Overall Program Evaluation and Improvement: Evaluating the effectiveness of your CME Program

Our Focus

Overall Program Evaluation as a process you can use to...
- Help your organization meet its CME mission.
- Help your organization measure its impact.
- Help your organization improve.

ACCME Criteria as an ALGORITHM for change...

Where did we begin?

We're aware of a problem. We have come up with a possible solution...
We've put our plan into action...
We're applying what we've learned, and we're starting again...
Did our plan work in addressing the problem?
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April 25-26, 2013

Facilitating Change Over Time

Current Practice
Care
Competence
Performance
Patient Outcomes

Optimal Practice
Care
Competence
Performance
Patient Outcomes

Facilitating Change Over Time

Current Program
CME Program

CME Program

CME Activities

- Processes
- Procedures
- Policies
- Collaboration
- Link to QI
- Identifying Barriers
- Making Improvements
- Compliance with Criteria

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Your Improvement Cycle

Mission
Purpose, content, target, type and expected results in terms of:
▲ in competence or
▲ in performance or
▲ in patient outcomes

Your Improvement Cycle

Activities and Interventions
Professional practice-based learning and change, including:
▲ in competence or
▲ in performance or
▲ in patient outcomes

What worked?... Why or why not?
Reflective self-assessment against Mission, including achievement of changes in:
▲ in competence or
▲ in performance or
▲ in patient outcomes... and Engagement (C16-22)
Your Improvement Cycle

- What needs to change?
  - As a result of the information we have, what actions are we going to take to allow us to improve?

Mapping Your Impact

ACCME 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 that will be the result of the program.”

Using the Criteria as an algorithm for change...

Your plan in action...

ACCME Criteria 2 – 11

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?
Are we effective in producing change?
Is the problem solved? If not, start again.

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Reflecting on Mission

ACCME Criterion 12

“The Provider gathers data and 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.”

Activity vs Program Impact

C3 Activities → C11
Plan change → Evaluate change

C1 Program → C12
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Improvement Plan

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.

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.

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.

How? What is one way…

To evaluate the effectiveness of an overall CME program?

… by using ACCME's Criterion 12 (…and 13, 14 and 15)?

What is our CME mission?
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“...degree to which the CME mission of the provider has been met through the conduct of CME activities/ educational interventions”

- Did we cover the content we wanted?
- Did we attract the target audience we were after?
- Did we use the types of activities we intended?
- Were our actual results and our expected results the same?
- Did we fulfill our purpose?

CME Program
“In support of our Mission”

What types?
- Staff
- Faculty
- Volunteers

Content?
- Processes
- Procedures
- Policies

CME Activities

Who participated?
- Staff
- Faculty
- Volunteers

Expected results?
- Compliance
- Link to QI

Purpose fulfilled?
- Measuring
- Making improvements

Regarding CME activities

Information about components, such as:

- Effectiveness of faculty
- Incorporation of adult learning principles
- Formats that support learner change
- Content matched learners’ scope of practice
- Design of activity in support of desired results
- Independence
- Management of CS
- Education separate from promotion
- Promotion of improvements in health care
Where is this information?

- Feedback from collaborators
- Review activity lists
- Annual Reports to the ACCME
- Analysis of Activity Evaluations
- Analysis of Learner data

Regarding the Overall CME Program

Information about components, such as:

- Our processes
- Our policies
- Our staff
- Our offering of CME activities
- Other

Information about our CME Program

May be feedback from:

- Faculty
- Learners
- Non participants
- Staff
- Advisory Committees
- CME Committee
- Joint sponsors
- Others
Let's say we conclude…

- Our **purpose** was fulfilled.
- We did **not** present the **content areas** we intended to cover in our activities.
- We did **reach** our **target audience**.
- We did **not** deliver the **types of activities** we set out to present.
- We achieved some, but not all, of our **expected results**.

Let's say we conclude…

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What do we do next?

Improvements needed…

**ACCME 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.”
Improvements needed...

- Change mission...no more enduring materials in order to focus on delivering other activity types
- Improve CME activities
  - More interaction
  - Better match of content to scope of practice
- Improve resources for outreach
  - Reallocate resources from EM staff to outreach to full target audience

Implement the changes

ACCME 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.”

Implement the changes

- CME Committee revised CME Mission
- Held a series of meetings for CME planners to discuss:
  - Effective formats - designing activities to result in more participant interaction
  - Considering scope of practice when identifying content
- Revised job description for those that had enduring material responsibilities
Measuring Impact

ACCME 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.”

Measuring Impact

- At CME Committee meeting 6 months after changes were implemented:
  - reviewed types of activities offered since changes; Were they consistent with revised Mission?
  - reviewed formats offered over past 6 months; Were planners developing more interactive activities? Does content match scope of audience?
- The CME Manager assessed the effectiveness of staff efforts to reach out to the target audience.

Use the Criteria to help… Your Change & Improvement

Criterion 1: Mission
Purpose, content, target, type and expected results in terms of
▲ in competence of
▲ in performance of
▲ in patient outcomes.

Plan Do Audit Study
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Use the Criteria to help…
Your Change & Improvement

Criteria 2-11: Activities and Interventions
Professional practice-based learning and change, including
▲ in competence or
▲ in performance or
▲ in patient outcomes

Criteria 12: Evaluation
What worked? Why or why not?
Reflective self-assessment against Mission, including achievement of changes in
▲ in competence or
▲ in performance or
▲ in patient outcomes

Criteria 13-15: Improvement
What needs to change?
As a result of the information we have, what actions are we going to take to allow us to improve?