

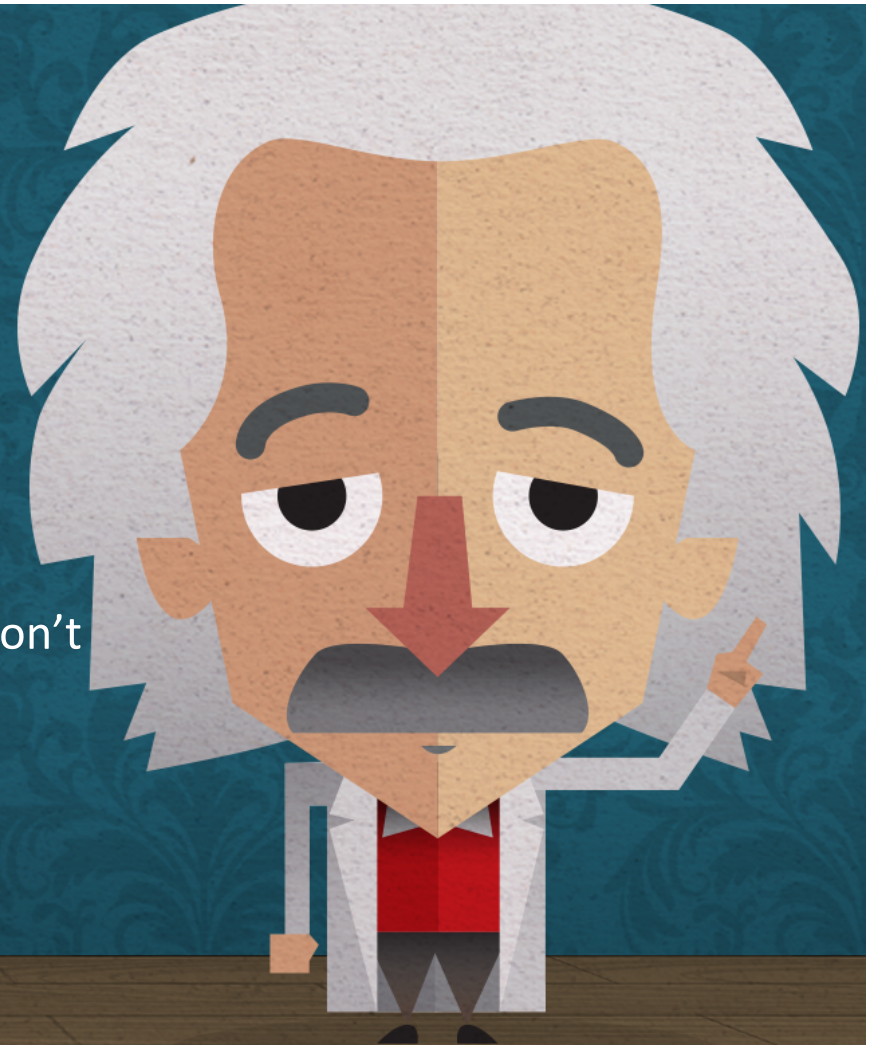
Effective education

If it's not planned from the start, the results won't magically appear at the end.

MedComms Networking Event

7th September 2016

Celeste Kolanko – PCM Scientific



Presenter disclosure

Celeste Kolanko

- Managing Director of PCM Scientific. PCM Scientific receives grants and arms-length funding from pharmaceutical companies for medical education programmes.

