

## **MAG's new accreditation manager focused on building brand**

Andrew Baumann recently joined the Medical Association of Georgia as its Manager of Accreditation. He manages the intrastate accreditation system for continuing medical education (CME) providers in Georgia, and he's responsible for maintaining MAG's standing with the Accreditation Council for Continuing Medical Education (ACCME).

"For me, job one is supporting MAG's accredited CME providers in their accreditation and reaccreditation efforts," says Baumann. "That means supporting them with value-added CME consulting, education and training."

The new MAG hire stresses that he will work hand-in-hand with the ACCME and the American Medical Association (AMA) to ensure that MAG's CME providers adhere to the appropriate guidelines.

Baumann says, "I want to build the MAG brand by becoming the go-to resource for MAG's CME providers when it comes to questions and advice and counsel."

He is also quick to encourage CME providers to take advantage of the accreditation/reaccreditation tools and best practices forms that are available on the "Education" page on [www.mag.org](http://www.mag.org).

The University of Tennessee graduate explains that another big part of his charter will be providing physicians and their staff and providers with CME and non-CME related education programs, like the highly-rated ones that MAG offered on electronic medical records in 2009.

And along with the traditional CME meeting format, Baumann says MAG will be looking at new, Web-based ways to extend its educational offering to fit the evolving needs of physicians in the state.

Before joining MAG, Baumann held CME positions at DeKalb Medical, Educational Concepts Group, and AHC Media. His background includes work in all aspects of CME, including the creation of compliance policies/procedures, drafting ACCME self-study reports, and the approval of independent CME activities for medical professionals.

Baumann is an active member of the CME community. He attends meetings and workshops that are held by the ACCME, the Alliance for CME (ACME), the Georgia Chapter of the ACME (GA-ACME), and the AMA.

Baumann serves on the Advocacy Committee for the Coalition for Healthcare Communication, and he is a past member of the Advocacy Committee for the North American Association of Medical Education and Communication Companies (NAAMECC).

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