

2025 Annual Report

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Avera Continuing Education

Table of Contents

➤ Mission	3
➤ Executive Summary	4
➤ Governance and Program Structure	5
➤ 2025 At-A-Glance	6
➤ Quality and Outcomes Narrative	7-8
➤ Educational Activity Summary	9
➤ Joint Accreditation Journey	10
➤ Avera CE Portal Engagement	11
➤ Needs Assessment and Strategic Alignment	12
➤ Mission in Action	13-19





Mission

The purpose of the Avera Interprofessional Continuing Education (IPCE) program is to promote lifelong learning among healthcare professionals through the Avera footprint in a manner consistent with the faith heritage of its sponsoring organizations. Avera recognizes the value of evidence based educational strategies and best practices to improve the skills, strategy, and performance of the healthcare team which allows for professional development and leads to better health outcomes for the persons and communities we serve. Through the planning, implementation, and evaluation of accredited interprofessional continuing education activities, Avera's goal is to improve patient and population health, encourage equity and inclusion, and promote communication, innovation, and quality within the healthcare team.





Executive Summary

In 2025, Avera's Interprofessional Continuing Education (IPCE) Program advanced lifelong, evidence-based learning across the Avera footprint in alignment with the organization's Gospel-inspired mission. The program delivered **360 educational activities, 59% interprofessional, providing 569 approved credit hours** to support licensure, certification, and workforce competency development. Engagement continued to grow, with **29,968 users** in the Avera CE Portal and **77 planners** contributing to educational design across disciplines and service lines. Program enhancements aligned with Illuminate Pillar #1, expanding access, strengthening team-based learning, increasing rural participation, and promoting a culture of continuous learning that supports clinical excellence and improved patient and population health.





Governance and Program Structure

Avera's Continuing Education Department resides in the Avera Talent Development Department and carries out the functions of the Approved Provider Unit and is a part of the Avera Health corporate structure within the Human Resources Division. Avera's governing IPCE committee is composed of the following members:

- Jared Friedman, MD, Chief Medical Officer
- Raed Sulaiman, MD, Avera McKennan Laboratory Director, President Physician Laboratory, Clinical Pathologist, CME Medical Director
- Jennifer Hsu, MD, CME Medical Director
- Dustin Gebur, MEd. ATC, Avera Athletic Training Supervisor, Athletic Training Approved Provider Program Manager
- Ryan Waybright, Pharm.D., BCCP, Director of Pharmacy Education
- Candace Nelson, MSW, Social Services Manager
- Jennifer Ballard, MSW, Social Services Educator
- Juliann Stolle BSN, RN, Senior Director - Medical Support
- Michelle Walter, MBA, SHRM-SCP, Avera Director of Talent Development
- Debbie Kooiker, Lead Talent Development Consultant, Avera Health
- Kelly Boyd MSN, BS, RN, NPD-BC Avera RN Consultant, Avera Continuing Education Program Manager
- Sharon Plucker, CHCP, Avera eLearning Administrator
- Vonda Reed, AS, Avera Consultant - CE Events



Dr. Jennifer Hsu is a practicing infectious disease physician at Avera and Professor of Internal Medicine and Division Chief of Infectious Disease at the USD Sanford School of Medicine. She is active in the IDSA Advocacy Task Force and the South Dakota ACP Chapter. Dr. Hsu completed her MD at the University of Missouri and post-graduate training at the University of Wisconsin. She has spent much of her career engaged in medical education work with students, residents and practicing physicians, and she also enjoys informal mentoring of trainees. She and her husband, Benson, an Avera pediatric intensivist, have a 13-year-old son, Caleb.



Dr. Jared Friedman is the Chief Medical Officer at Avera McKennan Hospital. He has been practicing emergency medicine there for the past 20 years. Dr. Friedman completed his medical education at the University of South Dakota School of Medicine. He completed his emergency medicine residency at HealthPartners/Regions Hospital in St. Paul, MN. Dr. Friedman and his wife have 3 daughters and 1 son.



2025 At-A-Glance

Education & Reach



360 activities



59% interdisciplinary activities



569 total credit hours awarded

Workforce & Engagement



77 planners trained
to develop CE education



29,968 active users
accessing education

Collaborative Revenue Impact



\$8,863 jointly provided education
revenue

Accreditations & Credits



Joint Accreditation Offerings:

- Medicine CME (AMA PRA Category 1)
 - MOC for CME
 - Non-Physician CME
- Pharmacy (ACPE)
- Social Work (ASWB)
- Athletic Training (BOC)
- IPCE Credits (Registered Dietitians & Pharmacists)

Other Credit Types Offered:

- SD Social Work
- Nursing Facility Administrator
- Marriage & Family Counseling
- Nursing Pharmacotherapeutic
- SDBMOE
- MN EMS
- AAMA



All education is mission-aligned, evidence-based, and free of commercial bias.