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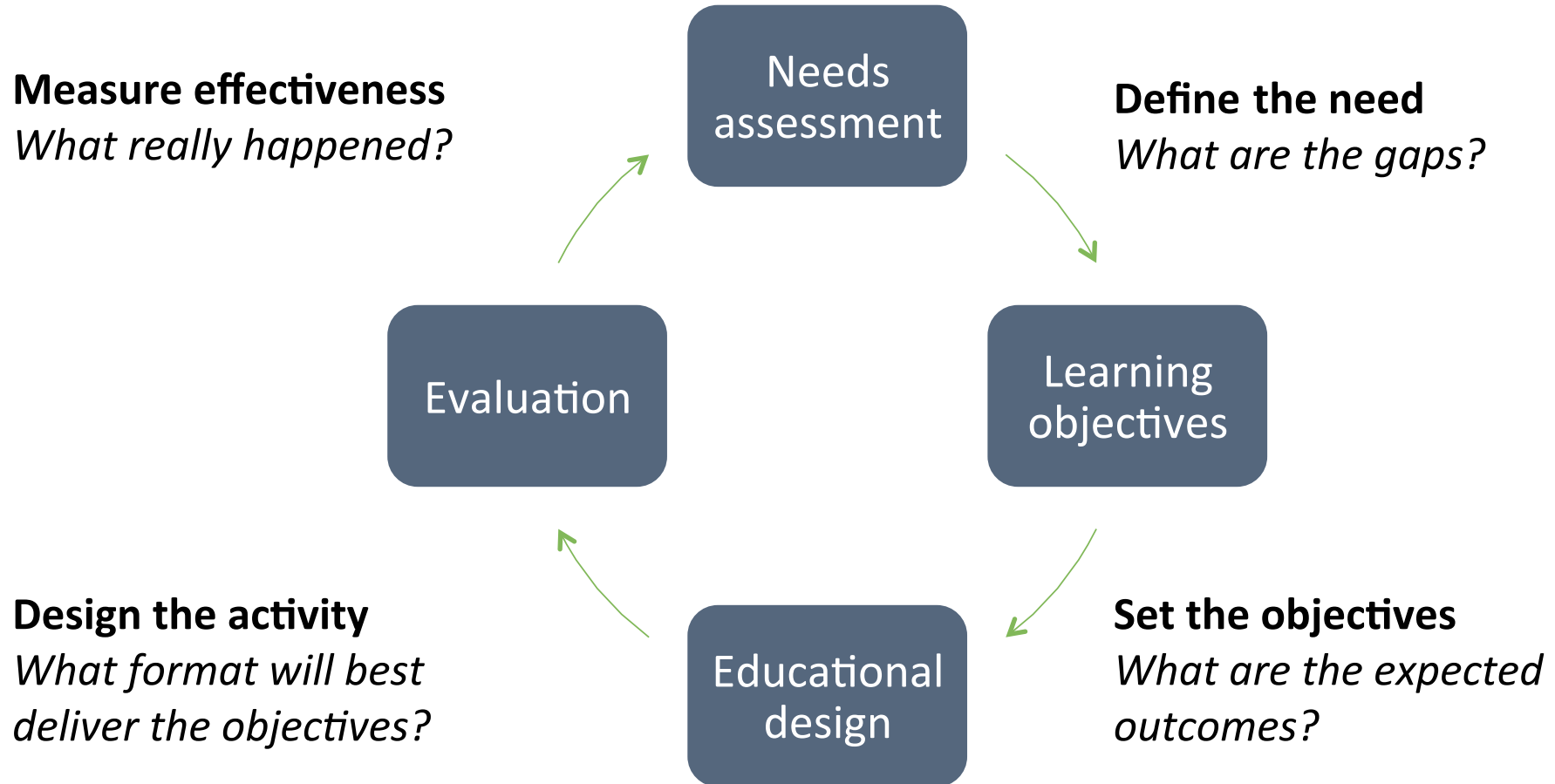


