Evaluating CME: How do we know if we’ve been effective?

European CME Forum – 2016
Amsterdam
A workshop...

- Reflection
  - What is CME to you?
  - To your learners?
  - To their patients?
- Designing education to change...
- Evaluating education for change...
- Table exercise
- What will you do differently?
Accreditation in the US:

- Activity-based Criteria
  - Based on professional practice gap
  - Designed to change
  - Evaluated for change
  - Independence

- Program-based Criteria
  - CME mission with expected results
  - Evaluate effectiveness of mission
Achieves Outcomes

C36 The provider demonstrates improvement in the performance of learners.

C37 The provider demonstrates healthcare quality improvement.

C38 The provider demonstrates the impact of the CME program on patients or their communities.
CME is an opportunity to create...
Continuing medical education is an opportunity to create...

- Engagement
- Relationships
- Self-awareness
- Improvement
- Change
CME can connect...
CME can connect...

- The CE professional with the learner
- Across the medical education continuum
  - Medical School, Graduate Medical Education
- Interprofessional teams
- With quality improvement
- With public health
What are you trying to change...
What are you trying to change...

- Knowledge
- Competence (Skill/Strategy/Attitude)
- Performance
  - Learner
  - Team
- Patient Outcomes
- Population Health
How will you know if you are successful...
How will you know if you are successful...

- Changes in knowledge?
- Changes in competence (skill/strategy/attitude)
- Changes in performance?
- Changes in patient outcomes?
  ....
- Overall improvements in population health?
How can we evolve our educational activities from knowledge transfer...
...to creative and social engagement to promote cognitive/skill development and better patient outcomes?
1. Learning Approach

Passive

Active

Accreditation Council for Continuing Medical Education
2. Time

Single Event

Longitudinal Connection
3. Learner Focus

Physician

Team
4. Goal

- Attendance
- Engagement/Participation
5. Modality

Single Modality

Blended Approach
6. Program Oversight

Course Director

Course + CME directors
7. Choosing Teacher

Academic Rank

Teaching Excellence
8. Outcomes

Satisfaction

Higher Level Outcomes
What the literature tell us...

• Evolve to active, participatory learning
• Focus on longitudinal curricula
• Engage the team and patients
• Measure your impact

...how are you currently evaluating your activities?
Evaluation...

- Case-based discussion
- Reflective statement
- Self-report of change
- Quiz/ARS
- Observation
- Simulation
- Practice-data
Here’s our problem...

The incidence of pediatric asthma has significantly increased in the local community over the past 10 years. Approximately 1 in 5 children between the ages of 5 and 12 in this community have been diagnosed with asthma. When compared to children without asthma in the same community, children with asthma are more likely to miss school, are less likely to participate in extracurricular activities, and consume significantly more health care dollars per child. Parents of children with asthma are also more likely to miss work when compared to parents of children without asthma. A recent evaluation of population health conducted by the local health department demonstrated that significantly more children with asthma were overweight or obese when compared to children without asthma.
• Emergency department visits have increased by 25% in the last year due to asthma attacks in children.
• ED physicians report parents don’t understand the importance of proper medication management for long-term control of asthma.
• Nurses report that limited time is spent on discharge instructions.
• Pharmacists report that medication refills are past due.
• Local pediatric society has implemented a series of parent/child education workshops – attendance is poor.
Report out from tables...

• Who are your learners?
• What are you trying to change?
• What kind(s) of CME intervention?
• How will you measure change?
• Any other variables to success?
Reflect on your own change?