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.
If it’s not planned from the start the results won’t magically appear at the end.
Elements of effective education

• Needs-based
• Interactive
• Practical
• Bite-sized portions of information
• Reflection
Four steps to achieving practice-changing education

1. Define the need
   What are the gaps?

2. Set the objectives
   What are the expected outcomes?

3. Design the activity
   What format will best deliver the objectives?

4. Measure effectiveness
   What really happened?

Needs assessment
Learning objectives
Educational design
Evaluation
Step 1: Needs assessment

- Needs assessment
  - Define the need
    - What are the gaps?
- Evaluation
- Learning objectives
- Educational design
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
...how do learning needs relate to clinical outcomes?
Step 2: Learning objectives

Needs assessment

Evaluation

Learning objectives

Educational design

Set the objectives

What are the expected outcomes?
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

- Flexibly designed materials
- Education delivered in interactive formats – live or online

Programmes that match individual learning preferences
...how is effective education measured?
Step 4: Evaluation

Measure effectiveness
*What really happened?*

1. Needs assessment
2. Learning objectives
3. Educational design
4. Evaluation

What 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

1. **Needs assessment**
   - Define the need
     - What are the gaps?

2. **Learning objectives**
   - Set the objectives
     - What are the expected outcomes?

3. **Educational design**
   - Design the activity
     - What format will best deliver the objectives?

4. **Evaluation**
   - Measure effectiveness
     - What really happened?
Think of the last educational activity that you participated in ...

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

Celeste Kolanko
Managing Director
PCM Scientific
41 Old Street
London, EC1V 9HX
celeste@pcmscientific.com