Elements of effective education

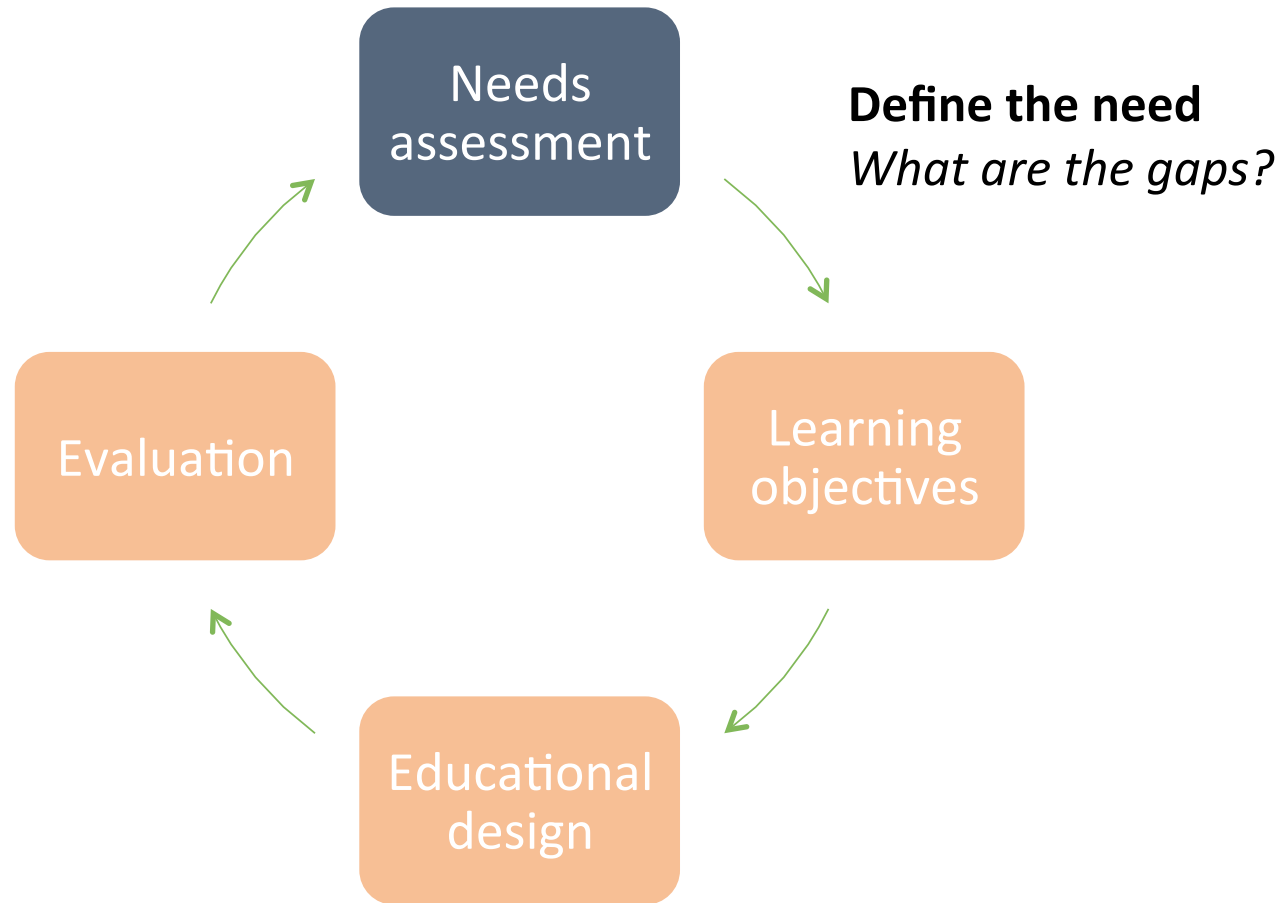
- Needs-based
- Interactive
- Practical
- Bite-sized portions of information
- Reflection



Four steps to achieving practice-changing education



Step 1: Needs assessment



How do you assess educational needs?



Needs assessments

- Assesses knowledge and clinical practice validating educational needs and practice gaps
 - Market research
 - Interviews
 - Literature search/review
 - Surveys
 - Focus groups
 - Self assessments

Quality Care Survey

Thank you for taking the time to participate in this online study regarding your current practice in the treatment of attention deficit hyperactivity disorder (ADHD).

You will be asked about your current practice across a wide spectrum of activities within ADHD treatment, as well as the challenges you face and the areas where you would like to update your skills. The purpose of this survey is to inform the development of Continuum, a new educational initiative in the ADHD field, ensuring that it is able to fully address the real needs of the treatment community.

Continuum's content will be designed and directed by a Steering Committee of leading international experts in ADHD. Editorial and logistical support is being provided by PCM Scientific, a medical education company acting as the initiative's secretariat. It is intended that many stakeholders and companies will contribute to Continuum's running costs. Initiation costs are being met through an educational grant from Shire Pharmaceuticals. Shire is not involved in the content of the programme.

