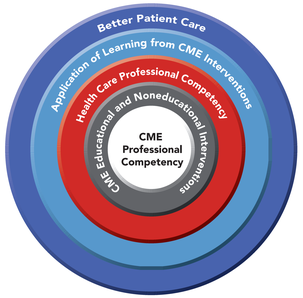
EDUCATING FROM THE INSIDE OUT: A PROVIDER MODEL FOR CONTINUING PROFESSIONAL DEVELOPMENT OF CME PROFESSIONALS*



Why develop a staff CPD program?

- Maintain and enhance the skills of your staff
- Empower and equip staff so they are fully capable of executing their roles and responsibilities
- Decrease risk in your work
- Support staff seeking certification, promotion, or other professional development goals
- Ultimately, bring more value to your stakeholders and partners as you plan and implement CME activities

CME Enterprise™

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Staff Needs Assessment

Relevance
To what extent is this competency a current responsibility of your job?
(1-5 scale)

Proficiency
To what extent have you attained this competency?
(1-5 scale)

Based on the Alliance Competency Areas for CME Professionals

Gap Analysis

Relevance – Proficiency = X

X identifies the priority gap areas when relevance ≥3

Example:
Priority 1 = gap of ≥1.0
Priority 2 = gap of 0.50 – 0.99

Identify gaps at organizational and departmental levels

Curriculum Framework

Identify the priority gap areas to address in the pilot year

Identify relevant resources and interventions to address gaps

- *Incorporate adult learning principles*
- *Start broadly (eg, CCMEP prep review)*
- *Progress towards individual learning plans*

Gaining Staff Support

- Identify a CPD program champion/administrator
- Launch CPD program with all staff
- Clearly communicate goals and measurement targets

Be realistic about what can be accomplished in pilot year

Resource Library

Build a resource library for:

- Point-of-need learning
- Opportunities for reinforcement
- Storing and retrieving intervention materials and tools

Consider ways to endure live opportunities for staff to review independently

Tracking and Administration

Develop and maintain a system to track CPD offerings and hours (eg, spreadsheet)

Employ a consistent scheduling method and utilize a standard participation verification process

Provide staff with regular reports on their progress

Assessment and Outcomes

Formative:

- Assess relevance of interventions
- Determine intended change in practice
- Follow up to reinforce learning and measure actual change in practice

Summative:

- Conduct staff satisfaction survey
- Repeat annual self-assessment (have the gaps been closed?)
- Measure attainment of target hours and certifications

Utilize formative and summative evaluation methods and continually seek to improve the CPD program

*Competency Area 8, Self-assessment and Lifelong Learning: Continually assess individual and organizational performance and make improvements through relevant learning experiences. Competency 8.3: Promote professional development for self and staff.