Quality and Outcomes Narrative

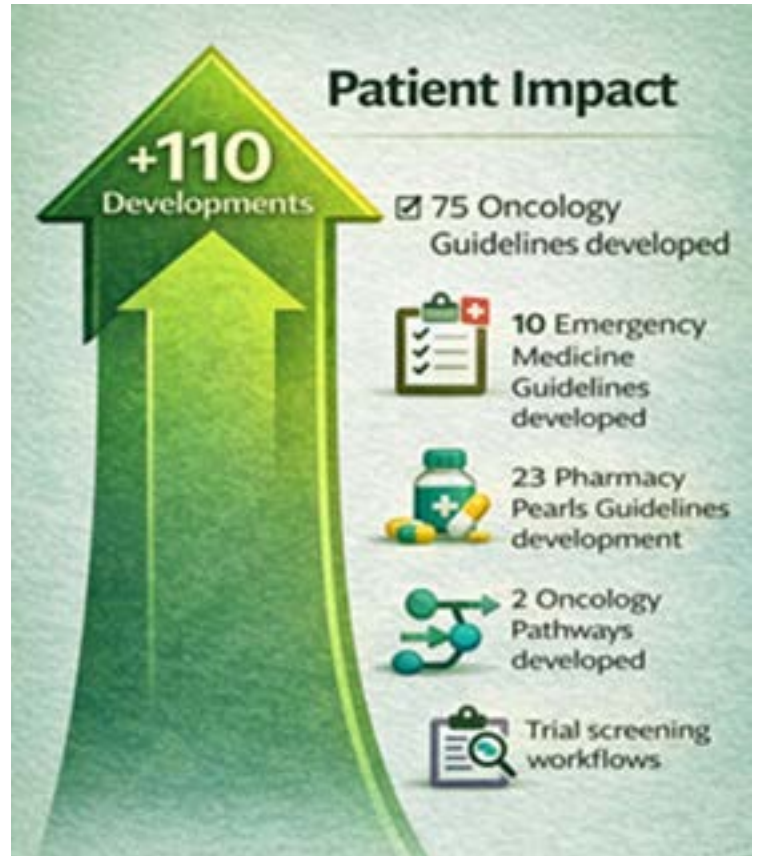
Data percentages reflect multi-year trends monitored from 2023 through 2025.





Quality and Outcomes Narrative

Data percentages reflect multi-year trends monitored from 2023 through 2025.

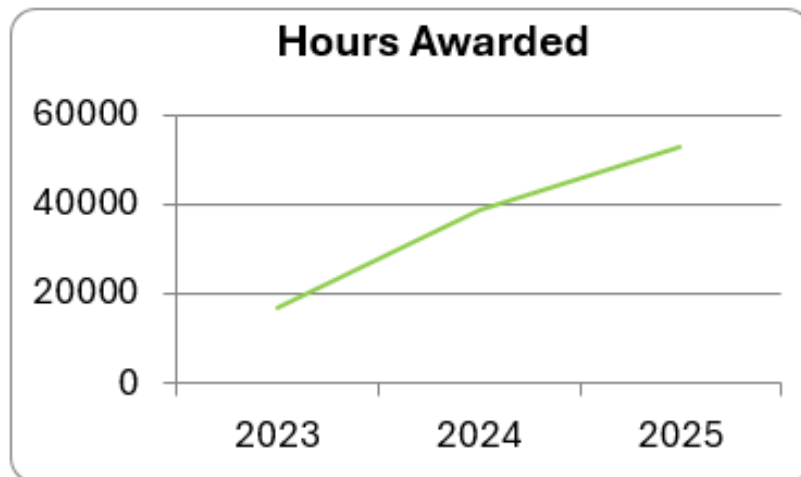
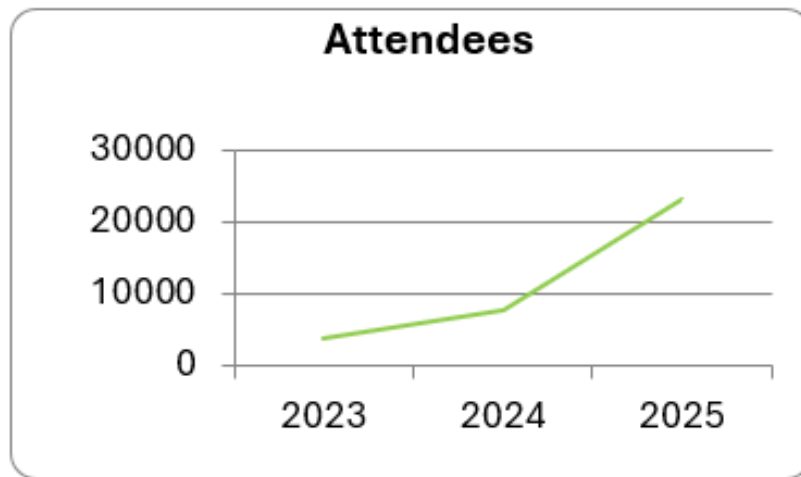
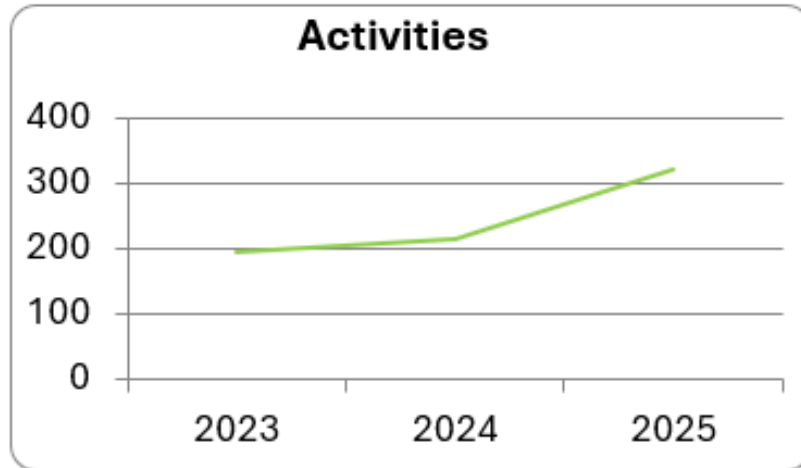