Your response is important since you are part of a pre-selected sample of health care professionals from all over Europe. Your confidentiality is maintained at all times and your responses will be anonymised. The data will only be used to inform the educational content of the Continuum initiative and may be analysed for inclusion in a peer-reviewed publication on European treatment needs in ADHD.

We will start by asking you a few preliminary questions to see if you are eligible for the purpose of this study. Once you have completed the preliminary questions, if you qualify, you will be taken through the remainder of the study.

Recruitment

S1. What is your primary specialty?

General practitioner..... <tick box> → CONTINUE

Paediatric medicine..... <tick box> → CONTINUE

Psychiatry (child/adolescent)..... <tick box> → CONTINUE

Psychiatry (adult)..... <tick box> → CONTINUE

Other..... <tick box> → TERMINATE

S2. Do you treat patients who are suffering from ADHD?

Yes..... <tick box> → CONTINUE

No..... <tick box> → TERMINATE & TALLY

...how do learning
needs relate to
clinical outcomes?





Community Health
Public health has improved

Patient Health
My patients are better

HCP Performance Gain
I am doing it

HCP Competence Gain
I know how to do it

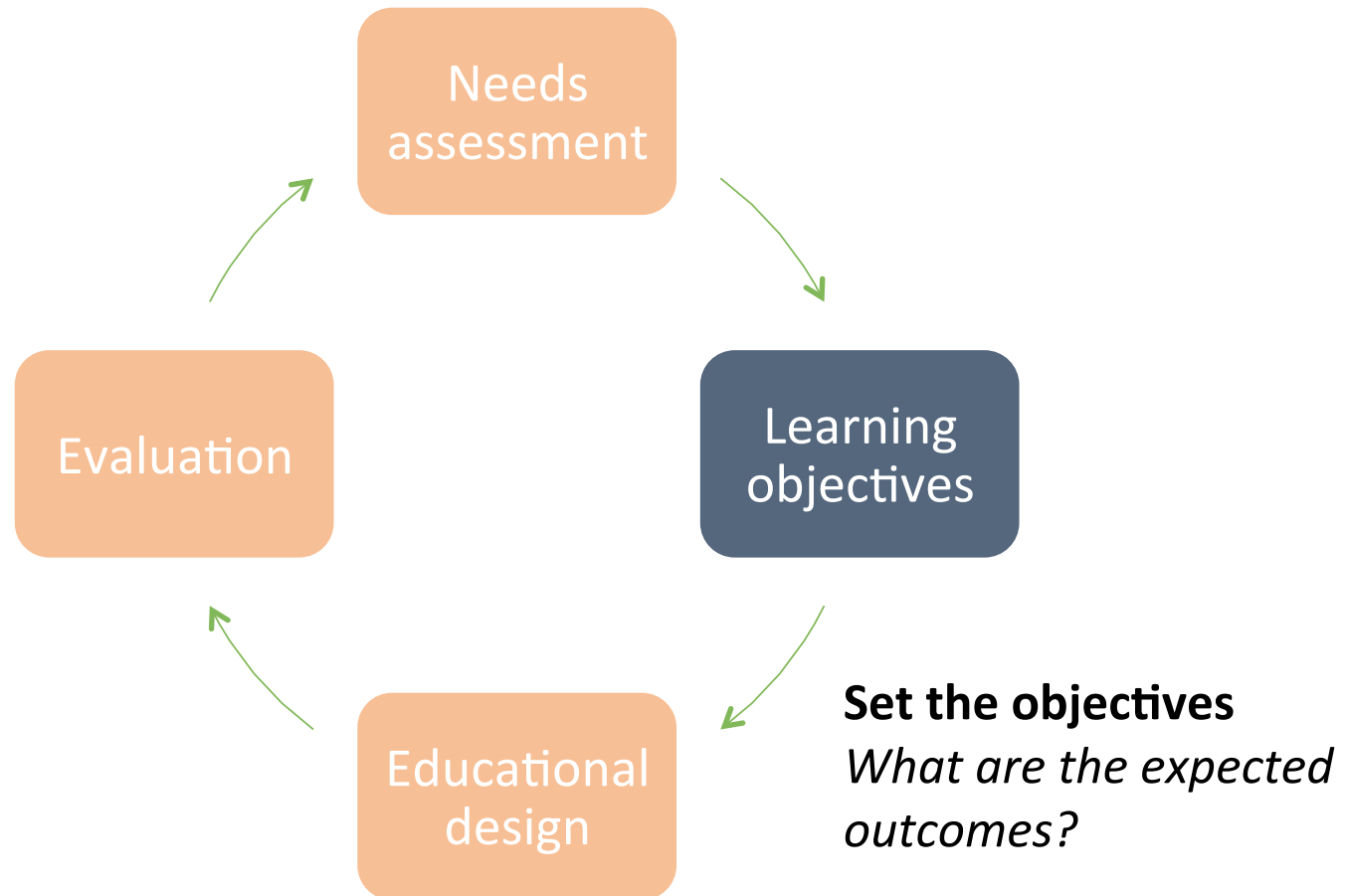
HCP Knowledge Gain
I know what should be done

