

## Wisconsin Medical Society Annual Meeting CME

# Professionalism in Medicine: The Patient Experience

April 16, 2010 • 11:30 a.m. – 1 p.m.

Medicine is, at its center, a moral enterprise grounded in a covenant of trust. This covenant obliges physicians to be competent and to use their competence in the patient's best interest. The central element and structure of clinical care is the physician-patient relationship.\*

Patient-centered care focuses on strategies to improve physician-patient relationships and to redesign health care systems to be more responsive to patients' preferences, needs and values. Surveys of patients' experiences with health care services are being used increasingly to measure health care quality. Join us for this session to learn how patient experience surveys are driving improvements in patient care.

### Purpose/Objectives

- Physicians will have increased knowledge of the need for patient-centered care interactions and systems and how to use surveys of patients' experiences to improve patient care.
- Physicians will learn patient-centered approaches and strategies, the evidence to support these approaches, and where additional research is needed.
- Physicians will be able to identify changes to implement in their practice based on patient experience surveys to promote patient-centered care.

### Registration Information

- On-site registration begins at 11 a.m. Lunch will be available for attendees.
- For further information, contact Stephanie Taylor at 866.442.3800 ext. 3796, or e-mail [stephanie.taylor@wismed.org](mailto:stephanie.taylor@wismed.org).

### CME

The Wisconsin Medical Society is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

The Wisconsin Medical Society designates this educational activity for a maximum of 1.5 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

\**Wisconsin Medical Society Policy ETH-009 Patient-Physician Covenant*

