



**OFFICE OF PROFESSIONAL &  
EDUCATIONAL DEVELOPMENT**

Faculty of Medicine

# STRATEGIC PRIORITIES 2020-2023



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## A MESSAGE FROM THE DEAN OF MEDICINE



Margaret Steele, HBS, MD, FRCPC, MEd, DFCPA, CCPE, FCAHS  
Dean of Medicine / Professor of Psychiatry

At the heart of the Faculty of Medicine's strategic plan, *Destination Excellence*, are the communities we serve and our commitment to meeting the unique health needs of our rural, remote and urban communities; as well as advocating for health equity, Indigenous health and healthy populations.

I commend the Office of Professional and Educational Development for developing strategic priorities that align with *Destination Excellence* and support educational scholarship and development across the medical education continuum.

As the only university-accredited provider of continuing medical education (CME)/continuing professional development (CPD) in the province, the Office of Professional and Educational Development strives to ensure health-care practitioners can access programming that is responsive to their lifelong learning needs, from anywhere in Newfoundland and Labrador and beyond.

Since 1968, the Office of Professional and Educational Development has been a respected and credible provider of CME/CPD to the province's physicians and health workforce. Through the advancements in technology and the forward-thinking of the Office of Professional and Educational Development team, it has been possible to find ways to address the professional development needs of rural physicians – particularly through the development of *MDcme.ca* and the *CPD @ Dusk* program. Ensuring our health-care providers in rural and remote areas can access CME/CPD is an important priority.

The Office of Professional and Educational Development's strategic priorities reflects the Faculty of Medicine's commitment to helping the people and communities we serve in Newfoundland and Labrador by providing excellence in continuing education for health professionals throughout the province and beyond.

Sincerely yours,

A handwritten signature in cursive script that reads "Margaret Steele".

Margaret Steele  
Dean, Faculty of Medicine

## MESSAGE FROM THE ASSOCIATE DEAN, EDUCATIONAL DEVELOPMENT



Vernon Curran, MEd, PhD  
Associate Dean of Educational Development  
Faculty of Medicine, St. John's, Newfoundland

Since our early beginnings, the Office of Professional and Educational Development has been a respected and credible provider of evidence-informed continuing professional development. Renowned internationally for excellence in continuing education for healthcare professionals, the Office of Professional and Educational Development is dedicated to accessible and engaging professional development programming. Our goal is to enable our learners to develop exceptional skills, competencies and capacity to enhance their performance and impact.

As Canada's pioneer and leader in the use of distance and digital learning to meet the professional development needs of our rural and remote health workforce, the Office of Professional and Educational Development is committed to innovative education methods and technologies to provide accessible and interactive lifelong learning opportunities. Today, the Office of Professional and Educational Development is recognized as an innovator in research and educational scholarship to advance best practices in professional development, evaluation and assessment in health sciences education. These achievements have been recognized through both national and international awards acknowledging our leadership in innovation and scholarship.

The Office of Professional and Educational Development is also committed to the promotion of community and public engagement through collaboration with partners at regional, national and international levels. Regional partnerships with governmental and professional organizations have enabled us to generate new knowledge, informing professional development, recruitment and retention approaches for our healthcare workforce and contributing to policy decision-making. Through our Centre for Collaborative Health Professional Education we are also cultivating interprofessional learning and fostering collaboration across the health and human services professions.

Today, the Office of Professional and Educational Development includes a team of passionate educators and staff with expertise in health professions education and educational scholarship support services. As we move forward, we strive to build a culture focused on excellence, educational scholarship and innovation.

Sincerely yours,

Vernon Curran  
Associate Dean of Educational Development,  
Faculty of Medicine

# OFFICE OF PROFESSIONAL & EDUCATIONAL DEVELOPMENT TEAM



## Associate Dean, Educational Development

Vernon Curran, MEd, PhD

## Academic Directors

Jennifer Leonard, MD, FRCPC  
*CPD, Specialists*

Heather Flynn, MD, CCFP  
*CPD, Family Physicians*

Pamela Snow, MD, FCFP  
*Assessment*

Carl Sparrow, MD, CCFP  
*Clinical Skills Assessment & Training*

## Staff

Cindy Whitton, BBA, AIT, MEd  
*Manager, Operations*

Anuj Charan, BSc  
*Instructional Designer*

Bridget Hynes, C.B. Ad  
*Administrative Program Administrator*

Dan DeLong, AIT  
*Programmer Consultant*

Diana Deacon, MSc, MAEd  
*Education Specialist (Assessment)*

Dr. Heidi Coombs, PhD  
*Education Specialist (Program Evaluation)*

Karla Simmons, BA, MA  
*Research Assistant II*

Lisa Fleet BEd, Dip.Ad.Ed., MA  
*Education Specialist  
(Program Development and Evaluation)*