Satisfaction
I was satisfied

Participation
I came

Moore DE, et al. *J Contin Educ Health Prof.* 2009; 29(1):1–15.

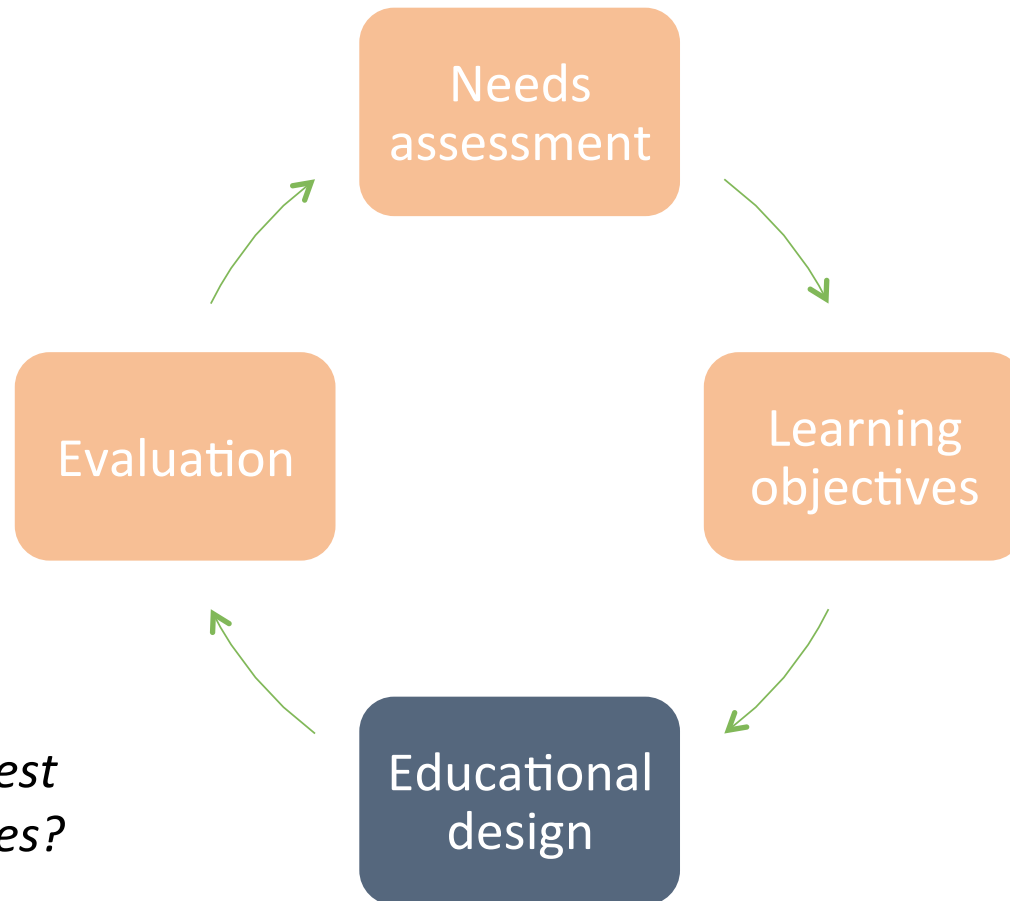
Step 2: Learning objectives



How do you choose the educational format?



