

Outcomes Measurement – Part 1

Measuring the benefits or changes for program participants, after an activity, is one way to ensure continuing success. This is a three part series designed to help the reader understand outcomes measurement and how it can be applied effectively.

From Learning to Caring

Physicians engage in Continuing Education (CE) for many reasons, several operating simultaneously. First they need to update their knowledge and skills to maintain their practice. Then they act upon their desire to learn new things, to solve problems, and ultimately to improve their professionalism and their ability to provide quality patient care.

Quality of care, according to the Institute of Medicine, is “the degree to which health services for individuals and populations increase the likelihood of desired health outcomes and are consistent with current professional knowledge.”

Traditional CE depended on the assumption that physicians would learn from information provided at lectures and that they would apply it to the care of their patients. It is now recognized that most lectures and presentations have a limited impact on patient care unless follow-up activities or actions reinforce learning and enable practice.

A shift in CE is emphasizing the goal of asking physicians to assess their own learning needs in relation to their particular professional settings and challenges. CE has moved from teacher-focused to learner-focused, from being passive to requiring active participation on the part of the physician. The learner builds his own bridge from knowledge to practice.

Measuring Results

The path to education leads ultimately to the patient, who is seeking health maintenance, health improvement, and preservation of life. Measures of patient outcomes are

Upcoming Activities for 2007

April 11, 2007

EMR Road Show™
 Joint Sponsor – Medical Records Institute
 Location: Columbus, Ohio
www.medrecinst.com

April 24, 2007

EMR Road Show™
 Joint Sponsor – Medical Records Institute
 Location: Tallahassee, Florida
www.medrecinst.com

April 26, 2007

EMR Road Show™
 Joint Sponsor – Medical Records Institute
 Location: Orlando, Florida
www.medrecinst.com

May 1, 2007

The Medicare Challenge Meetings
 CFMC Inpatient Team
 Location: Grand Junction, Colorado
http://www.cfmc.org/hospital/hospital_calendar.htm

May 3, 2007

The Medicare Challenge Meetings
 CFMC Inpatient Team
 Location: Pueblo, Colorado
http://www.cfmc.org/hospital/hospital_calendar.htm

May 7, 2007

Clinical Indications of PET/CT
 Spokane Advanced Imaging

May 8, 2007

Clinical Indications of PET/CT
 Spokane Advanced Imaging

May 9, 2007

The Medicare Challenge Meetings
 CFMC Inpatient Team
 Location: Denver, Colorado
http://www.cfmc.org/hospital/hospital_calendar.htm

May 10, 2007

The Medicare Challenge Meetings
 CFMC Inpatient Team
 Location: Ft. Collins/Loveland, Colorado
http://www.cfmc.org/hospital/hospital_calendar.htm

Outcomes Measurement – Part 1 *Continued*

possible, but the collection of data is time-consuming and expensive.

Intermediate steps can move us further from the Likert scale of evaluation toward measuring how well education is applied to practice.

An objective review of patient records will indicate the administration of good care to patients, but this is also time-consuming and expensive. Physicians are encouraged to do self-review of charts for particular indicators of quality of care, but the demands of a practice keep most physicians from following through with this, even though good intentions are declared.

Subjective measures in the form of statements from learners are both possible and deemed to be fairly accurate markers. Statements can be recorded at two points on the continuum of education and care. The first is a Statement of Intent immediately after an education activity. A physician assesses his/her “intent to change/improve” based on the CE activity just completed. The second point is after a period of time following an educational event, generally 3 or 4 months, when a physician is contacted, usually by e-mail, and asked to answer a short survey that focuses on how the learner has made changes or improvements in his practice or special setting. The survey asks the physician to consider how he has applied his learning to the problems or systems of his setting or to the direct care of patients.

In early 2007, CFMC implemented an Outcomes Measurement tool using their Physician and Nursing Evaluation follow-up form. Certain activities, selected by CFMC, encompass a 30 to 90 day follow-up for participants who attended the accredited CFMC, jointly sponsored or co-provided, educational activities. CFMC is currently developing a more in-depth Outcomes Measurement Tool to be applied to select activities during the middle of 2007. Contact Lorraine Pickrell at 303-784-5761 or lpickrell@cfmc.org, if you would like more information about Outcomes Measurement for your activity.

