



## Evaluating Your Overall CME Program – Best Practices

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## Overall Program Evaluation

*Process to:*

- Meet your CME Mission
- Measure impact of your CME program
- Improve your organization's CME program
- Generate ideas for the future



## Criterion 1

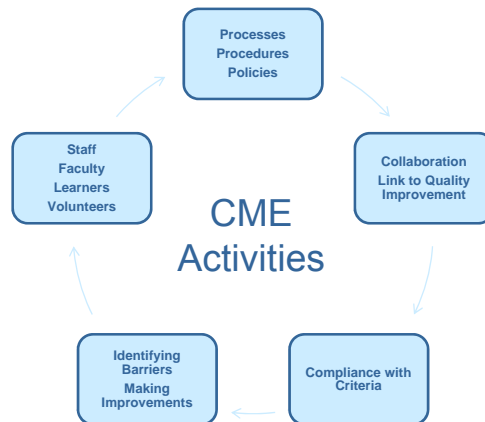
- The provider has a CME mission statement that includes all of the basic components (**CME purpose, content areas, target audience, type of activities, expected results**) with expected results articulated in terms of **changes in competence, performance, or patient outcomes**.



## Foundation of Your CME Program - Criterion 1

- **CME Mission Statement**
  - Purpose – states why are you offering a CME program
  - Content Areas – general subject or content areas of activities
  - Target Audience – statement of who the program will primarily serve
  - Types of Activities – learning formats used to offer CME activities
  - Expected Results – accomplishments of the CME program in terms of changes in competence, performance, or patient outcomes

## CME Program



## CME Activities

- Criteria 2-10 (Planning CME Activities)

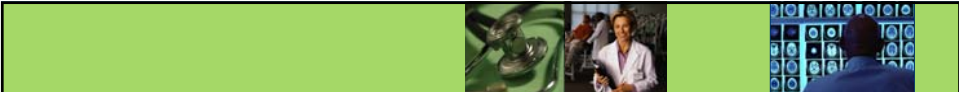


What is the problem we want to address?  
Why does the problem exist?  
What do we want to change?  
How will we keep commercial bias out of education?  
Were we effective in producing change?  
Is the problem resolved? If not, start again.



## Activity vs. Program Impact

- **Criterion 11** – The provider analyzes changes in learners (competence, performance, or patient outcomes achieved as a result of the overall program's activities/educational interventions. **(Activity related)**
- **Criterion 12** – The provider gathers data or information and conducts a program-based analysis on the degree to which the CME mission of the provider has been met through the conduct of CME activities/educational interventions. **(Program related)**



## Organizational Assessment Criteria 11-12

**Criterion 11**  
(Activity related)

Do your CME activities  
produce change in  
your learners?

*Need data and analysis*

**Criterion 12**  
(Program Related)

Are you meeting your  
CME mission?

*Need data and analysis*



## Data for Criterion 11



- Evaluation Forms
- Planning Sheets
- Quality Improvement Data
- Survey results



## Examples for Criterion 11

- The annual review of 61 live activities indicated that 87% of physician learners would make at least one practice change.
- We sponsored 2 programs designed to improve performance and patient outcomes. The Pneumococcal measure had a screening baseline of 19% in 2008, 37% in 2010, and 49% in 2011. The breast cancer screening initiative showed an increase from baseline from a base of 27% in 2008 to 48% in 2010 to 57% in 2011.



## Did we meet our CME mission? Criterion 12

- Did we fulfill our purpose?
- Did we cover the content we wanted?
- Did we reach the target audience we identified?
- Did we utilize the types of activities we said we would?
- Did we achieve our expected results?



## Data for Criterion 12



- Activity Lists
- Annual Reports to ACCME
- Activity Evaluations
- Planning Sheets
- CME Committee meeting minutes
- Survey data



## Who Do You Want to Engage In This Process?

- Learners
- Non participants
- Faculty
- Staff
- CME Committee
- Health Science Librarian
- Joint sponsors



## Components of CME Program

- Processes
- Policies
- Staff
- CME Activities



## Additional Components

- Non-educational strategies
- Factors identified that impact on patient outcomes
- Strategies in support of removing, overcoming or addressing barriers to change
- Collaboration
- Link to quality improvement



## Program Improvements Criteria 13 – 15

- What can you do to improve your CME program or to better meet your mission?
- When you implement those changes, how do they impact your CME program?