Educational Activity Summary

3 Year Trend (2023 - 2025)

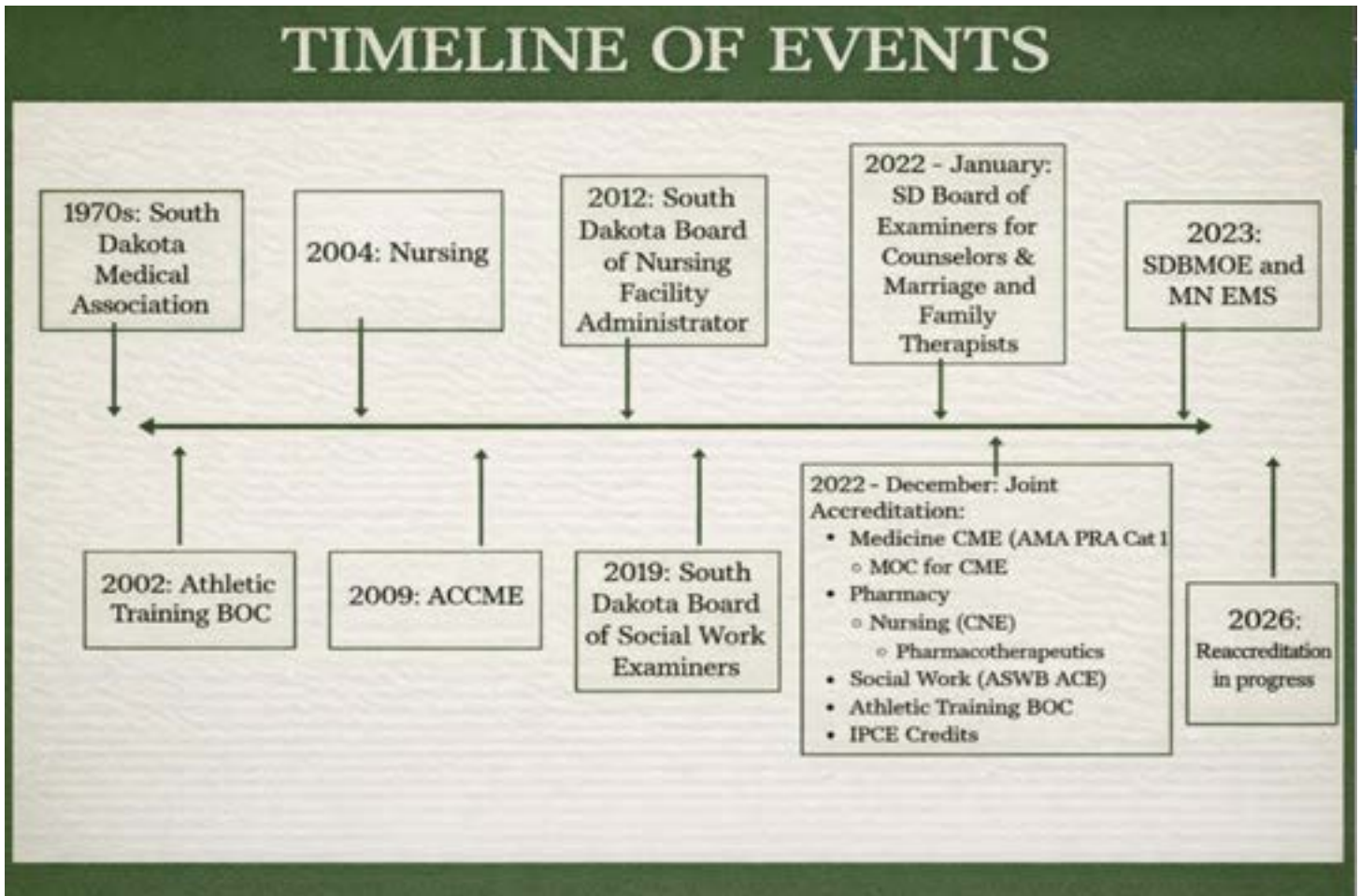
Continuing education activity is rapidly expanding across all formats, with significant gains in participation and total hours delivered.



