

**NJMS CME Committee**  
**SWOT Analysis**  
**2/06/23--DRAFT**

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Six-Year Joint Accreditation with Commendation</li> <li>• Centralization of Committee</li> <li>• CloudCME—text reporting and access of individual CME certificates</li> <li>• Broad representation of Departments/Divisions within the NJMS CME Committee</li> <li>• Remote option for programming</li> <li>• Increased recruitment of national speakers due to virtual option</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• CloudCME website <i>landing page navigation</i></li> <li>• Virtual Grand Rounds reduces opportunities for pre- and post-meeting engagement</li> <li>• In person attendance has not reached pre-pandemic levels</li> <li>• Minimal engagement of trainees and students in Activity Planning and Delivery</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Speaker remuneration model that augments current departmental model</li> <li>• Simulation</li> <li>• Opening Grand Rounds to RWJBarnabas Health colleagues</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• AMA Education Hub</li> <li>• Funding</li> <li>• Free external CME especially by for-profit medical education companies (MECs)</li> </ul>