

From Zero to Ninety: Increasing Effectiveness of Physician Surveys for CME Assessments

Physician surveys are an essential tool among many options for assessing learner needs and measuring CME outcomes. Yet many surveys are fundamentally flawed and yield poor quality or meaningless results. Physicians pose distinct challenges that must be addressed in the design, pre-testing, and implementation of any successful survey.

Purpose:

The purpose of this session is to examine proven strategies to create compact surveys that ask clear questions, achieve high response rates, and generate valid and useful results. Combined with objective clinical measures, good-quality survey data can provide CME providers rich information about the needs of learners and the impact of our CME activities.

Objectives:

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

- apply surveys more effectively to assess learner needs and measure self-reported behavior change,
- motivate physician learners to participate in surveys,
- utilize effective survey design and methods that result in more useful results, and
- recognize when and when not to use physician surveys in evaluation.

Target Audience: CME professionals and health providers who use surveys or evaluations to assess physician learning needs and CME outcomes.

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Presenters:

Carol Havens, MD

Director of Clinical Education Kaiser Permanente Northern California

Dr. Carol Havens is the Director of Clinical Education for Northern California Kaiser-Permanente and a practicing Family Medicine physician. Dr. Havens is currently chair of the California Medical Association CME committee, a member of the Accreditation Review Committee for the ACCME, and a member of the CME committees for the Permanente Federation and Audio-Digest.

She has served as the chair of the scientific program committee for the California Academy of Family Physicians and currently is a member of their Board of Directors. She has had the opportunity to be involved in the planning and implementation of many types of educational interventions including live programs, videoconferences, small group workshops, academic detailing training and evaluation, clinician patient communication workshops, and a variety of enduring materials, including web-based programs.

Philip Bellman, MPH

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Philip is an education specialist with Northern California Kaiser Permanente in a department that oversees 17 accredited CME programs that sponsor 4,000 annual CME activities for more than 6,000 physicians. He provides consultation to CME planners, CME coordinators, and physician educators in the planning, design, and evaluation of diverse types of CME programs. He also leads internal research into physician learning preferences, information use, and CME effectiveness. In prior experience, he coordinated public health survey research.

