

Educational Outcome Surveys: Lessons Learned

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Disclosure

- The speaker has no relationships with Commercial Interests
- The speaker does work for a company that offers educational outcomes measurement services for CME activities

The Survey



- Too short = not enough data
- Too long = turns respondents off before they begin
- Just right! = successful survey

What is “Just Right”?

- No more than 4-5 demographic questions, get to the meat!
- Avoid using only open ended questions
- Use multiple choice/drop-down menus or Likert scales
- Maximum number of total questions is probably in range of 15 – 18. Shorter is better!!!

Before you send it...

- Have course director or another clinician knowledgeable in the subject area review it carefully
- Make sure questions are the clinically relevant
- Physicians are more likely to answer

Maximizing Response

- If using email, don't send on Monday or Friday (usually)
- Craft the subject line text thoughtfully
- Consider having the course director sign letter/email
- Use snail mail! Email survey fatigue may have set in- need to include SASE

Online Survey Tools

- Survey Monkey
- Survey Writer
- Zoomerang
- Check out
 - Maximum number of questions
 - Maximum responses per month, per survey
 - Availability of skip logic

Can I offer an Incentive?

- For a “control group”- not participating in the activity- YES
- For participants, pre or post survey – No, especially if commercially supported; also has Stark II implications
- Can offer them a copy of the results of the survey
- What about an extensive interview or focus group follow-up? May we consider compensation for time?