Lorna Coles  
*Secretary*

Nic Fairbridge, BSc, PhD  
*Research Associate*

Rhonda Snook  
*Secretary*

Ritche Perez  
*Multimedia Specialist*

Robert Glynn, BA, BComm, AIT, MEd  
*Senior Instructional Design Specialist*

Sheri Coombs, BA (Hons), MA  
*Administrative Program Administrator*

Stephen Shorlin, BSc, PhD  
*Teaching Consultant*

Todd Pardy, BA  
*Systems Officer*

Xiaolin Xu, MEd, PhD  
*Research Assistant III*

## Centre for Collaborative Health Professional Education (CCHPE)

Dr. Julia Trahey, MD, FRCPC  
*Director, CCHPE*

Adam Reid, MASP  
*Interprofessional Education Coordinator*

Donnamarie Khalili, MA  
*Project Coordinator*



# OFFICE OF PROFESSIONAL AND EDUCATIONAL DEVELOPMENT STATS

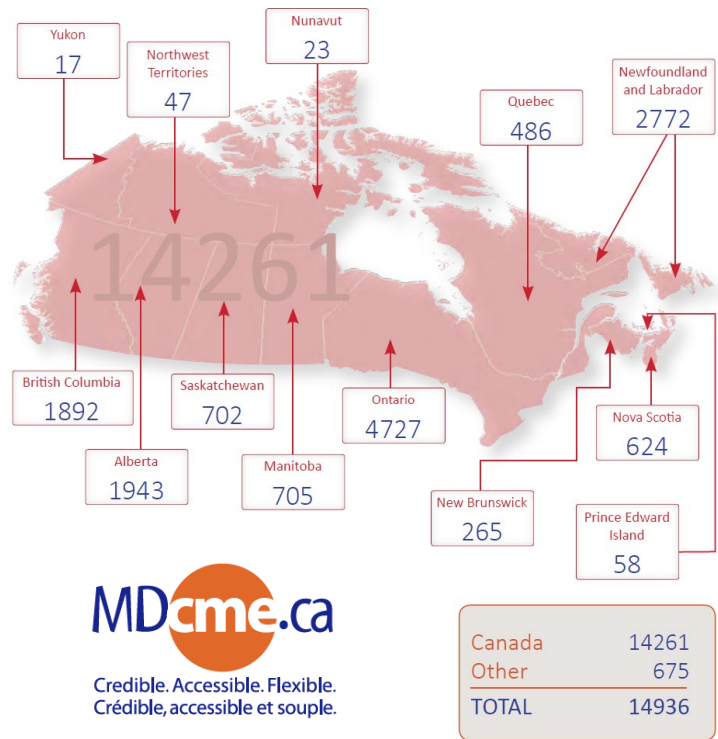
## Number of Registrants by Profession (2014 - 2017)



General Practitioner: 1637 35%	Specialist: 602 12%	UG Students: 407 9%
PG Students: 393 9%	Other Students: 112 2%	Nurses: 344 8%
Nurse Practitioners: 234 5%	Pharmacists: 65 1%	Other Health Professionals: 231 5%
Others: 661 14%	Total Number of Registrants: 4686*	

\*Across all programs. Not necessarily unique.

## MDcme Registrants by Province (2014 - 2017)



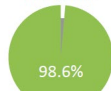
**MDcme.ca**

Credible. Accessible. Flexible.  
Crédible, accessible et souple.

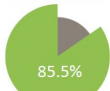
## Satisfaction statistics (2017)\*

### Live Programs

Addressed my learning needs



Relevant to practice

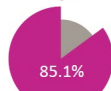


Well-organized

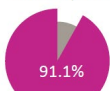


### Online Programs

Addressed my learning needs



Relevant to practice

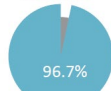


Ease of navigation

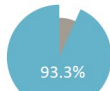


### Public Engagement

Addressed my learning needs



Relevant to practice



### What participants like:

- Practical knowledge.
- Excellent speakers.
- Relevance, diversity, variety of topics.
- Panel discussions.

