	
Mailing Lists	\$ -		\$ -			
Program Materials - Live						
Program Materials	\$ 50.00	150	\$ 7,500.00		Production of live activity print/electronic materials related to scientific content for attendees: (e.g. program slides, syllabus, workbooks, speaker notes, cd rom, virtual/web conference, permission fees).	
Onsite Material Shipping	\$ 1,000.00	1	\$ 1,000.00			
Enduring Materials						
Slide Kit	\$ -		\$ -			
CD-ROM/DVD	\$ -		\$ -			
Monograph/Journal/Newsletter (Including Publication Fees)	\$ -		\$ -			
USB Drive	\$ -		\$ -			
Webcast Development	\$ 10,000.00	1	\$ 10,000.00			
Webcast Hosting and Maintenance	\$ 500.00	12	\$ 6,000.00		website hosting: \$500/month x 12 months	
Enduring Material Postage and Shipping	\$ -		\$ -			
Accreditation Fees						
Credit Certificate Fees	\$ 4,000.00	2	\$ 8,000.00		Printing/ mailing costs associated with preparation and distribution of CME/CE certificates	University of Louisville
Accreditation Fees	\$ 8,000.00	2	\$ 16,000.00		Accredited provider's expenses for managing programs in accordance with regulations of the applicable accrediting body, including faculty disclosure management, program material review, preparation and maintenance of required records.	University of Louisville

Independent Medical Education (IME) Activity Budget

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Association Fees	\$ 50,000.00	1	\$ 50,000.00		Medical/Professional association hosting fees for educational intervention to be held during meeting/conference (i.e. satellite symposium)	Budgeting for evening slot; if receive morning slot will reallocate dollars to additional audience generation
Staff Transportation and Lodging - Live					Expenses related to travel/lodging of staff during the course of the educational intervention.	
Staff Travel	\$ 600.00	4	\$ 2,400.00		airfare for 4 staff	
Staff Ground Transportation	\$ 250.00	4	\$ 1,000.00		4 staff	
Staff Lodging	\$ 275.00	4	\$ 1,100.00		4 staff for 1 night	
Staff meals	\$ -		\$ -			
On-Site Temp Staffing	\$ -		\$ -			
Staff Transportation and Lodging - Enduring					Expenses related to travel/lodging of staff during the course of the educational intervention.	
Staff Travel	\$ -		\$ -			
Staff Ground Transportation	\$ -		\$ -			
Staff Meals	\$ 185.00	8	\$ 1,480.00		3 meals x 4 staff x 2 days	
Staff Lodging	\$ -		\$ -			
Faculty - Live					Expenses related to travel/lodging of event faculty during the course of the educational intervention. Honoraria costs for faculty/moderators/chairs.	
Speaker Travel	\$ -		\$ -		Will be using faculty that are attending AHA	
Speaker Ground Transportation	\$ 250.00	4	\$ 1,000.00			
Speaker Lodging	\$ -		\$ -		Will be using faculty that are attending AHA	
Program Chair Honoraria	\$ 3,000.00	1	\$ 3,000.00			
Speaker/Author/Editor Honoraria	\$ 2,500.00	1	\$ 2,500.00			
Speaker/Author/Editor Honoraria	\$ 2,500.00	1	\$ 2,500.00			
Speaker/Author/Editor Honoraria	\$ 2,000.00	1	\$ 2,000.00			
Speaker Training/Content Development Travel/Lodging Costs	\$ -		\$ -			
Faculty- Enduring					Expenses related to travel/lodging of event faculty during the course of the educational intervention. Honoraria costs for faculty/moderators/chairs.	
Speaker Travel	\$ -		\$ -			
Speaker Ground Transportation	\$ -		\$ -			
Speaker Lodging	\$ -		\$ -			
Program Chair Honoraria	\$ 1,500.00	1	\$ 1,500.00			
Speaker/Author/Editor Honoraria	\$ 1,000.00	1	\$ 1,000.00			
Speaker/Author/Editor Honoraria	\$ 1,000.00	1	\$ 1,000.00			
Speaker/Author/Editor Honoraria	\$ 1,000.00	1	\$ 1,000.00			
Speaker Training/Content Development Travel/Lodging Costs	\$ -	1	\$ -			
Faculty Meals						
Breakfast			\$ -			
Lunch	\$ 75.00	\$ 4.00	\$ 300.00			
Dinner	\$ -		\$ -			
OTHER					Expenses not identified by an existing category.	
	\$ -		\$ -		Please specify what the expense is.	
Total Direct Program Expenses			\$ 178,780.00	\$ -		

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SECTION III: CONTINUOUS ASSESSMENT AND EDUCATIONAL EFFECTIVENESS MEASURES						
Continuous Assessment and Educational Effectiveness Measurement expenses are defined as costs associated with outcomes assessment (i.e. management fees, pass through costs). Educational Effectiveness (outcomes): The intent is to review, collate and interpret the effect of formal CME/CE interventions on HCP performance and patient outcomes through utilization of the <u>Macro model</u> .	Cost Per Unit(s) (Cost per unit and number of units are optional fields; supporters may determine if this information would be of value.)	Total # of Units	Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs	Description of Expense	Comments
	Continuous Assessment and Educational Effectiveness Measures - Live			\$ 11,000.00		Level 1 - 5 outcomes delivered in conjunction with Educational Measures; includes intra-activity baseline comparison of assessment vs. evidence
Please insert the number that corresponds to the highest level outcome your program intends to achieve - Live	Intended Outcome Level	Achieved Outcome Level				
	5				<p>Level 5 or higher: Educational initiatives in this category go beyond assessing HCP knowledge and competence and also are designed to change and assess the ability of the HCP to implement into practice the new knowledge, skills, and strategies learned (performance) and/or to positively affect patient healthcare outcomes (patient/community health) as a result of the CME/CE activity. Examples might include: (a) performance-improvement (PI) CME/CE, (b) hands-on skill workshops, (c) curriculum-based initiatives with follow-up assessment of performance and/or patient outcomes, and (d) educational initiatives with follow-up chart audits, patient surveys, disease screening audits, adherence audits, or medical claims data.</p> <p>Level 3 or 4: These educational initiatives are designed to change and assess HCP knowledge gained as a result of the CME/CE activity (knowledge) and/or the ability of the HCP to practice or apply new knowledge, skills, and strategies in an educational setting (competence). Examples might include: interactive educational initiatives with (a) pre/post tests to assess knowledge/competence, (b) follow-up self-reports on commitment to change behaviors/strategies, and (c) case-based vignettes, simulated environments, virtual patients, or role-playing exercises.</p> <p>Level 2 or lower: These initiatives are educational; however, HCP or patient level outcomes are not assessed. Examples might include: hospital or academic center medical grand rounds, or plenary sessions at a national or regional meeting.</p>	
Continuous Assessment and Educational Effectiveness Measures - Enduring						
Please insert the number that corresponds to the highest level outcome your program intends to achieve - Enduring	Intended Outcome Level	Achieved Outcome Level				
	5					
			Total Budgeted Costs	Post Activity Reconciliation: Total Actual Costs		
TOTAL BUDGET			\$ 299,530.00	\$ -		