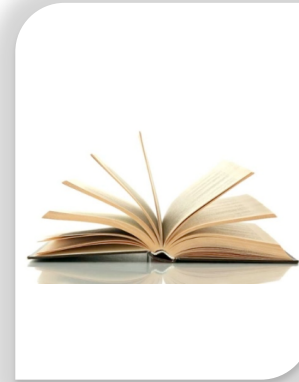
Step 3: Educational design



Design the activity

What format will best deliver the objectives?

Matching delivery style to learning preferences



- Learning preferences: visual, auditory, kinaesthetic
- Utilise all in teaching
- Optimal learning window: 15–20 minutes
- How many key messages?

When education doesn't
match learning preferences...

When education doesn't
match learning preferences...



Interactivity and flexibility are at the heart of all effective programmes

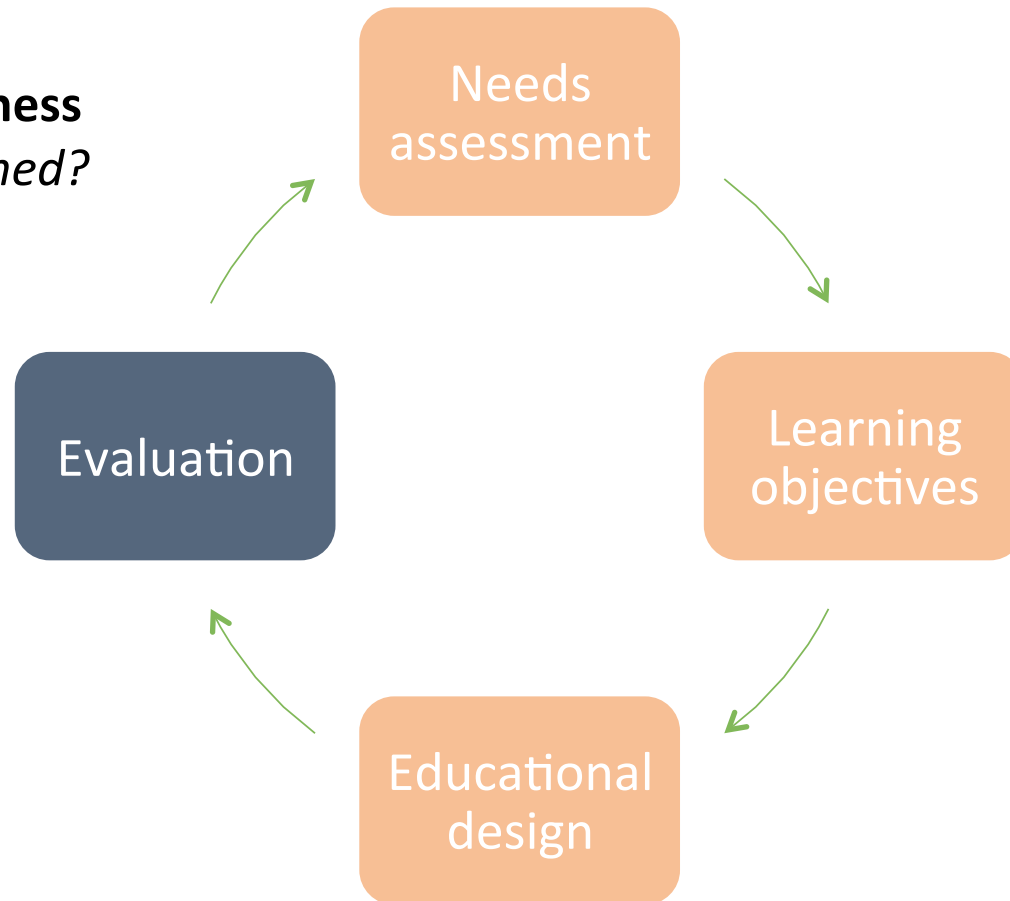


...how is effective
education measured?



Step 4: Evaluation

Measure effectiveness
What really happened?