### What participants like:

- Interactive approach with patient scenarios.
- Easy to do at work or home.
- Excellent resources provided that were easy to use.

### What participants like:

- The broad range of topics.
- I really liked how the topics were easily communicated for people with no background in the subject.
- I really enjoyed the interactivity with the presenters.
- It gives the average person an opportunity to gain vast amounts of knowledge in the medical field.

\*Sample evaluation data from 2017 programs

# STRATEGY MAP

## OFFICE OF PROFESSIONAL AND EDUCATIONAL DEVELOPMENT STRATEGY MAP

Thus, achieving our MISSION and VISION.	<b>OUR MISSION</b>  Working in the spirit of collaboration and partnership, the Office of Professional and Education Development (OPED) is committed to competency development for faculty, healthcare professionals and learners through evidence-informed professional development and the advancement of education scholarship along the continuum of health sciences education.					
	<b>OUR VISION</b>  To develop and enable our faculty, healthcare professionals and learners to achieve their full potential and maximize their positive impact on the health and wellness of the communities we serve.					
And, achieve our OUTCOMES,	<b>MAKING AN IMPACT</b>  OPED will achieve the following outcomes for healthcare professionals ...					
	OPED learners will develop exceptional skills, competencies and capacity to enhance their performance and impact	OPED learners will rate their professional development experience as excellent	Learners will be exposed to evidence-based, experiential and innovative training and development programs	Healthcare professionals will be better prepared to deal with the complexities and challenges of the healthcare system and communities they serve	Educational scholarship productivity and impact will be enhanced	Healthcare professionals will return to OPED for further development and support and will recommend OPED to their colleagues
So, we can operate with EFFECTIVENESS & EXCELLENCE,	<b>EXCELLENCE IN ALL WE DO</b>  We will excel at ...					
	Promoting lifelong learning through Continuing Professional Development (CPD) and Faculty Professional Development (FPD)	Creating and supporting diverse and innovative education delivery methods and technologies to develop critical skills and competencies in our learners	Providing learners with active, engaging, empowering and authentic learning experiences	Identifying and implementing best practices in learning evaluation and assessment and educational scholarship support services	Cultivating and supporting interprofessional learning and scholarship across the health and human services professions education continuum	
And, build a STRONG & PREPARED Office of Professional and Educational Development	<b>EMPOWERED PEOPLE - WHAT TYPE OF EDUCATORS / STAFF, CULTURE AND INFRASTRUCTURE DOES OPED NEED?</b>  We will ...					
	Build an OPED culture focused on excellence, educational scholarship and innovation	Develop an OPED team of passionate educators and staff with advanced competency in health professions education and educational scholarship support services		Utilize value-added technology, data and tools across all OPED services		
We use our RESOURCES wisely,	<b>ENDURING LECACY</b>  We will ...					
	Promote community and public engagement through collaboration with internal and external partners	Diversify and expand OPED funding and support from multiple sources		Recognize, celebrate and disseminate scholarship and innovation		
Guided by our VALUES,	<b>OUR GUIDING VALUES</b>  Put the needs of our learners and communities at the forefront of everything we do Support faculty, healthcare professionals, learners and staff to succeed Act and lead with integrity and professionalism Embrace lifelong learning, creativity and innovative thinking in all we do Foster inter-dependent teamwork and collaboration					



## OUR VISION

To develop and enable our faculty, healthcare professionals and learners to achieve their full potential and maximize their positive impact on the health and wellness of the communities we serve.

## OUR MISSION

Working in the spirit of collaboration and partnership, the Office of Professional and Educational Development (OPED) is committed to competency development for faculty, healthcare professionals and learners through evidence-informed professional development and the advancement of education scholarship along the continuum of health sciences education.



# MAKING AN IMPACT

OPED will achieve our OUTCOMES,

OPED learners will develop exceptional skills, competencies and capacity to enhance their performance and impact

OPED learners will rate their professional development experience as excellent

Learners will be exposed to evidence-based, experiential and innovative training and development programs

Healthcare professionals will be better prepared to deal with the complexities and challenges of the healthcare system and communities they serve

Educational scholarship productivity and impact will be enhanced

Healthcare professionals will return to OPED for further development and support and will recommend OPED to their colleagues





# EXCELLENCE IN ALL WE DO

We will excel at ...

