



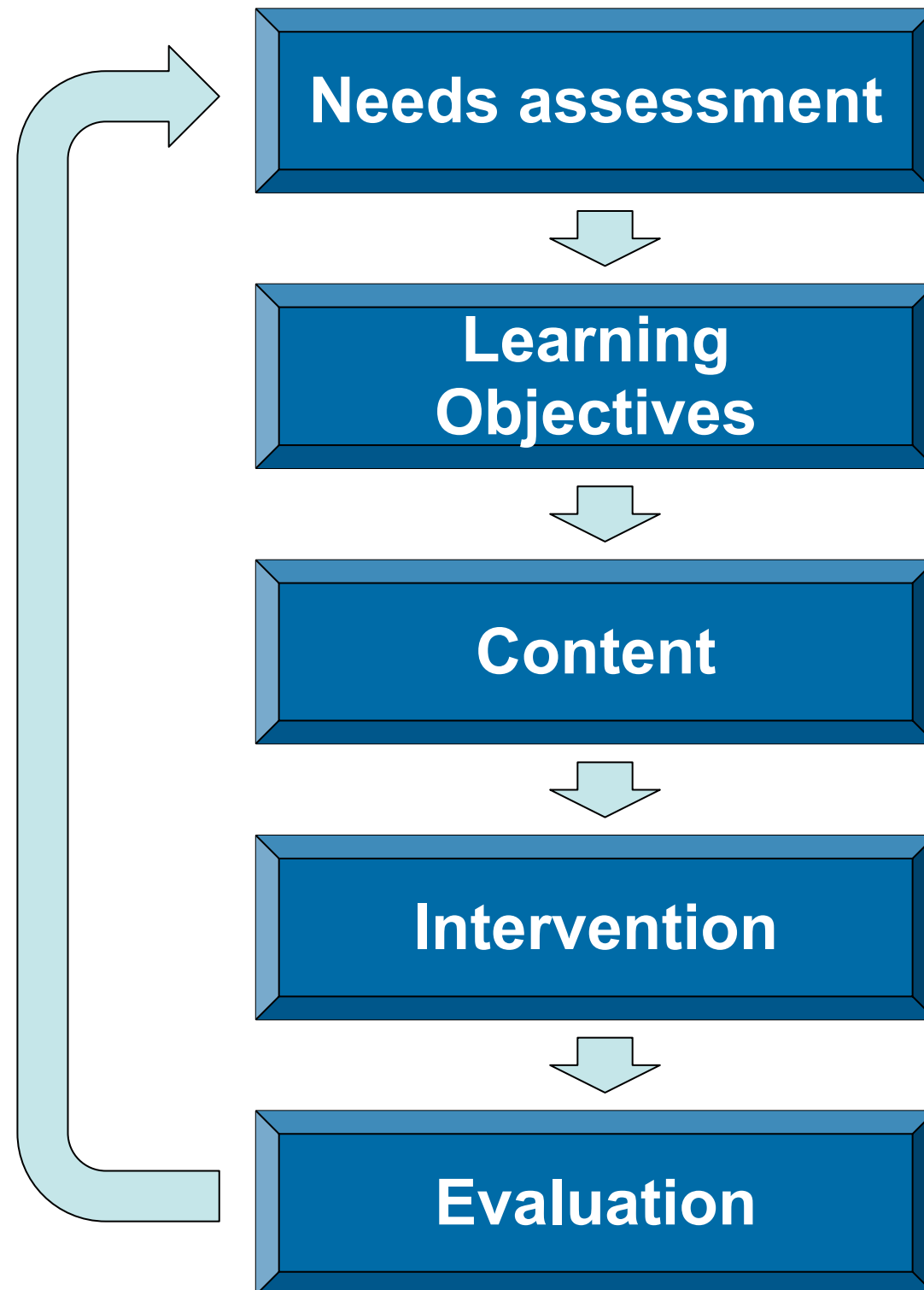
Needs Assessment As Educational Tool

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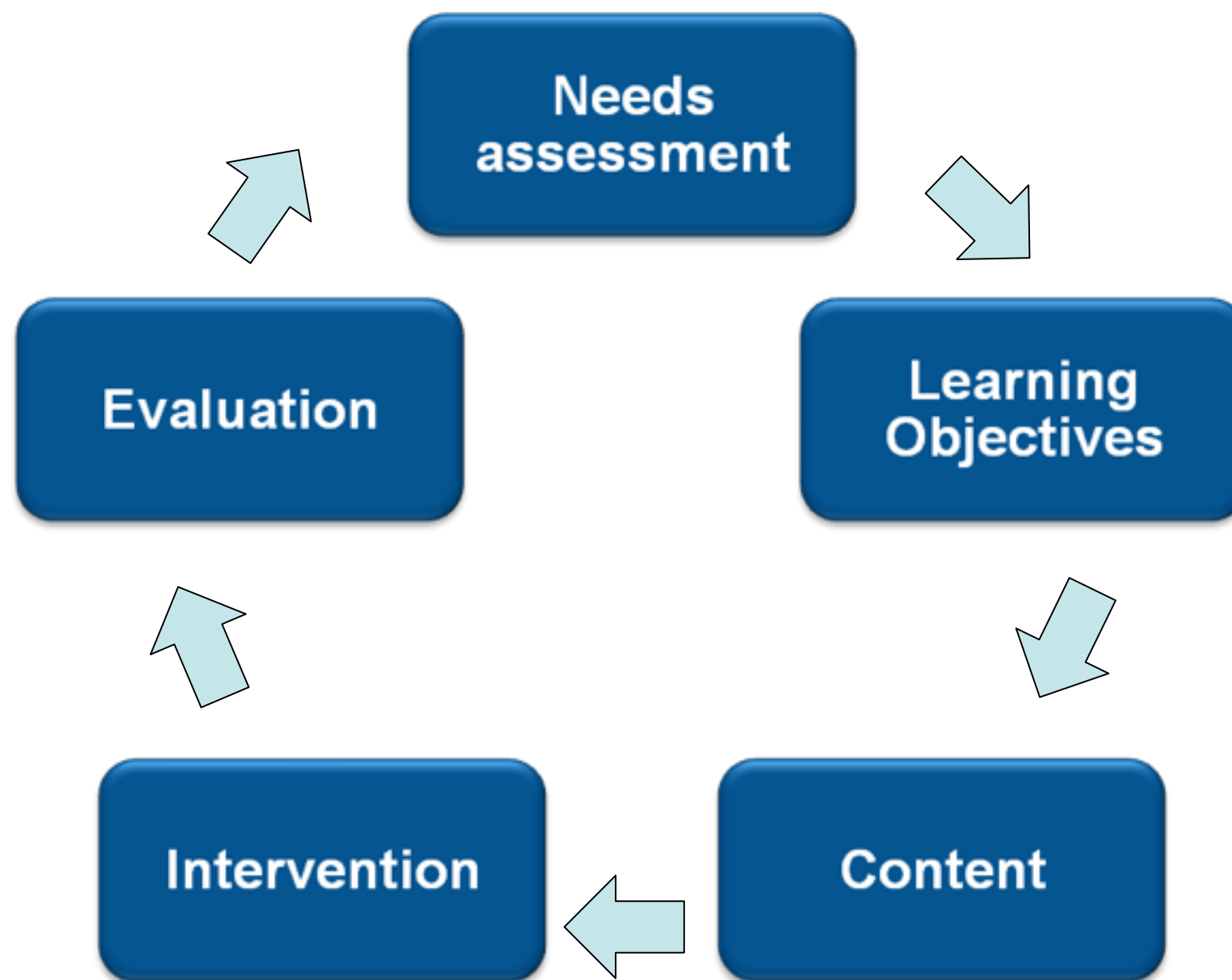
The EIMSED

- The EIMSED is a **non profit association** offering **accredited/certified off- and online** continuing medical education (**CME**)
- The EIMSED **develops and implements tailor-made, state-of-the-art educational programs** in various therapeutic areas that are implemented and conveyed in **an innovative manner**, based on the **latest learning methods**
- Developed by an independent **body of experts** (EIMSED Scientific Advisory Board)
- **Supported educational grants**
Sponsors: MSD (initiating sponsor); Nycomed

