



Policy for Outcomes Measurement

CME providers are being challenged to document how and if continuing medical education activities they present affects a change in doctor's performance in clinical practice, thus improving patient care.

The Academy utilizes various methods to measure (1) the physician's perception of change in behavior and/or (2) actual change in competence/practice. The processes we utilize to measure change in patient care (behavior) are as follows:

For live activities, we ask the participants immediately after the activity to evaluate their perception of the effectiveness of the educational content and to tell us if they anticipate making any changes in their practice based upon information presented. Secondly, at approximately 3-4 months after the activity, we can ask the participants if they made the change they said they would. If they answer yes, we ask them if it was beneficial to them and their patients. If they answer no, we then ask why they were not able to make the change; were internal factors (such as lack of staff/time) or external factors (such as not being accepted by their peers or health systems), or other circumstances. By comparing the immediate and post responses, we have an opportunity to measure the effectiveness of our educational activity to the improvement of practice management

For enduring activities, the Academy may utilize its *Self Assessment and Evaluation System*[™]. Upon completion of the activity, the participant will be directed to a web address where they will complete two modules. The Self Assessment module consists of a series of questions, either based upon the objectives and content, or based upon a case vignette. When the participant submits their responses, a pop-up will open with the correct answers and the reasons why they are the correct answers. In this way, the Assessment module is utilized as a method to measure the participant's knowledge and offers an additional mechanism to reinforce the learning. We are able to also include additional resources to the participant to further impact upon this reinforcement. The second module, the Evaluation, asks the participants any intended change they plan to develop based upon information they received in the educational activity. We also seek input regarding topics they would like to see addressed in future activities. This information is used in the planning process for future educational programs.