

## An Example of Overall Program Evaluation and Improvement

### Step 1: Review Criterion 12

C12. 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.

### Step 2: Review CME mission statement

Remember, according to ACCME's Criterion 1, a provider's CME mission statement **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."

### Step 3: Convert Criterion 12 into a series of questions

In order to determine the degree to which we have met our mission, we need to answer these questions:

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

### Step 4: Review data and information to help answer the questions outlined in Step 3

Remember, C12 says "the degree to which the CME mission of the provider has been met through the **conduct of CME activities/educational interventions**. So, review data and information from your CME activities.

### Step 5: Draw conclusions about the extent to which the CME mission has been met

Examples:        *"We did attract the audience we targeted. We met our mission with respect to target audience."*  
                      *"We did not offer all of the types of CME activities we wanted. We did not meet our mission with respect to types of activities."*

### Step 6: Based on the conclusions reached, what components of your CME activities and CME program helped you meet your mission? What detracted from the mission being met?

Examples:        *"Resources detracted from our ability to produce the types of activities we wanted. We did not have the resources to produce the Internet CME we wanted."*

### Step 7: Based on your analysis from Step 6, what improvements to your CME program (at the activity and/or program levels) need to be made to improve your ability to meet your CME mission? (C13)

Example:        *"We will change our mission to reflect the types of activities we actually can offer."*

### Step 8: Implement changes and improvements. (C14)

Example:        Mission statement changed.

### Step 9: Measure the impact of the changes and improvements on your ability to meet your CME mission. (C15)

Example:        A review of the types of activities now provided reveals that changing the mission statement helped us meet our mission regarding target audience.

## Discussing the Case and Your Organization's Overall Program Evaluation and Improvement

Participants received the case studies prior to the workshop. Take just a few minutes to review the CME mission statement and overall program evaluation information from the case. Keep in mind Criterion 12 as you review the case (See Step 1).

### Step 2: Review CME mission statement

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
<ol style="list-style-type: none"> <li>1. Were the five components of the mission easily identifiable? Did you have trouble finding any one of the ACCME's five required components, as outlined in Criterion 1?</li> <li>2. Did the CME mission statement in the case raise any questions for you about ACCME's requirements for mission statements?</li> </ol>	<ol style="list-style-type: none"> <li>1. In thinking about the five components of a mission statement (target audience, types of activities, content, expected results, purpose) what aspects of your responsibilities relate to each of those? For example, are you responsible for a certain type of activity? All activities? Are you involved in evaluation of the activities?</li> <li>2. Do you know the process for your organization setting its mission? Have you been involved in this process?</li> <li>3. Have you reviewed your CME mission statement recently?</li> <li>4. If you have not reviewed your CME mission statement, who could you ask for a copy?</li> </ol>

### Step 4: Review data and information to help answer the questions in Step 3

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
<ol style="list-style-type: none"> <li>1. Who was involved in the overall program evaluation and analysis of the provider in the case?</li> <li>2. Where did the provider in the case look to gather information about (1) <b>content areas</b>, (2) <b>target audience</b>, and (3) <b>types of activities</b>? Is there anywhere else they could have looked to gather this information?</li> </ol>	<ol style="list-style-type: none"> <li>1. Who would be involved in an overall program evaluation and analysis in your organization?</li> <li>2. Where could <u>your organization</u> find this information? How could you review your CME activities to answer these questions? <i>For example, what could you review in your organization's records of CME activities to see if your target audience was reached?</i></li> </ol>

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
<p>3. What information did the provider consider to determine whether or not their <b>purpose was fulfilled</b>?</p> <p>4. What data did the provider review to determine if the <b>expected results</b> of the CME program were met?</p>	<p>3. How does this review relate to your responsibilities? Would you be a source for information to help answer a certain question about the extent to which the mission was met? If so, for what information?</p> <p>4. What could <u>your organization</u> review to help you determine if your <b>purpose</b> was fulfilled? How does (or could) that relate to your role in the organization?</p> <p>5. What data could your organization review to help you determine if you met your <b>expected results</b>?</p> <p>Think about the following questions in the context of your response:</p> <ul style="list-style-type: none"> <li>Ø How do you evaluate your CME activities?</li> <li>Ø Do you summarize your evaluation results from individual activities? If so, what is the format of those summaries?</li> <li>Ø Could you combine evaluation results from multiple activities to get an idea of your activities, in general?</li> </ul>

**Step 5: Draw conclusions about the extent to which the CME mission has been met**

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
<p>1. What conclusions did the provider draw about the extent to which the CME mission was met?</p>	

**Step 6: Based on the conclusions reached, what components of your CME activities and CME program helped you meet your mission? What detracted from the mission being met?**

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
<p>1. Based on the analysis of contributing factors outlined in the case, what factors <b>supported</b> the provider in meeting the CME mission?</p>	<p>1. Can you think of factors that support your organization's ability to meet its mission?</p>

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
2. Based on the analysis of contributing factors outlined in the case, what factors <b>deducted from</b> the provider's ability to meet its CME mission?	2. Can you think of factors that detract from your organization's ability to meet its mission?  3. Take a look at the lists below that outline components of CME <i>activities</i> and overall CME <i>programs</i> that are factors that may support or detract from a CME mission being met. Does your organization currently have data or information about these factors? If not, consider how you could begin to evaluate their impact.

**Components of a CME activity about which a provider may have data or information:**

1. Effectiveness of faculty
2. Incorporation of adult learning principles
3. Format in support of objectives
4. Content matched learners' scope of practice
5. Design of activity in support of desired results
6. Independence
7. Management of CS
8. Education separate from promotion
9. Promotion of improvements in health care
10. Use of non-educational strategies
11. Factors identified that impact on patient outcomes
12. Strategies in support of removing, overcoming, or addressing barriers
13. Collaboration and cooperation with stakeholders
14. Link to framework for quality improvements

***Do you have responsibilities that pertain to any of these components?***

**Components of an Overall CME Program about which a provider may have data or information:**

1. Processes
2. Policies
3. Staff
4. Offering of CME activities
5. Use of non-educational strategies
6. Factors identified that impact on patient outcomes
7. Strategies in support of removing, overcoming, or addressing barriers
8. Collaboration and cooperation with stakeholders
9. Link to framework for quality improvements

***Do you have responsibilities that pertain to any of these components?***

**Step 8: Implement changes and improvements. (C14)**

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
1. What did the provider identify as improvements they could make?	

**Step 9: Measure the impact of the changes and improvements on your ability to meet your CME mission. (C15)**

<i>Questions about the case</i>	<i>Questions about your organization and your role in the organization</i>
1. How does the provider in the case plan to evaluate the impact that the improvements have made on its ability to meet its CME mission?	1. What are ways that your organization could measure the impact of changes and improvements you would make to CME activities? To your overall CME program?