

Educational Outcomes Measurement (EOM): Organization Self-Assessment Questions

1. Who leads EOM in your organization? Do you have staff members with experience in this area? Do they have EOM responsibilities?
2. Who develops EOM plans for your CME activities/initiatives? What competencies are used to do this? Are EOM plans/methodologies/tools intended to measure achievement of desired results as found in your needs assessment/gap analysis? Is EOM integrated into your planning process?
3. How often do you conduct EOM at the following levels: knowledge, competence, performance, and patient outcomes?
4. Do you employ one favorite measurement methodology/tool, or do you employ more than one? Name the methodologies/tools and how often you use them. Which ones do you like the most? Which have yielded the most helpful results for you? Do you use anything other than surveys?
5. Do your tools really measure whether or not there are changes in your learners? Do you use control or comparison groups? Do your methodologies collect quantitative data, qualitative information, or both?
6. Who develops your survey tools/questions, and how are they reviewed and approved? What skills/competencies are used to craft these survey tools/questions?
7. How and when are survey tools/questions distributed to learners? Is it fax, direct mail, or electronic distribution?
8. How do your faculty members feel about EOM? Have they been willing to assist you with implementation, or is EOM an aggravation to them? Is there one faculty member or committee member that likes EOM and can help you champion the cause?
9. How and when do you currently collect/enter EOM data? Who manages/does this? Is there a central database for all data, or is it found in several different places? Is it mostly paper-based collection, or electronic?
10. What level of statistical analysis do you employ? Is it just descriptive statistics (% , mean, etc.), or do you use tests for statistical significance? Do you use *Excel* or more sophisticated software such as *SPSS*? Who in your organization does this analysis?
11. Who develops the EOM summary reports? Are they simply data summary print outs, or is there some commentary of the results. Are the results easily understood? Are changes suggested or recommendations made for future CME based on the results? Who makes these recommendations?
12. Who sees the results reports, and how is the information used? Do planners use it for needs assessment for future CME activities? Do faculty members see it to evaluate impact? Do learners see it to compare their answers to those of colleagues? Do you explain results to commercial supporters? Do you share results with your QI/QA department?
13. Are individual report results combined to evaluate your overall CME program? Does your CME committee or advisory board use them to make decisions?
14. Who presents EOM results, and how are they presented? Are reports simply distributed, or are they explained and discussed?

Developed as an educational service to the CME community by Derek T. Dietze, MA, President, Improve CME, LLC. Email: derek.dietze@improvecme.com. Use permitted with attribution.