Educational planning



EIMSED Educational planning



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Needs assessment

- **Needs assessment is the foundation of effective and efficient education programme planning**

Shannon, Lancet 2003

- Change in physicians' practices is more likely to occur when **meaningful assessment of physicians' needs** serves as the **basis for determining the content** of CME programs

Cohen et al., Acad Med 2002

- **“Traditional approach”**: most recent findings of the discipline are analysed by experts and are transformed into CE measures

- **Questioning learners alone** only identifies the **subjectively experienced need** of individuals

- **The EIMSED analyses the needs from multiple perspectives by including all stakeholders**

Needs assessment – Stakeholders

Learners

- Quantitative and qualitative research:
 - Defined questionnaire via telephone interview
 - Workshops

Experts

- Focus groups
- Scientific Advisory Board meetings

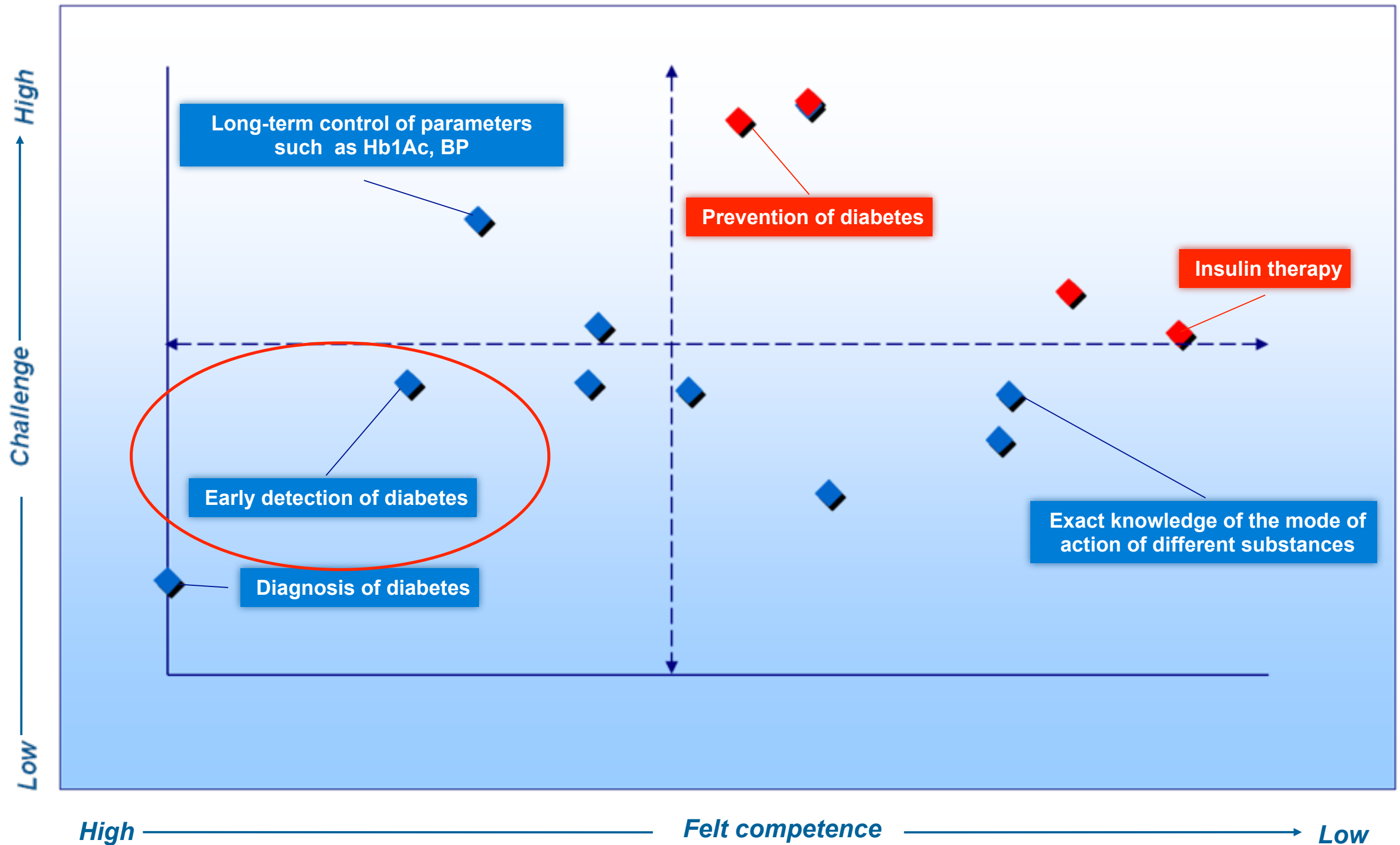
Other stakeholders of the Healthcare System