2025: Activities: 360 (+33%) | Hours Awarded: 53,025 (+27%) | Attendees: 23,182 (+66%)



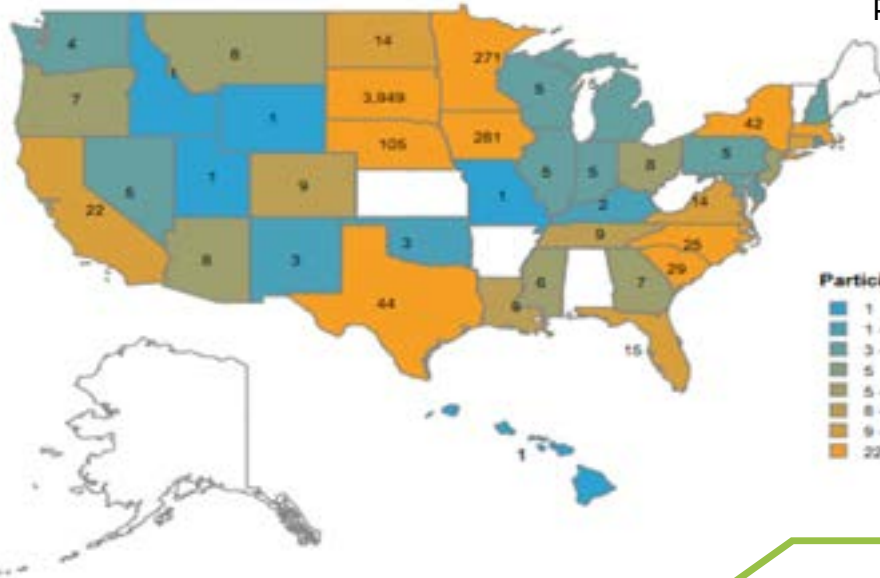
Joint Accreditation Journey





Avera CE Portal Engagement

Demographics of Active Users

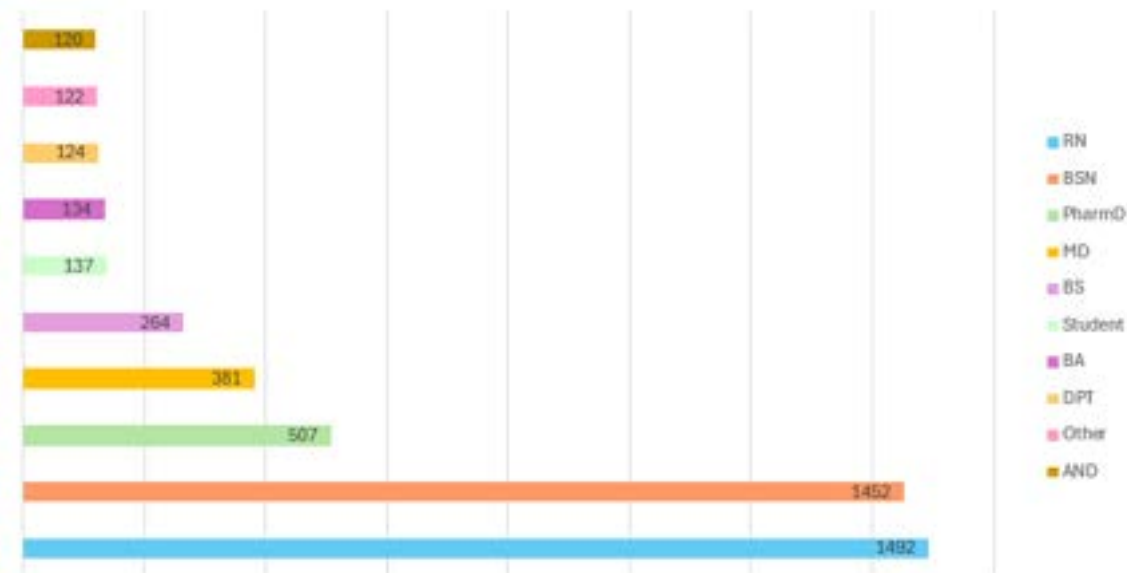


User Activity in CE Portal

26,968 existing/new users
 5,033 – return users
 47% increase in return users from 2024

