

CME as the appropriate engine for effective education that changes behaviour

11th ECF, London, November 2018



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7 November 2018, 16.00-17.15



Disclosures

Diana van Brakel

- Employee of Kenes Group – a medical/scientific conference organizer and provider of medical educational programmes
- Kenes Group receives funding and sponsorship from pharmaceutical and medical device companies for medical education programmes
- Kenes Group is a member of the Good CME Practice group (www.gcmep.org)

Cally Clarkson

- Employee of Clinically Current, the independent CME division of McCann Health Medical Communications
- Clinically Current receives funding and sponsorship from pharmaceutical companies for medical education programmes
- Clinically Current is a member of the Good CME Practice group (www.gcmep.org)

Sophie Wilson

- Employee of International Medical Press (IMP) a provider of IME and accredited CME
- IMP receives funding from pharmaceutical companies for independent and certified medical education programmes
- IMP is a member of the Good CME Practice group (www.gcmep.org)



Learning objectives

After this workshop, you will be able to:

1. Discuss the importance of CME programmes in changing physician behaviour
2. Identify how CME programmes can be designed to promote behaviour change
3. Describe key steps to planning appropriate and effective education in different learning environments



Agenda

When	What	Who
16.00-16.10	Introduction and needs assessment	Sophie Wilson
16.10-16.15	The challenges and aims of CME	Diana van Brakel, Cally Clarkson
16.15-16.55	Designing appropriate and effective CME – experiential learning group workshop	All
16.55-17.10	Presenting your effective CME programme	All
17.10-17.15	Summary and feedback	Sophie Wilson



Introduction and needs assessment

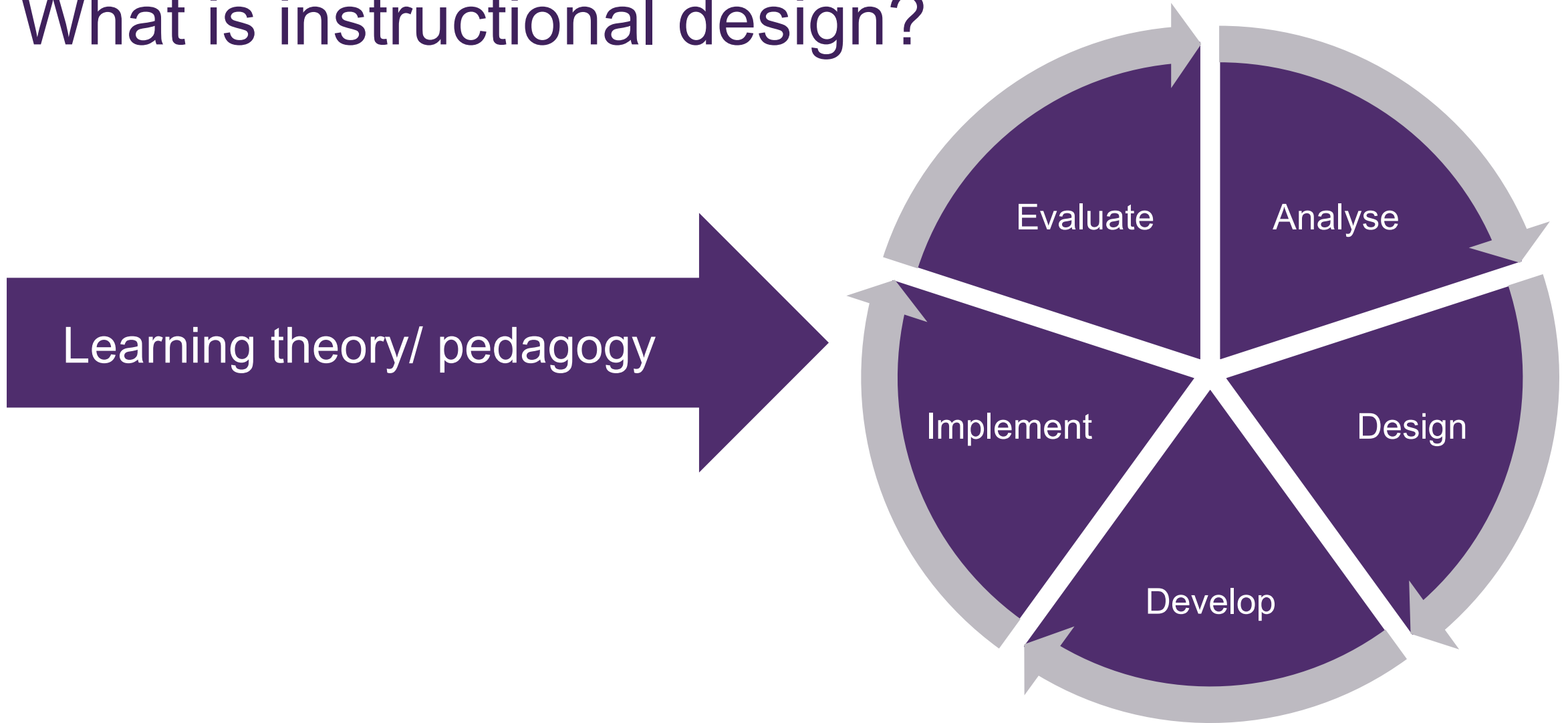


Goal of CME/IME: 3 words



What is instructional design? 3 words

What is instructional design?



What is appropriate education?