So, we can operate with EFFECTIVENESS & EXCELLENCE,

Promoting lifelong learning through Continuing Professional Development (CPD) and Faculty Professional Development (FPD)

Creating and supporting diverse and innovative education delivery methods and technologies to develop critical skills and competencies in our learners

Providing learners with active, engaging, empowering and authentic learning experiences

Identifying and implementing best practices in learning evaluation and assessment and educational scholarship support services

Cultivating and supporting interprofessional learning and scholarship across the health and human services professions education continuum



# OBJECTIVES

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- Develop, provide and evaluate needs-based accredited Continuing Professional Development (CPD) experiences utilizing diverse and innovative delivery methods that nurture and maintain competence in CanMEDs and Fam Med CanMEDs roles
- Foster faculty engagement and participation in professional development and align the curriculum to the learners' needs
- Expand and develop opportunities for CPD (e.g., simulation-based education)
- Broaden CPD target audience to include various healthcare and human services professionals
- Engage, liaise and develop synergies across the faculty of medicine in CPD and FPD programming
- Provide physician assessment programming
- Assess educational needs of physicians and other health professionals and align services to those needs
- Develop and provide a needs-based program of faculty professional development (FPD) and resident teaching skills enhancement utilizing diverse and innovative delivery methods
- Conduct best-practices review of innovative practices in curriculum delivery and technological enablers
- Integrate experiential and case-based learning opportunities into program and workshop design
- Incorporate case-based and simulation activities into programming as applicable to develop competency-based skills across CanMEDs roles
- Create opportunities for learners to participate in multi-disciplinary learning experiences to solve complex problems
- Support educational assessment and program evaluation planning, implementation, oversight and reporting across the medical education continuum
- Identify and foster adoption of best-practices in assessment and evaluation
- Foster synergies in assessment and program evaluation across the medical education continuum
- Identify and develop synergies in lifelong learning across the medical education continuum
- Oversee Interprofessional Education (IPE) curriculum development, implementation, assessment and evaluation at pre-licensure education level
- Provide, evaluate and assess IPE at postgraduate and continuing professional development levels
- Oversee the recruitment, training and support for faculty, staff and clinician volunteers who facilitate and assess small group IPE curriculum
- Develop and support applications for IPE research grants
- Develop and support opportunities for IPE research, scholarship and knowledge transfer



# EMPOWERED PEOPLE

## - WHAT TYPE OF EDUCATORS / STAFF, CULTURE AND INFRASTRUCTURE DOES OPED NEED?

We will ...

Build a **STRONG & PREPARED** Office of Professional and Educational Development

Build an OPED culture focused on excellence, educational scholarship and innovation

Develop an OPED team of passionate educators and staff with advanced competency in health professions education and educational scholarship support services

Utilize value-added technology, data and tools across all OPED services



# OBJECTIVES

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- Identify educational scholarship and innovation opportunities
- Collaborate and support medical education research
- Recognize and celebrate educational scholarship and innovation as a worthy and viable academic pursuit
- Support scholarly teaching and educational development
- Embrace meaningful change and translate ideas and solutions into action
- Mentor and support the professional development of OPED staff in educational scholarship and research
- Build our OPED workforce capabilities through strategic recruitment and retention programs and succession planning
- Foster an environment that encourages wellness for all OPED staff
- Facilitate effective communication and collaboration amongst OPED staff, learners and partners
- Stay at the forefront of advances in information, education and research technologies and digital tools
- Maximize data management capabilities and capacity to capture, store, preserve, access and utilize data securely

# ENDURING LECACY

We will ...

