

CME Event Design: Outline for New Event Planners

KEY TERMS/PROCESS

1. Professional Practice Gap

- a. the difference between physician practice that currently occurs and ideal, achievable physician practice
- b. What do learners lack that have resulted in the gap?
- c. How did you come up identifying the gap (e.g., hospital committee, citation in the literature, etc.)?

2. Educational Needs

- a. these underlie the practice gap
- b. Why does the gap exist and what do learners lack that created the gap and thus warrant education?
 - i. Are the needs a lack of or a deficiency in Knowledge, Competence, or Performance?

3. Learning Objectives

- a. defined measurable outcomes that learners are expected to achieve as a result of attending the event, using action-promoting verbs (insert link to Bloom's Taxonomy here)
- b. What do you want learners to know or do differently as a result of attending the event?
- c. can assist in the design of Impact Assessment questions (i.e., Yes/No post-activity assessment questions)
- d. desired changes as measured by one or more of the following:
 - i. **Competence** – e.g., Outline the updated management for patients with Type2 diabetes mellitus
 1. *Medical Knowledge*: new medical science information with application to encourage improved competence, performance and/or patient care.
 2. *Practice-based improvement*: self-evaluation of learners' ability to integrate evidence-based information into ordained patient care.
 3. *Communications skills*: ability to organize and present pertinent information to patients, and to communicate and interact effectively with all supporting medical specialties.
 - ii. **Performance** – e.g., Manage blood pressure control with recommended, updated, evidence-based medications
 1. Provision of compassionate, economic and effective medical practice.

2. *Maintain professional integrity*: respect patient needs for relevant information and privacy
 3. *Systems-based practice*: continuous review of updated professional practice responsibilities; and effective collaboration in all healthcare scenarios, and among supporting clinical specialties
- iii. **Patient Outcomes** – e.g., Analyze improvements in patient safety by measuring changes in patient care practices via rate of hospital-acquired infections
1. *Management of institutional and individual medical practice* healthcare problems with updated, ordained evidence-based treatment.
 2. *Application of national professional recommendations* for health promotion and disease prevention.
 3. *Promotion of national guidelines* for community health, e.g. recommendations from the Office of the U.S. Surgeon General or Center for Disease Control (CDC)

4. Impact Assessment

- a. Achievement of an event's planned outcomes can be measured by the post-event survey sent to learners two-three months following the event
- b. Two-three questions (Yes/No) that should address a specific physician action related to the objectives covered in the event in terms of improved medical knowledge, competence, performance, or patient care
- c. How will you know if your event achieved what it intended to do?