

Beyond Theory: Practical Tools to Tackle Educational Outcomes Evaluation

Much is theoretically discussed with regard to the need for educational outcomes evaluation and the general plans of action upon which CME providers should embark. However, practical measurement plans and tools are often out of reach for CME professionals who lack formal methodological or statistical training.

Purpose:

The purpose of this session is to review the design of a basic approach to CME educational outcomes measurement. We will demonstrate how individuals without extensive knowledge of statistics or study design can apply measurement tools in the development of an outcomes evaluation program. Various options for survey design will be explored and the benefits and drawbacks of pre- and post-testing, control groups, and using participant incentives will be discussed.

Objectives:

After the completion of this session, participants will be able to...

- describe the benefits and drawbacks of various question designs,
- explain the usefulness and challenges associated with control groups and pre/post-testing;
- design a basic educational outcomes evaluation study for a CME program.

Expected Outcomes:

Participants will apply methodological tools in the development of CME evaluation studies. Participants will understand the strengths and weaknesses of different approaches to outcomes measurement. They will use this knowledge to construct new outcomes measurement programs, refine existing studies, and eventually obtain accurate feedback regarding their CME activities which they can use to optimize programming of future CME programs.

Target Audience:

The target audience is any CME professional who desires to expand his/her knowledge of methods used to measure educational outcomes. No prior knowledge of statistical or methodological techniques is required.

Presenter:

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Dr. Turell began her healthcare career working in mental health managed care for United Health Care. She went on to earn a doctorate in Public Health at Columbia University, where she also worked as a grant writer and administrator in the field of infectious disease. She subsequently served as a public health researcher and administrator for New York City public and private hospitals. Her hospital-based work in CME outcomes measurement led to her role as CME Director for Cerebrio, LLC, where she provided regulatory oversight for educational programming and spearheaded the organization's outcomes evaluation division.

In her current role as Senior Director of Educational Design and Accreditation Services for BCME, a full-service accredited continuing education provider (ACCME, ACPE, AANP, CBRN) with extensive clinical, creative and digital in-house experience, Dr. Turell continues her work in the field of outcomes measurement. She also helps to develop innovative educational programming that supports BCME's mission to advance the knowledge, skills, and practice of healthcare providers.