



What we learned from our 2022 conference: Congenital Cytomegalovirus (cCMV): What Health Care Providers Need to Know

Steuerwald, W AuD; Nickerson, A AuD; Flynn, D AuD; Page, N MD; Selbst, M MPH; Muldoon, K Ph.D



Visit our website: stopcmvaz.org

Background

STOP CMV AZ is a partnership between parents, healthcare providers, and educators to raise awareness of congenital cytomegalovirus (cCMV), the most common viral cause of birth defects in Arizona.

We promote cCMV awareness in multiple ways, including:

- Creation of a web site: stopcmvaz.org
- Research studies
- Participation in state and national organizations
- Poster and podium presentations
- Publications
- Booths at conferences
- Physician lunch and learns
- Interaction with parents.

We presented Congenital Cytomegalovirus (cCMV): What Health Care Providers Need to Know, a virtual conference, on June 11, 2022.

Objective(s)

The goal of the conference was to present the latest research on diagnosis and treatment, raise awareness, delineate prevention efforts, provide information about early intervention options, and disseminate family support resources to reduce the number of babies infected with cCMV, and to connect families affected by CMV with the resources they need to provide best outcomes for their children.

Methods

Professionals with experience treating children with cCMV, family members of children with cCMV, and individuals born with cCMV were invited to participate in the conference. Each presentation was approximately 30 minutes long. Topics included an overview of cCMV, prenatal diagnosis and treatment of cCMV, CMV and hearing loss, CMV and hearing loss outcomes, CMV and the medical home, dual sensory loss and early intervention, advocacy efforts for cCMV, and a living library panel. The living library consisted of 5 parents of children with cCMV who shared their stories with conference participants. The living library used the format of story telling in which small groups met with an individual born with cCMV or a family member of a child born with cCMV.

The desired conference outcomes were to increase attendees' knowledge regarding the cCMV education needed for women who are pregnant or planning to become pregnant, methods to reduce cCMV transmission, explain advocacy to patients, and to treat cCMV more appropriately.

Physicians earned continuing medical education (CME) credit for attending. Non-physician attendees received a certificate of attendance. Students and community member/parents were not charged for attendance.

Acknowledgments

Conference funding was provided by the Arizona Community Foundation (to Melissa Selbst and Kathleen Muldoon) and Midwestern University (to Kathleen Muldoon). The conference was virtually hosted by Midwestern University. PCH Marketing created and implemented a marketing plan, accepted registration and conference payment. PCH and University of Arizona provided physician CMEs.

Results

Seventy-one people registered for the conference including 23 students, 22 professionals, 21 community member/parent, and 5 fellows/residents.

Fifteen people completed the Activity Evaluation form. The conference quality was rated as a 4 (between Good and Excellent) or 5 (Excellent) by everyone who completed the activity form. Additionally, everyone reported an increase in their competence to discuss cCMV with pregnant mothers, teach patients how to reduce cCMV transmission, explain advocacy efforts to patients and to treat cCMV more appropriately. Our conference outcomes were achieved.

Participants provided the following comments:

Comments on How Practice Will be Changed as a Result of information Learned at Conference:

- I will be able to communicate information about CMV more effectively to families and direct them to available resources.
- I will put information in the waiting room about cCMV.
- I will consider the fact that many kids with cCMV will be the 1st child in the family with hearing impairment & will encourage ASL & find resources.
- I will use the knowledge learned and incorporate it into my future practice as an acute care pediatric nurse practitioner.
- Although I am a medical student, what I have learned is something that I will keep in mind during my OB/GYN and Pediatric rotations. It is also something I can discuss with my attending. Also, as someone who is interested in going into pediatrics, it is good to know how to discuss this with future patients.

Comments that the Stop CMV AZ Collaborative are using to help focus future education and awareness events:

- I intend to seek out cCMV patient education materials in English and Spanish.
- I wish I could have participated in more than one family sharing activity.
- I would have liked to learn more information about the benefits of ASL for early language development.
- Informal discussion at the end of the conference was great. Can this be a focus of a future meeting?
- Audiologists and speech language pathologists would benefit from this information.

CME Activity Evaluation Form
Phoenix Children's
CONGENITAL CYTOMEGALOVIRUS: WHAT HEALTH CARE PROVIDERS NEED TO KNOW
Saturday June 11th 2022

Evaluation Items	Poor	Good	Excellent
1.) How would you rate the overall educational quality of this activity?	1	2	3 4 5 (15 People)
2.) Relative to where you were prior to participating in this activity, please rate how well this activity has increased your competence (ability) to:	Made It Much Worse	No Change	Made It Much Better
Discuss cCMV with pregnant mothers	1	2 3	4 5 (5 People) (10 People)
Teach patients how to reduce cCMV transmission	1	2 3	4 5 (4 People) (11 People)
Explain advocacy efforts to patients	1	2 3	4 5 (5 People) (10 People)
Treat cCMV more appropriately	1	2 3	4 5 (5 People) (10 People)

For Physicians ↑

Discussion

The feedback from this conference illustrates that the information presented filled a knowledge gap and that participants are now more knowledgeable about cCMV. They learned how to reduce spread and treat its impact. Many participants were underinformed about cCMV before the conference and were surprised by its prevalence and the harm that it can cause.

The Stop CMV AZ collaborative used the comments about future events and held an additional conference in June 2023. It was hosted by Audiology OnLine and contained approximately 7 hours of information. The conference was presented live and recorded for later viewing. The topics and presenters were the same as those presented in 2022 except for the living library, which was not part of this presentation. Also, each presentation was approximately 50 minutes of information and 10 minutes of questions. Audiology OnLine is an open access platform, which means that anyone can create an account and view any presentation at no charge if they do not want audiology continuing education units. <https://www.audiologyonline.com/audiology-ceus/all/term:cmv/>

As of 8/31/2023, 656 evaluations were completed for individual courses. It is anticipated that over 1000 people will view the presentation series by the end of the year. Presenting style was rated as 4.662 out of 5.0. Course content was rated as 4.595 out of 5.0. This is one of Audiology OnLine's highest rated series ever.

Limitations

PCH Marketing did not have mailing lists to use in advertising the conference, so advertising was largely spread by direct communication, social media, and by posting on web sites. The process of obtaining physician CMEs was time intensive and expensive. Audiology Continuing Education Units were not obtained for the presentation. Our desire to provide cCMV education to Audiologists led to our collaboration with Audiology Online.

Conclusions

This presentation is part of an on going cCMV education and awareness series.

Contact

Wendy Steuerwald | wsteuerwald@phoenixchildrens.com