

Outcomes Measurement – Part 3

This is part three, the final installment of this series, on outcomes measurement. During part one, April 2007, description of the need for outcomes measurement and measuring results were explained. “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.”

Part two, May 2007, specified the levels of outcomes measurement. The five levels described show a consistent change toward better quality programs. By becoming familiar with outcomes measurement and in-depth development, your outcomes will not only provide you with the information needed to create a change, but with the ability to become a change agent. For previous issues of this newsletter or for the full Outcomes Measurement article, please contact Lisa Helseth at 303-784-5733 or email her at lhelseth@cfmc.org.

Evaluation Process

The CFMC Education Department suggests that you include a variety of outcome levels to assess and measure activities and outcomes to ascertain the following:

- A. Relevance of topic and presentation to the target audience
- B. Knowledge, skills, and attitude gained by learner (Did knowledge of the issue increase among the intended audience?)
- C. Intent to apply learning gained (Did behavioral intentions of the audience change?)
- D. Actual applications of learning gained (Did audience members take steps leading to the behavior change?)
- E. (Were policies initiated or other institutional actions taken by participants?)

Upcoming Activities for 2007

August 9-12, 2007

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

September 18, 2007

EMR Road Show
 Medical Records Institute
 Location: San Antonio, TX
www.medrecinst.com

September 19, 2007

EMR Road Show
 Medical Records Institute
 Location: Austin, TX
www.medrecinst.com

September 25, 2007

EMR Road Show
 Medical Records Institute
 Location: Phoenix, AZ
www.medrecinst.com

September 25, 2007

EMR Road Show
 Medical Records Institute
 Location: Raleigh, NC
www.medrecinst.com

October 9, 2007

EMR Road Show
 Medical Records Institute
 Location: Washington, DC
www.medrecinst.com

November 1, 2007

EMR Road Show
 Medical Records Institute
 Location: Chicago, IL
www.medrecinst.com

November 2, 2007

EMR Road Show
 Medical Records Institute
 Location: Detroit, MI
www.medrecinst.com

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Immediate Evaluation

As mentioned above, there is still something to be gained by asking physicians if the material presented information that is important and relevant to their practice needs. Ratings of presenters, content, and methods are useful in deciding how to improve future activities.

If attendees do not gain something from the presentations, then program planners need to assess and change, delete, or augment the educational activity being offered. A measure of this aspect is necessary and you will be able to apply what you learned to present and future projects.

A few questions that ask the learner what he plans to do with his new or recalled information indicates how likely a change or improvement will take place on the continuum of care in his practice

Post-Activity Outcomes

After three months physicians are sent a brief e-mail that reminds them that they completed a CE event on XYZ and asks if they will take a moment to answer a few questions related to the program. A link is provided and will take them to an electronic survey program developed for CFMC.

While most questions will have a multiple-choice answer, generally there are two open-ended questions to elicit:

- A. Specific changes or improvements made as a result of the education activity completed
- B. Identification of learner needs based on practice challenges

What is expected from Evaluations?

- A. Immediate evaluation will indicate:
 1. If the attendee learned from the educational activity
 2. If the attendee EXPECTS to make a change or improvement based on information presented at the educational activity
- B. Post event evaluation will indicate:
 1. If the attendee sustains the learning over three months
 2. If the attendee ACTUALLY did make changes or improvements

Upcoming Activities for 2007 *Continued*

November 8, 2007

Maryland Patient Safety Perinatal Collaborative
Maryland Patient Safety Center
Location: Baltimore, MD
<http://www.marylandpatientsafety.org/>

November 13, 2007

EMR Road Show
Medical Records Institute
Location: Tampa, FL
www.medrecinst.com

November 15, 2007

EMR Road Show
Medical Records Institute
Location: Miami, FL
www.medrecinst.com

November 16, 2007

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

November 29, 2007

EMR Road Show
Medical Records Institute
Location: Seattle, WA
www.medrecinst.com

December 3, 2007

Patient Care Documentation
CPEP
Location: Denver, CO
<http://www.cpepdoc.org/seminars.htm>

Outcomes Measurement – Part 3 *Continued*

How Do We Do the Testing?

- A. Live or web based evaluation
- B. Post - email - electronic survey
- C. The presenter formulates content questions when possible. In some instances a physician, knowledgeable in the educational content, may be selected by CFMC to write the questions.
- D. CFMC physicians review content, surveys and the staff manages the process. A CFMC data analyst assists with phrasing and writing the questions to ensure it will get us the data (objective results) we need. CFMC then uses the data to determine the program and methods' effectiveness. Data is also utilized in the planning of future programs.

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 mid 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

The Road to Success is Lined with Good Documentation

When organizing your conference, it can seem like there are too many documents and forms that need to be submitted in order to receive credit. Things seem to become due just when you have an overload of tasks on your plate. While parts of the accreditation process can feel tedious and insignificant, the fact is that each part of the process is an important step in receiving credit as well as in making your conference a success.

Completing your application, as well as any pre activity documents, allows the CFMC staff to understand why your activity should receive CME/CNE credits. The staff is very interested in the success of your activity and provides the highest level of customer support. Upon the staff's review, your activity is recommended to CFMC's Continuing Education Committee peer review that recommends moving forward to award credit. Other important forms include speaker's biographies and disclosure forms. You are not alone, the CFMC staff is ready to help you each step of the way. The process is designed to not only fulfill the requirements of governing agencies, but to help your conference be a successful one.

Contact Lorraine Pickrell at 303-784-5761 or lpickrell@cfmc.org, if you would like more information about the services CFMC can provide to help you succeed.

News

Read about ACCME's International Recognition of Accreditors at http://www.accme.org/index.cfm/fa/news.detail/News/.cfm/news_id/6898bb29-7685-4162-a8b6-4527c4973666.cfm