## Criterion 13

- The provider identifies, plans, and implements the needed or desired changes in the overall program (e.g., planners, teachers, infrastructure, methods, resources, facilities, interventions) that are required to improve on ability to meet the CME mission.



## Examples for Criterion 13

- Change mission statement – we do not measure for patient outcomes.
- Add new members to the CME committee.
- Ensure disclosure is made to audience for CME activity planners.
- Review process and materials for documentation kept in CME activity files.



## Criterion 14

- The provider demonstrates that identified program **changes or improvements**, that are required to improve on the provider's ability to meet the CME mission, **are underway or completed**.



## Examples for Criterion 14

- Changed expected results of the CME mission statement in September 2011.
- Called several staff members to recruit new CME committee members.
- Established a process to ensure planners submit disclosure information and it's communicated to the learners prior to the activity.
- Developed a checklist of materials required for CME activity files.



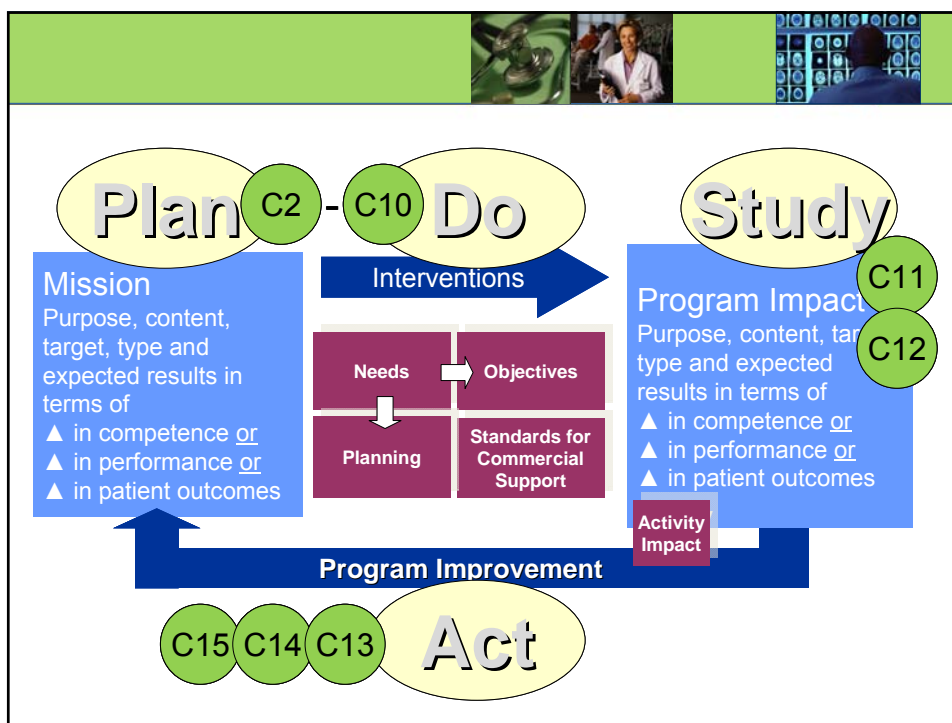
## Criterion 15

- The provider demonstrates that the **impacts of program improvements**, that are required to improve on the provider's ability to meet the CME mission, **are measured**.



## Example for Criterion 15

- At the October 17, 2011 CME committee meeting, the Committee voted that the improvements to the CME program have made a positive impact on the CME mission. The CME mission statement more accurately reflects what we are trying to achieve. Our new CME committee members have contributed to our discussions. We are now getting 100% response from activity planners for disclosure and in turn, that notification is made to the learners prior to the activity. A file audit has demonstrated that we have documentation for our CME planning process in all files.



## Key Points – Overall Evaluation of Your CME Program

- *Recommended* by MMS & RIMS to conduct overall program evaluation annually.
- Develop a system for evaluation that works for you.
- Document the discussion and results of your overall program evaluation.
- Share your results with stakeholders within your organization to promote the value of your CME program.