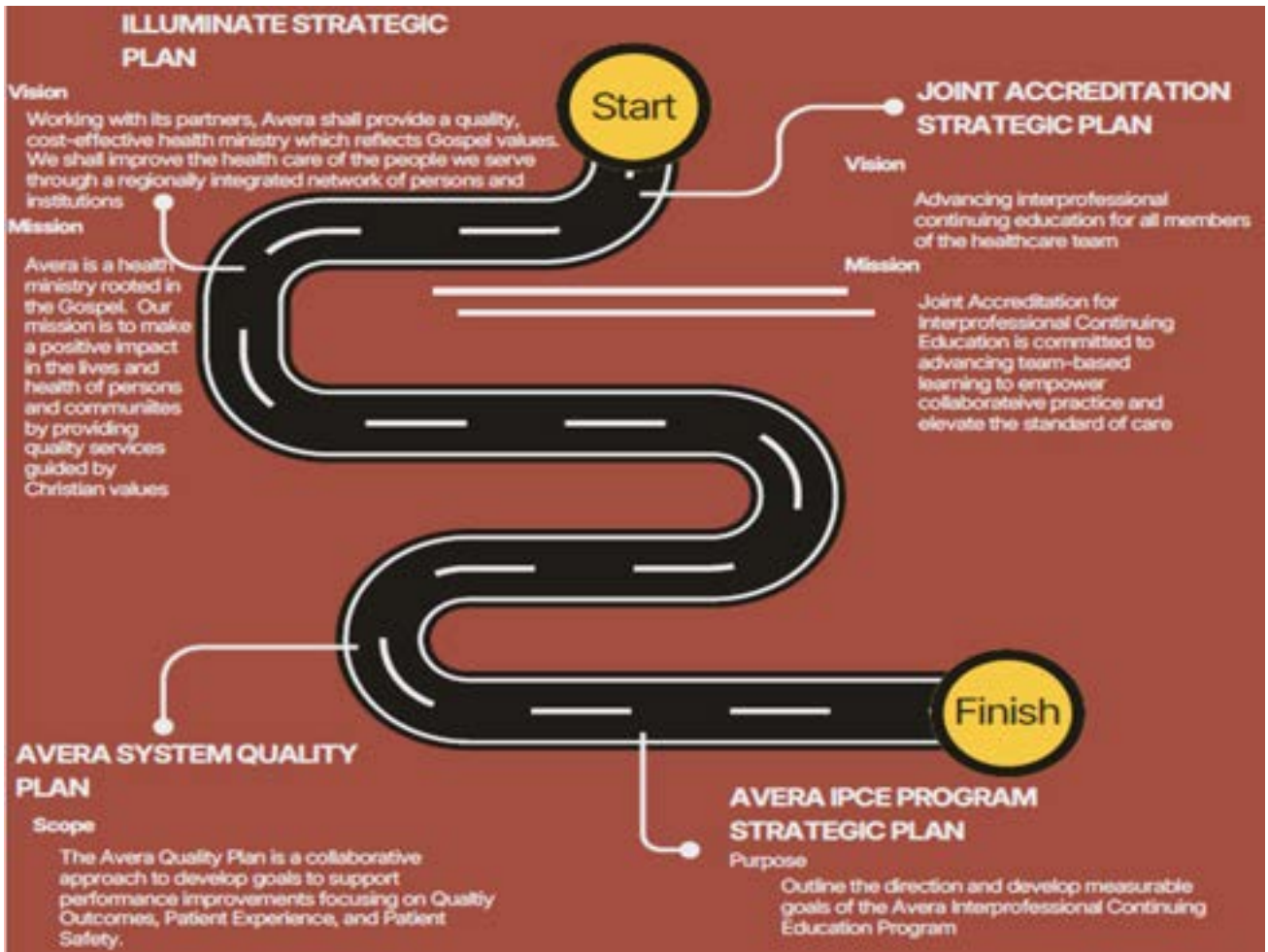
Year	Return Users	% Inc	Existing Users
2023	2,749	-19%	29,202
2024	3,431	+25%	28,520
2025	5,033	+47%	26,968

Top Ten Degrees of Active Users





Needs Assessment and Strategic Alignment



Needs-Driven Education: 2024 Assessment → 2025 Impact

2024 IPCE Needs Assessment informed 2025 priorities



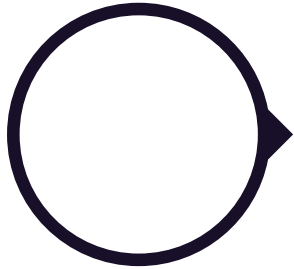
Impact: Supports professional growth, clinical excellence, and team-based care.



Mission in Action

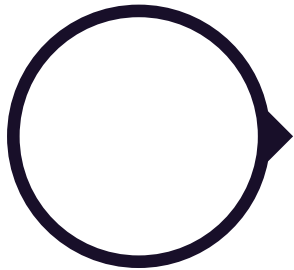
In alignment with Avera's 3 gospel values:

Hospitality, Compassion and Stewardship



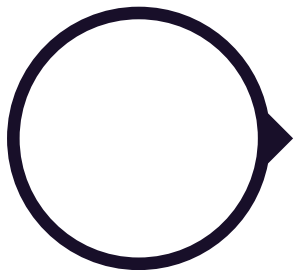
Hospitality

As part of our value of Hospitality, Avera strives to optimize our employees' talents, creating an environment for healing



Compassion

Through our Compassion value, Avera wants to advance care delivery and meet persons where they are - focused on quality, respect, and affordability



Stewardship

With Stewardship, Avera strengthens our spiritual, human, financial and physical resources in response to the change health care landscape

