



**Interprofessional Continuing Education Partnership (ICEP)**

**University of Wisconsin – Madison**

# 2024-2026 STRATEGIC PLAN

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## Leadership Team

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- Eric Buxton PhD
- Jennifer Esch, PharmD, BCPS
- Sue Gaard, MS, RN
- Tracy Mrochek, MPA, RN
- Marcia Slattery, MD, MHSc

## History and Background of ICEP

ICEP represents a strategic partnership between the UW-Madison's Schools of Medicine and Public Health, Nursing, and Pharmacy. The partnership was formed to increase efficiencies across the schools' accredited continuing education programs and respond to the growing need for interprofessional continuing education across the health professions.

Following a rigorous self-study, ICEP was approved by Joint Accreditation in December 2016 as a provider of accredited interprofessional education. This six-year award allows ICEP to develop and manage a unified infrastructure to accredit continuing education and a consistent methodology for delivering high-quality education based on the needs of the healthcare team. The process focuses on developing interprofessional competencies and measures related to changes in competence and performance.

ICEP completed a reaccreditation process in 2022 and, as a result, achieved Accreditation with Commendation through November 2028. Joint Accreditation commended ICEP for meeting the Joint Accreditation requirements and demonstrating that we are a change agent for the interprofessional healthcare teams we serve.

Through streamlining our three well-established accredited programs, ICEP is positioned to support the missions of UW-Madison, the Health Sciences Schools, and UW Health. Our efforts have included expanding the depth and breadth of education offerings, delivering high-value accredited continuing education to healthcare teams, and supporting the achievement of the Quadruple Aim.

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## Our Vision

We will be the provider of choice for accredited interprofessional continuing education that models excellence in teamwork, collaboration, and resource management.

## Our Mission

Our mission is to provide accredited interprofessional continuing education to improve the skills, strategies, and performance of healthcare teams, leading to better patient outcomes and healthier communities.

## Our Guiding Principles

In support of the academic mission of the University of Wisconsin, the Wisconsin Idea, and the Quadruple Aim, we operate by the following Guiding Principles.

**Evidence-based:** We provide valuable and practical educational experiences that are rooted in interprofessional research and best practices in content and educational design. We contribute to this body of knowledge by conducting relevant evaluation, benchmarking, and outcomes research.

**Innovation:** We identify and incorporate emerging and best practices in the timely delivery of evidence-based, interprofessional continuing education.

**Customer focus:** We collaborate with content providers to optimize the educational experience for learners and design activities to address their professional practice gaps and workforce needs.

**Integrity:** We deliver on our commitments to our learners, partners, stakeholders, and our team. We hold our faculty and staff to the highest levels of content expertise and professionalism. We uphold the standards of Joint Accreditation in interprofessional continuing education as well as the strategic priorities of the University of Wisconsin-Madison and the health professions schools.

**Quality:** We engage in a process of continuous quality improvement for our partnership (ICEP) and continuing education activities to ensure the highest level of quality and integrity.

**Equity and Inclusion:** We collaborate with content providers to facilitate inclusive learning experiences and offer content that addresses health equity and social determinants of health to improve the health of communities.

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## Strategic Priorities

### 1. Cultivate a More Sustainable and Thriving Partnership

- Define the relationship between the partnership scope and school missions.
- Clarify operational structure & governance.
- Create a sustainable organizational and financial structure.

### 2. Inform Priorities

- Collect data to inform priorities for audience, content, and delivery methods.

### 3. Cultivate and Sustain Mutually Beneficial Partnerships

- Cultivate and sustain mutually beneficial partnerships with external organizations.

### 4. Improve Learner Awareness and Experience

- Improve brand awareness.
- Improve learner shopping experience.

For more information about getting involved with ICEP email  
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