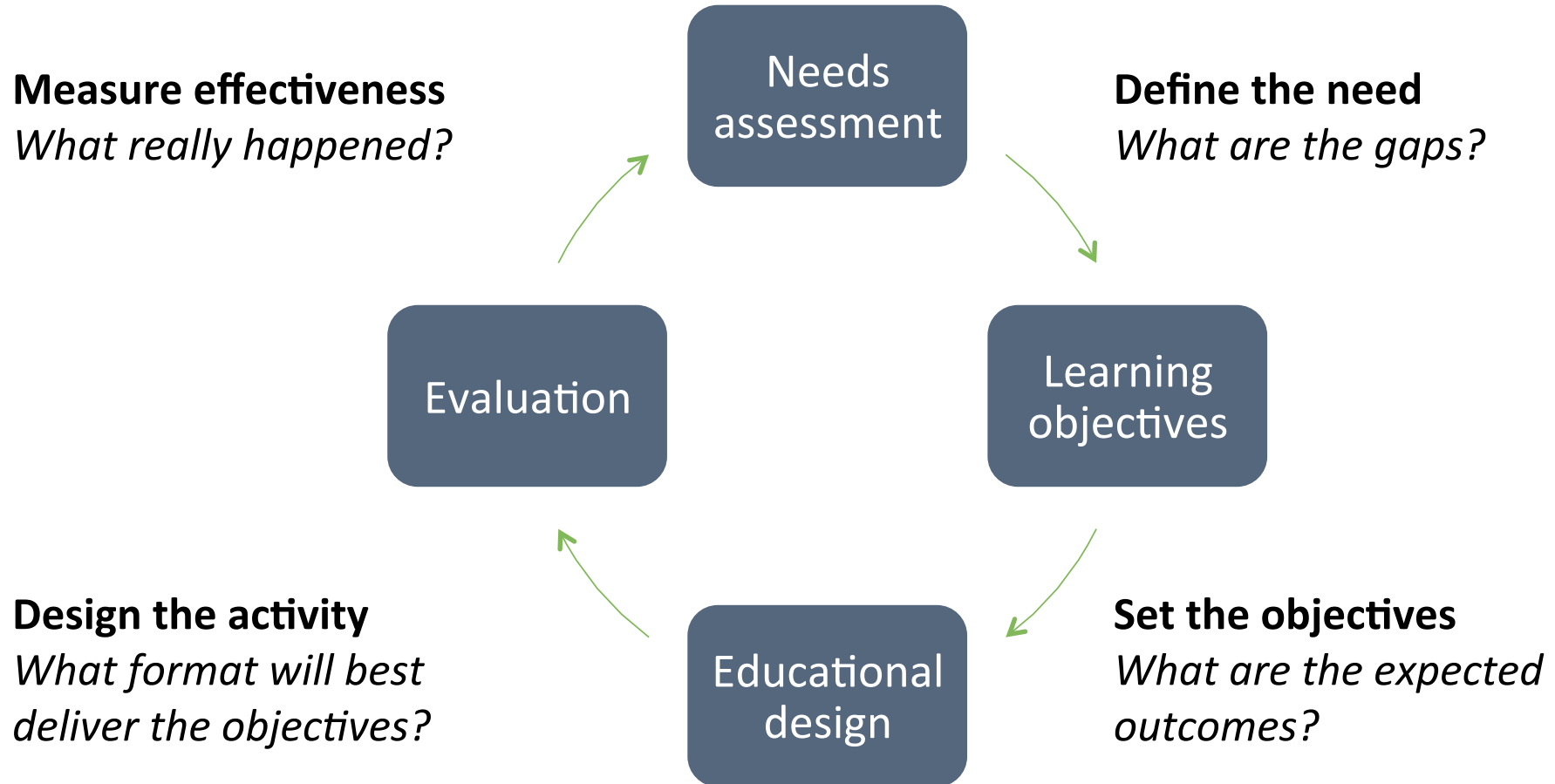


Effective measurement

- Based on the learning objectives
- Tools to measure
 - Post test
 - Rating scale
 - Case study
 - Reflection



Four steps to achieving practice-changing education



Think of the last
educational activity that
you participated in ...

Did it have an impact on you?
Why or why not?



Thank you!

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