Feedback

As part of a quality improvement organization, it is our goal to continually strive for improvement. If you have comments or suggestions, we would like to hear from you. Contact Lisa Helseth at 303-784-5733 or email her at lhelseth@cfmc.org

Upcoming Activities for 2007 *Continued*

May 12, 2007

Nursing Extravaganza 2007
Advanced Pharmacy

May 18, 2007

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Denver, Colorado
<http://www.cpepdoc.org/seminars.htm#>

May 19-23, 2007

TEPR '07 MRI Annual Conference
Medical Records Institute
Location: Dallas, Texas
<http://www.medrecinst.com/>

June 1-3, 2007

Physician Training Symposium
College Pharmacy
Location: Denver, Colorado
<http://www.collegepharmacy.com/community/eventcalendar.asp>

June 12, 2007

EMR Road Show™
Joint Sponsor – Medical Records Institute
Location: Pittsburgh, Pennsylvania
www.medrecinst.com

June 13, 2007

EMR Road Show™
Joint Sponsor – Medical Records Institute
Location: Philadelphia, Pennsylvania/
Cherry Hill, New Jersey
www.medrecinst.com

June 14, 2007

EMR Road Show™
Joint Sponsor – Medical Records Institute
Location: Baltimore, Maryland
www.medrecinst.com

June 22-25, 2007

Medical Problems of Musicians and Dancers
Performing Arts Medicine Association
Location: Aspen, Colorado
<http://www.artsmed.org/>

August 9-12, 2007

2007 Balance Conference for Women Physicians
Women's Balance Conference
Location: Breckenridge, Colorado
<http://www.balanceconference.org/>

Getting the Most From E-learning

E-learning can be one of the most beneficial and effective vehicles for delivering your educational activity. This method of learning is one of the fastest growing areas in education. But how do you ensure the success of your e-learning activity? Your content must be able to move through high-speed optic fibers as well as it does through an everyday phone line. Preparing your system, your content, and your participants are valuable ways to ensure a successful educational event.

Is your content prepared properly? Working with a trained information technology (IT) professional to format your e-learning content will allow for a positive learning experience from all participants. They can work with you to choose software if necessary as well as ensuring that all necessary downloads are available to the students.

Check through your content by reviewing the following areas:

Are the course instructions clear?

Is all course content correct?

Is the content relevant to this audience?

Have you presented realistic examples or practice scenarios?

Does each screen contain enough information but isn't overloaded?

Do your graphics enhance the screen and content or do they take away from the lesson?

Is it easy to navigate through the course?

Have you tested the course on several systems?

Are all links functioning?

Are all resources and information easy to access at any point during the course?

Are your participants prepared for a positive e-learning experience? Taking the extra time and effort to prepare participants will give them a better chance at absorbing the information. An excellent way to accomplish this is to send out a needs assessment survey prior to the activity. The following sample questions will help you evaluate several areas of need for your audience.

- ◆ Do you have access to a computer with the necessary software (e.g., Microsoft Word, Adobe Acrobat)?
- ◆ Do you have basic Internet skills, such as using search engines and entering passwords?

Upcoming Activities for 2007 *Continued*

September 21, 2007

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Louisville, Kentucky
<http://www.cpepdoc.org/seminars.htm#>

November 16, 2007

Patient Safety: Doing the Right Thing
Colorado Patient Safety Coalition
Location: Denver, Colorado
<http://www.coloradopatientsafety.org/>

December 3, 2007

Patient Care Documentation
Center for Personalized Education for Physicians
Location: Denver, Colorado
<http://www.cpepdoc.org/seminars.htm#>

- ◆ Do you feel you have the motivation to complete this course even with online distractions like e-mails?
- ◆ Do you believe you could take study notes while watching a video on the computer?
- ◆ Do you prefer to have extra time when preparing responses to questions?
- ◆ Is regular contact with the activity/course instructor important to the success of your e-learning experience?

The answers to these questions will help you understand what technological, motivational, and instructor needs will be necessary to prepare before your event. Remember to always provide participants with a way to get in touch with technical support during your activity.

The links below offer a more in-depth look at e-learning:

http://www.usdla.org/html/journal/MAR02_Issue/article03.html

<http://hsc.unm.edu/som/TED/BMJ%20Teaching%20Web%20Based.pdf>

<http://www.blackwell-synergy.com/doi/pdf/10.1111/j.1525-1497.2004.30029.x>

http://www.elearnmag.org/subpage.cfm?section=best_practices&article=6-1