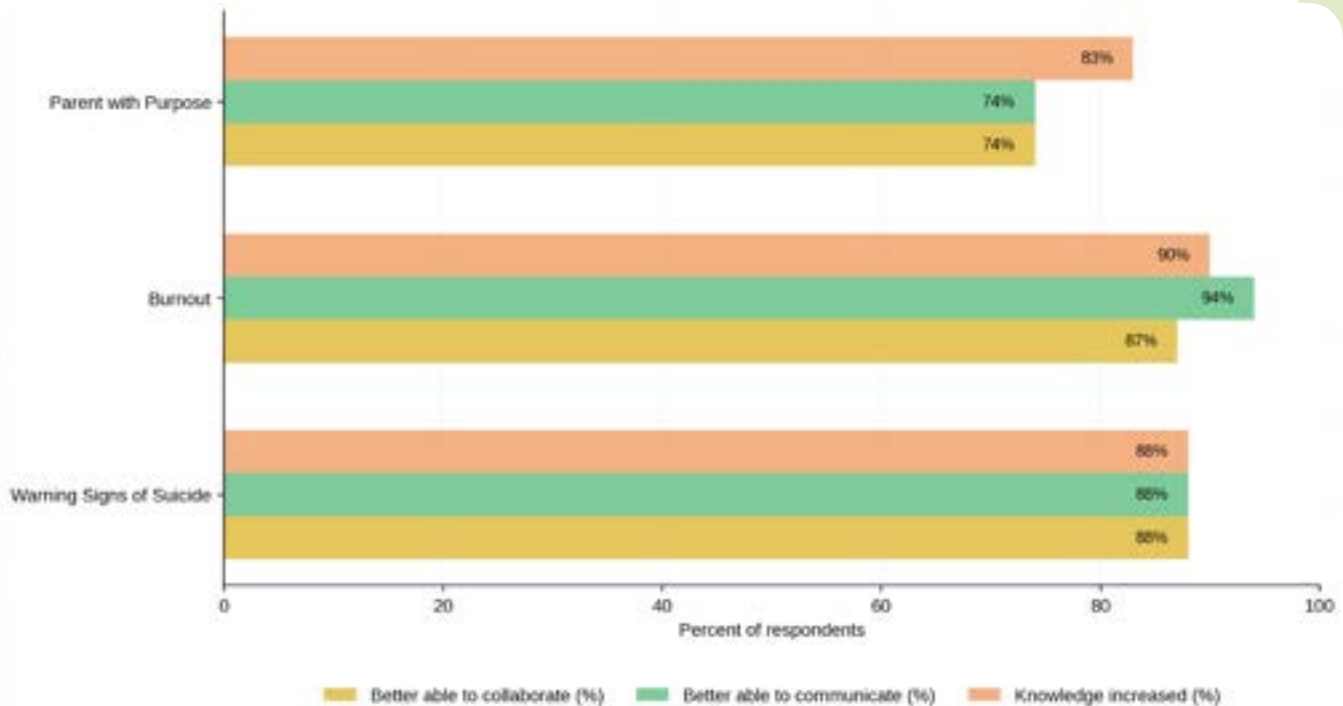


The IPCE program optimized employee talents and created healing environments through activities like the Avera Friday Forums fosters community and interdisciplinary dialogue and the Cardiovascular Disease in Everyday Practice Conference promoted networking, collaborative partnerships, and cross organizational fellowship.

Avera Friday Forums

An educational series specially designed to educate Nurses, Counselors, Social Workers, and other disciplines who work with children and adolescent youth, particularly in the school setting, on behavioral health topics. By promoting shared accountability, trust, and coordination among professionals who serve as early points of contact for youth, Avera Friday Forums strengthened the resilience and effectiveness of the community health network.

- Improved community response
- Enhanced relational care
- Increased interdisciplinary readiness
- Improved prevention and early intervention





Hospitality

The IPCE program optimized employee talents and created healing environments through activities like the Avera Friday Forums fosters community and interdisciplinary dialogue and the Cardiovascular Disease in Everyday Practice Conference promoted networking, collaborative partnerships, and cross organizational fellowship.

Cardiovascular Disease in Everyday Practice

A Jointly Provided conference with Avera, North Central Heart, and the Avera Heart Hospital of South Dakota. This was a regional cardiovascular education conference that focused on bringing advanced practice providers, providers and members of the healthcare team with a special interest in cardiovascular health together to learn about the most up-to-date cardiovascular guidelines and treatments from our team of experts.

Community, Patient, and Employee Focus



Community Focus Score

Goal: Social consistency, accessible, equitable cardiovascular care

72%

Focus:

Inclusion, expansion, and equity.

Community Impact:

Partnerships and trust build accessible, high-quality cardiovascular care teams.



Patient Focus Score

Goal: Safer, evidence-based, coordinated cardiovascular care

46.7%

Reported intent to change

patient management or treatment

Patient Impact: Patients benefit from coordinated, guideline-driven cardiovascular care delivered by highly aligned and collaborative care teams.



Employee Focus Score

Goal: Engagement, productivity, and readiness to adapt

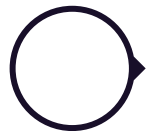
99.2%

Productivity Impact:

Gains in collaboration, communication, and leadership skills

Productivity enhanced teamwork confidence, professional satisfaction, and knowledge apply key contributors to resilience and retention.

