

# BMS IME-Supported Educational Activities

## Guidance for Status Updates, Interim, and Final Outcomes Reports

### ❖ Status Updates

- **Notify the respective IME Specialist and Manager via email 30 to 60 days before launch date with the activity details, including:**
  - Program date, time, and location for live activity (room number and/or floor)
  - Expected launch date for enduring activity (and provide online link once activity has launched)
  - Agenda
  - Confirmed faculty
  - Registration link for live activities, including webcasts
  - Number of complimentary auditing spots, if applicable
  - Exhibit or other opportunities available

**NOTE:** If any aspect of the activity has changed from the original proposal (*e.g., start/end dates, learning objectives, educational design, number of learners, etc.*), a **Change of Scope (CoS) form must be completed and submitted 60 days (recommended) but not less than 30 days prior to the start of the activity.** This form is located on the [BMS IME website](#).

### ❖ Submission of Interim and Final Outcomes Reports

- **Live Meetings:**
  - Submit Outcomes Reports ***within 60 days post-meeting***.
  - If a follow-up post-meeting survey is conducted, submit an additional Outcomes Report ***within 30 days of the post-meeting survey***.
  - Please notify us in advance if a report submission will be past the 60 day requirement and the reason for the delay.
- **Enduring Activities (e.g., webcast, print, audio, podcast, etc.):**
  - Interim Reports are due every 90 days from the launch of the enduring activity.
  - A Final Report is due 90 days from the close of the activity.
- All Reports should be emailed to [IMEOutcomes@bms.com](mailto:IMEOutcomes@bms.com), with a copy to the respective IME Specialist and Manager, and **uploaded to CyberGrants**.
- **Outcomes Reports Module**
  - In addition, we are asking you to **enter cumulative data for interim and final outcomes for each activity into our Outcomes Reports Module in CyberGrants**. This will allow us to aggregate our outcomes to demonstrate the total impact and value of supporting CME activities to our internal stakeholders.
  - Email reminders will be sent until your final outcomes report is submitted.
  - Data input into this outcomes module does not replace the interim and final outcomes reports that are required to be submitted for each activity.
  - The Outcomes Module Training document is located on the [BMS IME website](#) under Outcomes Reporting. There you will also find the Outcomes Report Example and the Summary.

### ❖ Format and Content of the Interim and Final Outcome Reports

- Format: Outcomes Reports should include the following items:

- A downloadable **PowerPoint** slide deck with speaker notes, as needed, to guide the interpretation of the slides. (See example **Outcomes Report Example** on the [BMS IME website.](#))
- Electronic copies of the final program (e.g., final agenda with topics and faculty, resources, tools, etc.)
- Links to any enduring materials, practice resources, etc.
- The ideal report should contain graphs, charts, and tables, wherever possible **and show the N value for all data points. If your N value is a small % of the total # of learners, a reason is required.**
- Content of Outcomes Reports:
  - Outcomes Reports should begin with a 2-3 slide Executive Summary of the activity, and include the following:
    - Program title, BMS grant number, educational provider and collaborators, faculty, agenda, venue, commercial supporters, maximum number of credits offered, and expiration date.
    - Educational Purpose: the professional practice gap addressed
    - Measurable learning objectives
    - Unique registration and activity information/link to website
    - Launch and end date(s) of activities, including the duration of enduring materials such as print journals, webinar schedule, online modules, live event/series schedule
    - Target Audience and Number of Learners reached
    - Amount of funding provided by BMS and the cost per learner
    - Summary of the outcomes analysis, including:
      - Key outcomes and highlights of supported program
      - The most significant impact of the educational activity on learners
      - Key practice gaps that still remain and require further education
  - Other key components of the Outcomes Report include the following:
    - Target audience, with estimated (as per proposal) and actual numbers of attendees grouped by licensure (MD, NP/PA, Nurses, Pharmacists and other HCPs). A breakdown of MD specialties/sub-specialties, where applicable, should be included. A breakdown of US vs. International participation, where applicable, should also be included. The Interim Reports must include cumulative number of attendees to date on both live and enduring activities.
    - **List the learning objectives and the measured achievement of each (pre-post activity) and ensure outcomes are aligned to the relevant learning objective by indicating L1, L2, L3, etc.**
    - Describe increase in knowledge, confidence, competence, and performance and align to the learning objectives.
    - Provide *unique* visits, slide-set downloads, audio downloads, etc. If available, it would be helpful to know the extended reach of downloadable slide decks and audio podcasts.
    - Number and locations of actual live activities (if a series)
    - Describe additional insights, educational needs, and/or unfilled practice gaps that continue to exist after the completion of the activity (ies).
    - A complete description of the most significant impact of the educational activity on learners.

