

Standardization of Outcomes Evaluation Across International Medical Education Activities

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Overview



One of the leading challenges in medical education is the inability to compare and aggregate outcomes data across continuing educational activities due to variations in evaluation tools. Gilead Sciences collaborated with CE Outcomes, LLC to address this challenge.

1. Develop

2. Pilot

3. Implement

4. Adapt

A **standardized outcomes evaluation** tool was developed and implemented across live Gilead directed medical education activities around the world in 2019 and further adapted to fit online educational activities in 2020.



2. Pilot and 3. Implement

During the course of 2019, the evaluation tool was:

Piloted in 7 educational activities

Revised based on pilot feedback

Disseminated broadly across activities



In 2019, evaluation data from numerous educational activities was compared by therapeutic area, by region, or aggregated across all activities to demonstrate of overall educational reach and impact.

1. Develop



300+ Gilead stakeholders were invited to provide input to guide the development of the evaluation tool. Based on the input:

Questions were created for the evaluation. Specially, to collect data on:

- ✓ Demographics and practice characteristics
- ✓ Key learnings and planned practice improvements
- ✓ Anticipated barriers to implementing learnings
- ✓ Satisfaction with relevance and accuracy of content
- ✓ Perceived achievement of learning objectives
- ✓ Likelihood to recommend education



4. Adapt

At the start of 2020, the standard tool was planned for use in **nearly 100 live** medical education activities during the year.

Live activities cancelled

Transition to **online**



The tool was adapted to meet the demands of an online environment with a reduction in number of questions to lessen the response burden, yet still collect key standard metric. Further adaptation may be needed over time to ensure this standardized approach continues to collect key outcomes data to demonstrate of the **collective impact** of continuing education efforts.