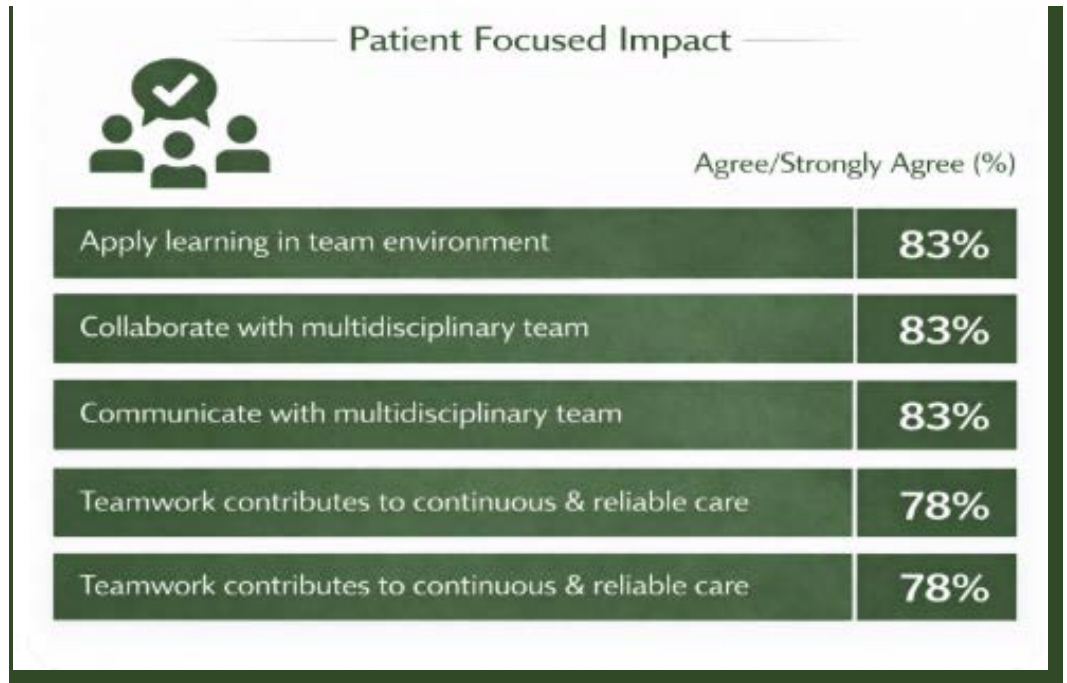
Specialized expertise shared across multiple sites builds collective capacity, and communities benefit from the same level of preparedness and best practices.



The IPCE program focused on advancing patient care and outcomes by meeting healthcare providers where they are and emphasized quality, respect and affordability. Activities such as Women’s Health Master Class Series, Avera Pediatric Emergencies Conference, Obstetric Pearls for the Non-Obstetrician all focus on sensitive patient experiences and vulnerable populations while also addressing emotional and social needs among these populations.

Women’s Health Master Class Series

A series designed to bring members of the members of the Obstetric and Gynecologic team together to learn with and from each other regarding topics that cover menopause, perimenopause, symptom management, diet and exercise, and considerations to provide holistic care for patients.



Patterns in learner feedback indicate meaningful development in these social or emotional needs areas.

- Increased self-awareness
- Improved interpersonal communication
- Strengthened teamwork confidence
- Growth in learning mindset
- Recognition of social and emotional barriers to practice change



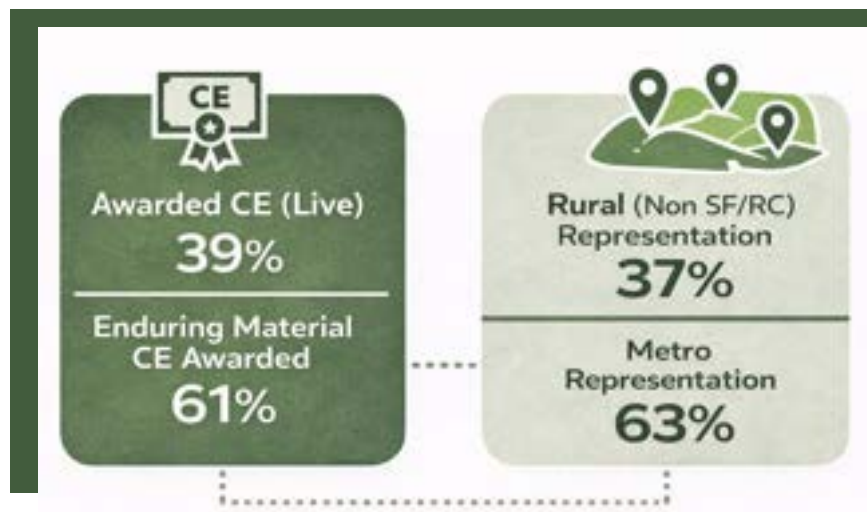
Avera Pediatric Emergencies Conference

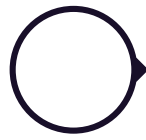
A dynamic, hands-on continuing education event designed to elevate pediatric emergency care skills through expert-led lectures, real-world case studies, and high-fidelity simulation labs. This full-day conference brought together interdisciplinary teams to strengthen collaboration, improve clinical decision-making, and enhance confidence in managing critically ill children.



Obstetric Pearls for the Non-Obstetrician

A series developed by Avera Research Institute Maternal Health Research Center of Excellence (MARCHE) to provide a platform for researchers, tribal nations, rural communities, and key stakeholders to engage in bidirectional communication on maternal health, in particular drivers of mortality and severe morbidity. This series provided 4 virtual sessions and enduring material activities that were designed to improve understanding for the non-obstetric clinical role in the care of pregnant and post-partum patients. More CE hours were awarded through enduring materials than live participation, demonstrating the importance of flexible access, particularly for rural and community-based clinicians.



