

Title:

Raising the Bar for CME Program Measurement: An Extended-Term Mixed Method Evaluation Design

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Objectives:

At the end of this session, participants will be able to: 1) Understand how and why AES undertook this program evaluation, 2) Identify the components of a program evaluation, 3) Understand the rationale behind the need to evaluate program effectiveness over time, and 4) Understand the value of a mixed method approach and how program evaluations such as this one will raise the bar for how CME is evaluated in the future.

Key Points:

The Conjoint Committee on CME's 2002 vision emphasized enhancing quality care and producing measurable outcomes. Accordingly, this evaluation uses a matched sample of healthcare providers and patients in order to directly assess the program's perceived impact on patients care. This innovative program evaluation uses a time-series method and incorporates both qualitative and quantitative data collection techniques within a mixed-method approach, to measure concrete changes in practice and patient care outcomes.