- Focus groups to provide the full context with
 - Physicians' associations/societies
 - Patients' associations
 - Industry
 - Insurances
 - Government bodies
 - Etc.

Challenges

- The participation in needs assessments that are analysing normative needs / performance gaps requires **the learner to openly discuss his/her challenges, showing professional vulnerability**
- **The awareness of a personal performance gap is the first step in the learning process**

Felt needs vs. normative needs

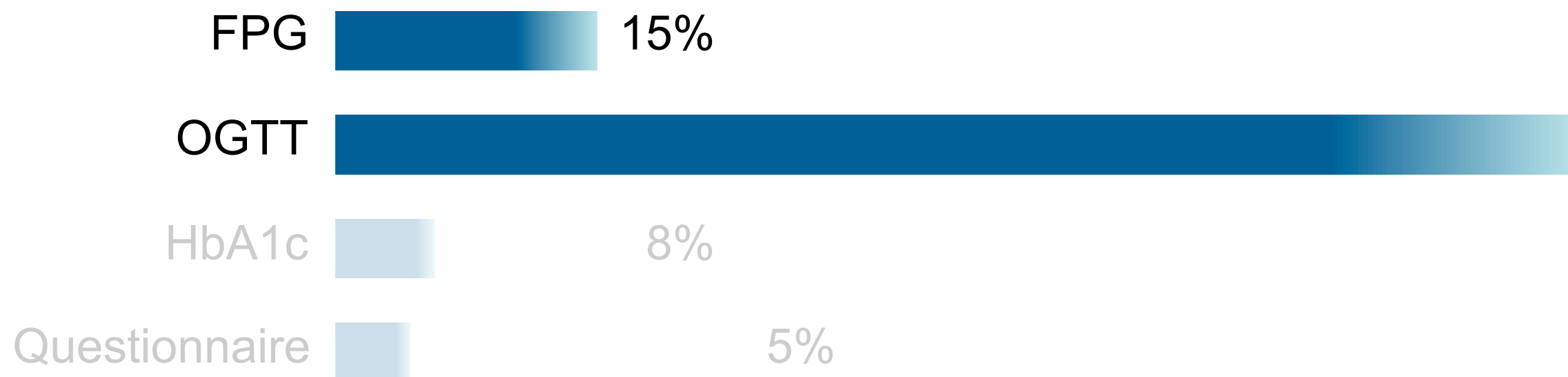


Needs assessment on site as educational tool

How was the majority of your patients with type 2 diabetes diagnosed?



Which method should be used to identify diabetics early?



Benefits

- **Activating the learner**

- **Generates awareness** for the individual learner about individual needs → **better learning outcome**
- **Motivates** the learner **to follow** the intervention
- **Learning experience** assessed
- Visual **presentation of learning success**
- Feels **comfortable to share challenges** (50% response rate in outcome assessments)
- **Interactive and flexible** needs and outcome assessment on site

- **Activating the speaker**

- Direct **feedback about the individual needs** of the audience
- Provides **orientation to the speaker** to tune the presentation to especially address these needs

EIMSED Educational planning



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Thank you very much for your attention!

EIMSED

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