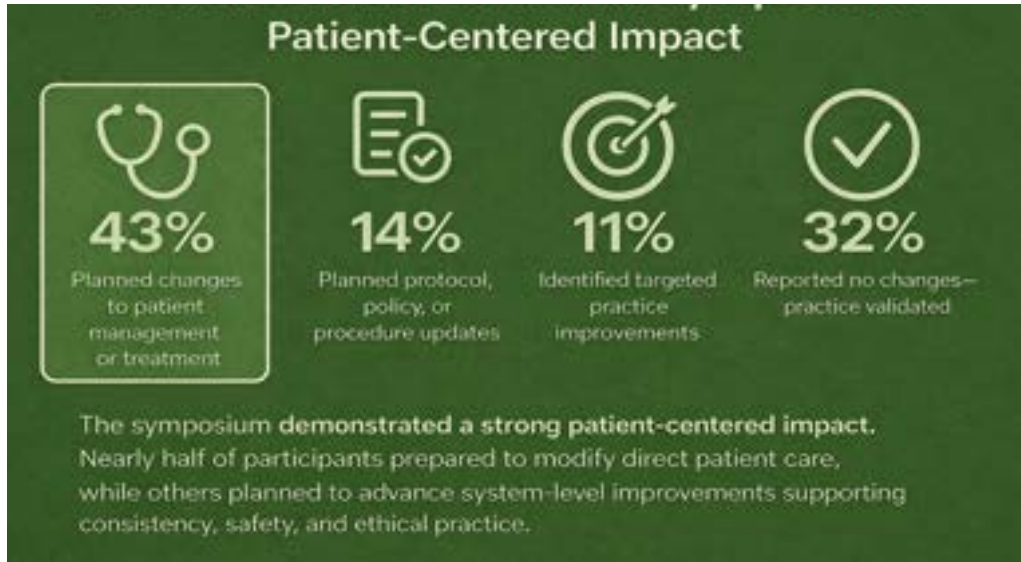


Stewardship

The IPCE program strengthened Avera’s spiritual, human, financial, and physical resources through initiatives like the Avera Behavioral Health Symposium and 2026 Annual Brain and Spine Conference focuses on supporting safety, quality, effective and evidence-based care, and the Simulation Training of Emergent Situations supported safe, efficient, and high reliability care.

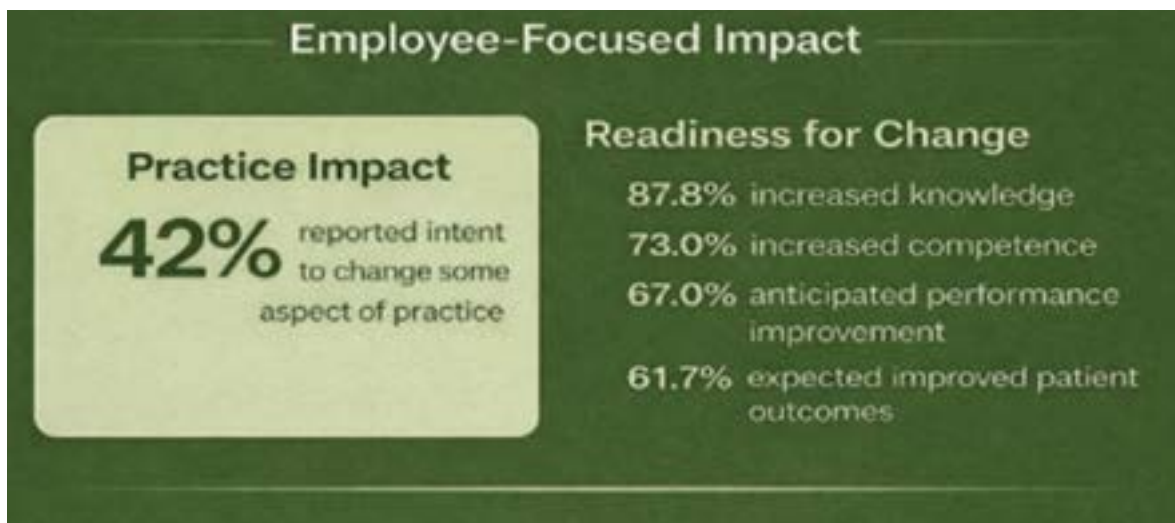
Avera Behavioral Health System

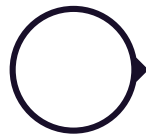
Designed to highlight current evidence-based concepts, ethical considerations, diagnosis and acute care management of the behavioral health patient throughout the continuum of care.



2025 Annual Brain and Spine Conference

An interdisciplinary conference designed to bring members of the neuroscience team together with the leading experts to share evidence-based practices, innovative treatment strategies, and collaborative approaches to patient care.





Simulation Training of Emergent Situations

A simulation event held at Marshall that was directed at nurses to education on improved recognition and management of various emergent scenarios within the healthcare setting.

Community-Centered Impact



Consistent emergency response across sites

Improved collaboration (67%) and communication (67%) support standardized, high reliability care for community members.



Stronger local care delivery

Enhanced role clarity and confidence enable nurses to manage emergencies effectively within their home facilities.



Safer patient experiences

67% improvement in teamwork. Teamwork contributes to reliable care, supports safer transitions, and reduced risk.

Centralized expertise shared across multiple sites builds collective capacity, ensuring communities benefit from the same level of preparedness and best practices.



Centralized expertise shared across multiple sites

builds collective capacity, ensuring communities benefit from the same level of preparedness and best practices.



Questions? **Contact us.**

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