In addition to the above, please include a top-line summary/highlights of participants' write in comments or testimonials regarding the activity that are of value and would be important for BMS to share with our key internal stakeholders.

Please keep in mind that we want key comments consolidated and not a full listing of all the comments.

#### ❖ **Moore's Outcomes Levels (1-7)**

**Note:** BMS requires a minimum of level 3 and 4 outcomes on education that we support; higher level outcomes are highly favored.

The Report(s) should include key outcomes and the data to support how various levels were achieved, as applicable. Provide 1-2 sentences on how each applicable level was measured and provide a sample size for each outcomes level result. **Always include "N" values and "p" values, as appropriate.**

- **Level 1 (Participation) by Modality (e.g., Live, Web, Enduring)**
  - Number of attendees
  - Number of survey respondents
  - Learner Demographics
    - US vs. Ex-US, breakdown by regions
    - Breakdown by profession/specialty/subspecialty (i.e., Physicians – PCP, Physicians – Specialty [specify specialty], Nurses, Nurse Practitioners, Pharmacists, Physician Assistants, Other Healthcare Professionals, Non-Healthcare Provider)
    - Practice setting/affiliation
    - Number of patients seen by the learner with the condition/disease focus of the activity per week (and, if applicable, estimated number of patients that were impacted as a result of the participation in the educational activity)
- **Level 2 (Satisfaction):**
  - Was the educational activity satisfactory?
  - Were the learning objectives met?
  - Were the instructional techniques and materials helpful?
  - What are participant preferences in keeping up-to-date with educational advances in treatment, knowledge, and practice?
  - Number of participants that perceived there was NO commercial bias in the content of the educational activity?
- **Level 3 (Knowledge)**
  - Provide an analysis and summary of insights on how each Learning Objective was met (include the "N" values and "p" values, when appropriate)
  - Level of increase in knowledge, confidence, competence, performance based on analysis of baseline vs. post-activity results
  - Total number of questions asked of the audience during activity
- **Level 4 (Competence)**
  - Provide a brief description of the evaluation methodology used to measure learners' competence including statistical testing

- What percentage of learners reported commitment to change and specify intended changes that they reported: *e.g., practice knowledge (98%), screening and diagnosis (78%), practice behavior (78%), and patient clinical outcomes (85%)*
  - Include 3 to 4 examples of questions or case vignettes that captured pre-test, post-test and follow-up survey responses
  - Provide educational insights as a result of responses to questions asked during the educational activity
- **Level 5 (Performance) – Analysis of survey responses**
  - Provide detailed analysis of learners’ change in performance as a result of the educational initiative, including impact of educational activity on clinical practice, knowledge, etc.
  - Include what clinical practice changes were implemented as a result of their attendance; what barriers to change or challenges they identified.
  - Please note if the data presented is objective data or subjective data.
- **Level 6 (Patient Health)**
  - If applicable and available, include patient reported outcomes (PRO)
  - Include any improvements in patient/provider communication as a result of the education?
  - Include data (e.g., QI reports, chart pulls, etc.,) that support learner’s response to their intent to change practice as a result of attending the activity
  - Please note if the data presented is objective data or subjective data.
- **Implications for Future Education/Outstanding Needs Observed**
  - Discuss identified gaps not fulfilled or new gaps discovered based on survey responses (pre and post-data analysis)

Please contact the Department Director and/or any IME Specialist with any questions or comments.

Thank you for your continued interest in providing high quality continuing medical education with the mutual goal of improving patient outcomes.