

ONLINE Risk Solutions

Exclusive to NORCAL Mutual Policyholders

As a NORCAL Mutual policyholder, you enjoy online access to exclusive, vital information on protecting patients and reducing risk — information you won't find anywhere else.

With your personal MyNORCAL Account at www.norcalmutual.com, you access a wealth of resources unique in medical liability insurance:

- > **MyCME**
Everything you need to get your NORCAL CME credits, qualify for a 5% premium discount if you are eligible, and manage your CME activities. Plus dozens of documents on risk issues specific to your state.
- > **Claims Rx Archive**
One year's worth of our industry-leading monthly publication. A reservoir of insight into clinical and administrative risks.
- NEW! > **Electronic Health Record (EHR) Tools**
Continuous, up-to-date, user-friendly guidance on EHR issues, trends, implementation, etc.
- NEW! > **DataShield™ Learning Center**
A complete library of resources on securing sensitive and confidential data, compliance guidelines, responding to an information breach, and much more. Includes interactive staff training tools.

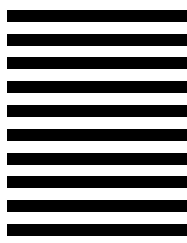
These tools and more are found in Risk Solutions, the new section of your MyNORCAL Account devoted to risk management and CME. All the CME courses listed in this brochure are accessible to you online — fast, easy, and convenient!



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INSIDE:

Your 2011 CME Program from NORCAL Mutual

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NORCAL Mutual
Risk Management
and Continuing
Medical Education

Risk Management

2011 CME ENDURING MATERIALS





Stephen M. Farber

Vice President, Risk Management and Continuing Medical Education



Enduring Materials Series

In NORCAL Mutual's ongoing effort to reduce paper consumption and improve efficiency, we have prepared a more condensed version of the continuing medical education (CME) course catalog for 2011. In the series of enduring-learning courses listed here you will find a wide range of clinical and administrative topics directly relevant to patient safety and risk management. We encourage you to either use the attached form to request one or more courses, or register for courses online through your MyNORCAL account at norcalmutual.com.

Please also note the topics we have scheduled for the monthly *Claims Rx* publication. They have been carefully chosen to address issues of vital importance to your practice, and most include CME credit. In 2011, three issues will be published only online, in keeping with the goals mentioned above.

A recent breakthrough in our CME program has been approval by the American Academy of Family Physicians (AAFP) of selected courses for Prescribed CME Credit. For the benefit of AAFP members, we have noted those courses.

If you haven't done so already, 2011 would be a good time to familiarize yourself with the NORCAL Mutual Web site, both the public and MyNORCAL sections. New features in the MyNORCAL log-in section include EHR Tools, periodic postings of user-friendly and up-to-date information on issues related to electronic health records (EHRs); and the DataShield™ Learning Center, a wide array of resources on information and network security.

By participating in your NORCAL CME Program, you continually improve in patient safety and risk management. We thank you for your commitment to excellence.

Sincerely,

The credits listed with the courses below are *AMA PRA Category 1 Credits™*.

Clinical Courses

- > Failure to Diagnose Breast Cancer* 2 credits
- > Diabetes Mellitus* 2 credits
- > Preventing Birth Injuries* 2 credits
- > Failure to Diagnose Acute Myocardial Infarction* 2 credits
- > Deep Vein Thrombosis* 2 credits
- > Reducing Medication Errors 3 credits
- > Failure to Diagnose Malignant Melanoma* 2 credits
- > High Alert Conditions (Appendicitis, Meningitis, Pneumonia and Pulmonary Embolism)* 3 credits
- > Stroke: A Risk Management Analysis*. 3 credits
- > Pain Management 2 credits

Administrative Courses

- > Communication & Follow-up* 4 credits
- > Medical Records Management & Practice Management . . . 4 credits
- > Consent Issues in Patient Care* 2 credits
- > Litigation Stress*. 3 credits

*Approved by American Academy of Family Physicians for Prescribed CME credit.

Accreditation Statement

NORCAL Mutual Insurance Company is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The Mission of Our CME Program

The mission of the NORCAL Mutual CME Program is to improve the quality of patient care, promote safe practices, and reduce the frequency and severity of malpractice claims. We do so by helping physicians change risk management behaviors. Wide ranging and comprehensive, the program supports quality improvement and risk management initiatives with educational content that is geared specifically toward physician-level change.

Claims Rx Topics for 2011

Each month, NORCAL Mutual's Risk Management Department publishes *Claims Rx*, your source for risk management advice on clinical and administrative issues. For most issues, we offer CME credit. *Claims Rx* is approved by the American Medical Association for *AMA PRA Category 1 Credits™* and by American Academy of Family Physicians for Prescribed CME credit. To reduce paper use and encourage online access, three issues in 2011 will be published online only.

- | | |
|---|---|
| > January
Curbside Consults | > July
Accountable Care Organizations |
| > February
Anticoagulation Therapy | > August
Obstetrics |
| > March
Spine Surgery | > September
Preventable Errors |
| > April
Electronic Health Records | > October
Diabetes |
| > May
Radiology | > November
Unlicensed Assistive Personnel |
| > June
Failure to Diagnose Meningitis | > December
Hospitalists |

THANK YOU

How to Access 2011 CME Enduring Materials

CME courses are available in hardcopy and online. To receive a hardcopy course, please indicate the desired selection(s) below, fill out the Enrollment Information, then seal and drop the form in the mail. To access courses online, go to norcalmutual.com/cme, log-in to MyNORCAL, select Risk Solutions, then select Claims Rx & MyCME. To create a log-in account, call Policyholder Services at 877-443-7232.

Course/Activity

- Failure to Diagnose Breast Cancer
- Diabetes Mellitus
- Preventing Birth Injuries
- Failure to Diagnose Acute Myocardial Infarction
- Deep Vein Thrombosis
- Reducing Medication Errors
- Failure to Diagnose Malignant Melanoma
- High Alert Conditions (Appendicitis, Meningitis, Pneumonia and Pulmonary Embolism)
- Stroke: A Risk Management Analysis
- Pain Management
- Communication & Follow-up
- Medical Records Management & Practice Management
- Consent Issues in Patient Care
- Litigation Stress

Enrollment Information

NORCAL Mutual Policy Number: _____

Name: _____

Medical Group Name: _____

Street Address: _____

City: _____

State and Zip: _____

Phone: _____

Email: _____