Use our RESOURCES wisely,

Promote community and public engagement through collaboration with internal and external partners

Diversify and expand OPED funding and support from multiple sources

Recognize, celebrate and disseminate scholarship and innovation





# OBJECTIVES

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- Foster and develop partnerships with Faculty of Medicine, other health science faculties, and community and health system stakeholders at local, regional and national levels
- Support community events, exhibits and conferences
- Develop and collaborate on community engagement and outreach initiatives that address current societal needs
- Develop and pursue proposals, contracts and sources of funding
- Allocate resources (time, funds and people) in alignment with our Vision and priority goals
- Support the design, funding processes and implementation of educational innovation and scholarship projects
- Enable knowledge transfer/dissemination to our internal and external communities

# STRATEGIC PLAN CONTRIBUTORS





# MONITORING AND EVALUATING OUR PRIORITIES

MAKING AN IMPACT

**METRICS**

EXCELLENCE IN ALL  
WE DO

**METRICS**

EMPOWERED PEOPLE

**METRICS**

ENDURING LEGACY

**METRICS**



## REGULAR REPORTING ON METRICS

- PD COUNCIL
  - ANNUAL
  - SEMI-ANNUAL

# APPENDIX

## PD Council Members

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Dr. Vernon Curran, Chair  
Dr. Heidi Coombs  
Dr. Heather Flynn  
Dr. Jennifer Leonard  
Dr. Stephen Shorlin  
Dr. Pamela Snow  
Dr. Carl Sparrow  
Dr. Cathy Vardy  
Ms. Cindy Whitton

## CPD Leads

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Dr. Peter Collins	Anesthesia
Dr. Mike Parsons	Emergency Medicine
Dr. Heather Flynn	Family Medicine
Dr. Wendy Graham	Rural Family Medicine
Dr. Leslie Turner	Genetics
Dr. Andrea Simmonds	Lab Medicine / Pathology
Dr. Christine Orr	Medicine
Dr. Colleen Cook	Obstetrics & Gynecology
Dr. Suzanne Drodge	Oncology
Dr. Keegan Au	Orthopedics
Dr. Pushpa Sathya	Pediatrics
Dr. Kellie Ledrew	Psychiatry
Dr. Connor Maguire	Radiology
Dr. Paul Gardiner	Surgery

## Faculty Development Committee

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Dr. Tanis Adey  
Dr. Sohaib Al-Asaaed  
Ms. Janet Bangma  
Dr. Heidi Coombs  
Dr. Vernon Curran  
Ms. Jessica Esseltine  
Dr. Wendy Graham  
Dr. Jennifer O'Dea  
Mr. Sean O'Neill  
Dr. Stephen Shorlin  
Dr. Pamela Snow  
Dr. Reza Tabrizchi  
Dr. Martha Traverso-Yepe  
Ms. Cindy Whitton



# Senior Management Committee members

---

Dr. Margaret Steele	Dean of Medicine
Dr. Cathy Vardy	Vice Dean
Dr. Barton Thiessen	Acting Assistant Dean - Admissions
Dr. Ann Dorward	Assistant Dean - Graduate Studies -
Dr. Todd Lambert	Assistant Dean - New Brunswick
Dr. Greg Radu	Assistant Dean - Student Affairs
Dr. Michael Grant	Associate Dean - BioMedical Science
Dr. Vernon Curran	Associate Dean - Educational Development
Dr. Sohaib Al-Asaaed	Associate Dean - Postgraduate Medical Education
Dr. Reza Tabrizchi	Associate Dean - Research & Graduate Studies
Dr. Tanis Adey	Associate Dean - Undergraduate Medical Education
Dr. Michael Bautista	Chair - Anesthesia
Dr. Michael Parsons	Chair - Emergency Medicine
Dr. Scott Moffatt	Acting Chair - Family Medicine
Dr. Bridget Fernandez	Chair - Genetics
Dr. Jane Barron	Chair Laboratory Medicine
Dr. Sean W. Murphy	Chair - Medicine
Dr. Atamjit Gill	Chair - Obstetrics and Gynecology
Dr. Kara Laing	Chair Oncology
Dr. Kimberly St. John	Chair Psychiatry
Dr. Paul Dancey	Chair - Pediatrics
Dr. Peter Collingwood	Interim Chair Radiology
Dr. Craig Stone	Chair - Surgery
Dr. Stephen Bornstein	Director - The Newfoundland & Labrador Centre for Applied Health Research
Ms. Virginia Middleton	Communications
Mr. Paul Tucker	Chief Operating Officer
Mr. Dennis Dillon	Development Office
Mr. Sean O'Neill	Director - Health Sciences Information and Media Services
Ms. Janet Bangma	Librarian
Ms. Tracey Pittman	Manager Academic Affairs