



## Paradigm to Present About Upper Limb Spasticity Workshop Series at 2019 SACME Annual Meeting

**Orangeburg, NY (December 7, 2018)** – Paradigm Medical Communications, LLC, an award-winning ACCME-accredited provider of continuing medical education (CME), proudly announces that their *BoNT-A for Spasticity: Transforming Science Into Clinical Success* workshops will be the subject of an oral presentation at the 2019 Society for Academic Continuing Medical Education (SACME) Annual Meeting. The presentation, titled *Facilitating Reflection and Improving Performance in Treating Upper Limb Spasticity*, is scheduled for February 28, 2019 as part of a group of presentations on Quality and Practice Improvement Solutions in CME.

Paradigm implemented the series of 9 regional workshops between November 2017 and October 2018. The initiative was designed to help neurologists and physiatrists caring for patients with upper limb spasticity (ULS) overcome the challenges of providing treatment with botulinum neurotoxin A (BoNT-A) injections. Input from expert faculty across several specialties and a patient with ULS was used to develop this initiative, which was supported by an educational grant from Merz North America, Inc.

The small group workshops used an innovative blend of lecture, Q&A, and hands-on exercises including cadaver anatomy and ultrasound labs. Overviews of ULS, the clinical evidence supporting the use of BoNT-A to treat the condition, and the utility of guidance methods for BoNT-A administration, particularly the use of ultrasound for injection guidance were conveyed through didactic lectures. The workshop presentations also included a video of a patient sharing the impact of ULS on her life, and the outcomes she has experienced from BoNT-A injection therapy to drive home the importance of providing optimal care for patients. Learners and faculty participated in the anatomy lab, a hands-on injection exercise using cadavers which served 2 purposes. First, it provided learners with the opportunity for first-hand observation of musculature in a way not available to them in clinical practice, PowerPoint presentation or video. Second, this exercise uncovered the personal learning needs for each participant by demonstrating how often they incorrectly place injections intended to relieve ULS. The cadaver anatomy lab prompted reflection among learners, motivating them to learn and modify their practice. The hands-on ultrasound lab focused on how to use this modality to guide injection placement. Having demonstrated in the anatomy lab that unguided injection can yield suboptimal results for patients, participants were primed for the opportunity to learn about and actually practice this technique to improve muscle identification and injection placement. Q&A sessions were interspersed throughout the workshop, following each of the didactic presentations and the labs, allowing participants to learn from each other as well as the faculty.

The inclusion in the SACME annual meeting program is the latest honor for Paradigm's *BoNT-A for Spasticity: Transforming Science Into Clinical Success* workshops, which previously won the 2017 National Association of Medical Education Companies award for Best Practice in Live Activity Educational Design and a 2018 Best in Class Outcomes Award from the Alliance for Continuing Education

in the Health Professions based on interim data from the series. (To access the poster presented at the Best in Class Outcomes Award gallery, please click on the following link:

[www.paradigmmc.com/531outcomes](http://www.paradigmmc.com/531outcomes). The Paradigm team is looking forward to presenting the educational design and outcomes results from the initiative at the premier event for this influential CME organization. The 2019 SACME Annual Meeting takes place February 26-March 1, 2019 in Charleston, SC.

#### ABOUT PARADIGM MEDICAL COMMUNICATIONS, LLC

Paradigm Medical Communications is an exemplary, award-winning, medical education company that develops innovative medical education activities, expertly tailored to fulfill the needs of diverse clinical audiences and diligently monitored to facilitate continuous growth and improvement. As medicine is a combination of art and science, so is Paradigm's approach to the development of CME programming. For more information about Paradigm and to see a list of available CME activities, please visit [www.paradigmmc.com](http://www.paradigmmc.com).