Appropriate Education

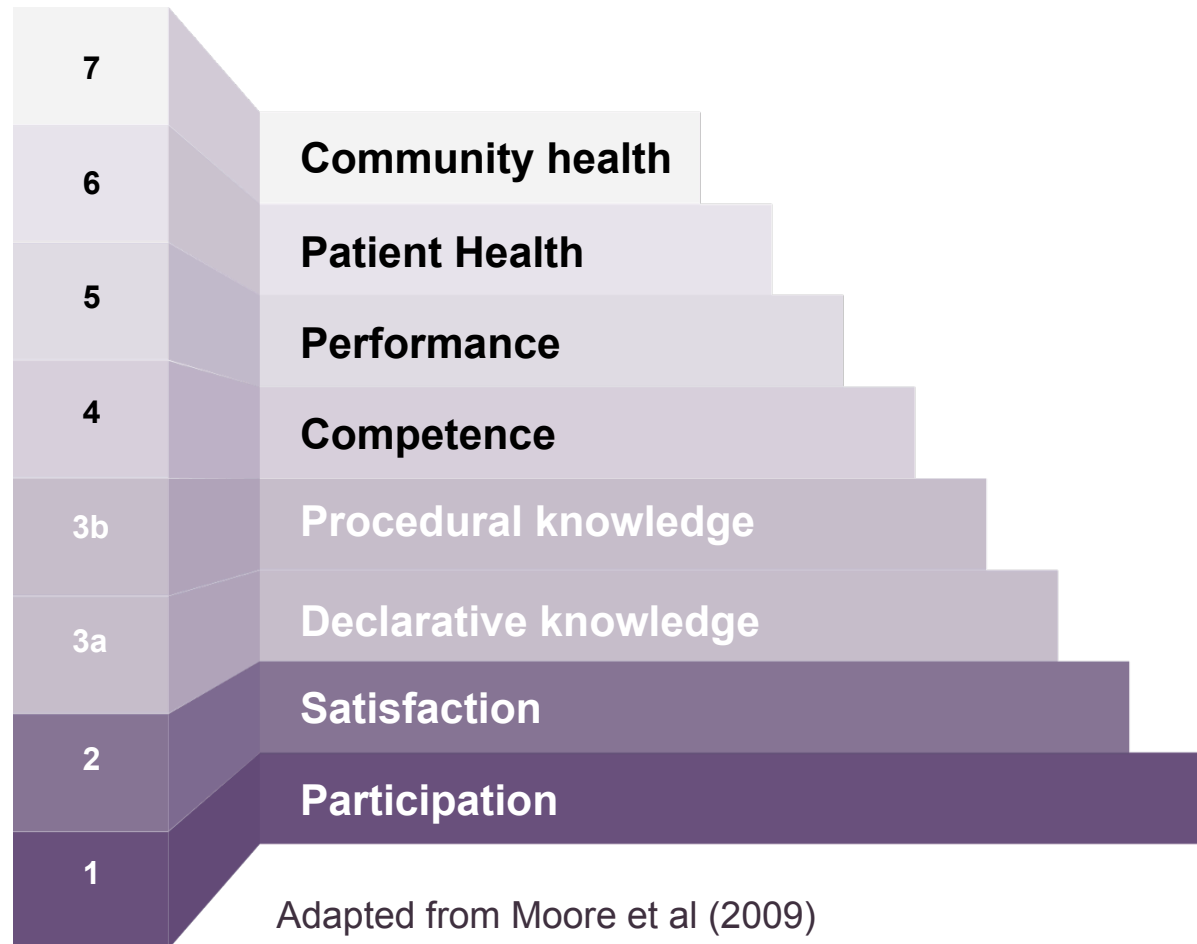


- Is there a gap in clinical knowledge, competence and performance, and need for instruction?
 - Gap analysis, Needs assessment
- For whom should the programme be developed?
 - Characteristics of learners, target audience
- What do you want the learners/ HCP's to learn or demonstrate?
 - Learning objectives
- How is the medical subject content or skill best learned?
 - Educational strategies
- How do you determine the extent to which learning is achieved?
 - Outcomes measurement, Evaluation procedures

What is effective education? 3 words



Effectiveness



Adapted from Moore et al (2009)

- Measurable outcomes for impact of CME/CPD activity
- Post-activity evaluation should measure satisfaction, knowledge uptake and intent to maintain or change behaviour in line with learning objectives
- Moore's levels of CME outcomes¹ can be used in understanding effectiveness

What are the 4 Pillars of Quality and Effective CME?

- According to the Good CME Practice group ...

1. Appropriate Education



2. Effectiveness



3. Balance



4. Transparency





Challenges and aims



Challenges

Physicians like to keep things as they are.
“Symposia should be didactic”

How do I make my education relevant and appropriate for physicians in different health care settings?

I want to design appropriate and effective education but I’m limited by EU accreditation guidelines

How can I engage participants – everyone is so busy?

How can we truly change behaviour and ultimately practice?

How can we get support for different effective education?

Aims

???

Increase physician knowledge,
competence and practice

Improve clinical
practice – faster,
more accurate,
reduce costs

Prove 'return on
education'

Improve patient
care and overall
patient health

Facilitate
implementation
of new
knowledge



Designing appropriate and effective CME



Your task today

1. Review RFP – 10 mins
 - Assume needs assessment has been validated
2. Design an effective and appropriate CME/IME programme
 - **Stage 1: Engage** – how will you **motivate** learners? 10mins
 - **Stage 2: Educate** – how will you **deliver** education? 10mins
 - **Stage 3: Evaluate** – how will you **measure outcomes** and show that a change in practice has occurred? 10mins



Pitches



Summary



Commitment to change ...

- Following today's workshop, what is the one thing that you will change when you next plan an educational intervention?



Feedback and reflection

Thank you



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