

Achieving Results through Planner & Faculty Selection

Purpose

Identifying planners and faculty (speakers) is critical to the effectiveness of accredited continuing education. Identifying planners and faculty should be the result of a clear understanding of your practice gap and target audience(s) as well as what is required to achieve the desired state of competence, performance and/or patient outcomes via the education. Expanding the sources of input (planners) and presenting various perspectives (faculty) is important for maximizing effectiveness of the education.

Key Considerations

- Maximize your practice gap ➤ *Who are the experts connecting the sources you used?*
- Start with the end in mind ➤ *What are the competencies you are addressing?*
- Stay focused on your target audience ➤ *Is the focus interprofessional or on a specific group?*
- Identify the right experts ➤ *Who needs to be represented? Patients? Community?*

ACCME Accreditation Guidelines

Selecting planners and faculty is about much more than identifying physician experts in CME. Check out the following [ACCME Accreditation with Commendation Criteria](#):

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Members of interprofessional teams are engaged in the planning and delivery of interprofessional continuing education (IPCE)

24

Patient/public representatives are engaged in the planning and delivery of CME

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Students of the health professions are engaged in the planning and delivery of CME

ACPE Standard 6

[ACPE Standard 6](#) should guide the selection of planners and faculty for accredited continuing pharmacy education (CPE).

The provider must communicate and collaborate with CPE activity faculty regarding the identified educational needs, intended audience, objectives, active participation, and learning assessments for each CPE activity.

Tips for Success

Be creative, move beyond planning committee meetings to engage planners and faculty.

Identify the barriers for participation and address them to ensure a quality educational activity.

Focus groups and directed surveys are great ways to get input from non-traditional committee participants and find potential faculty such as patients, students and other members of the community.

References

Sharp CME Faculty Development Series – Selecting Planners & Faculty (2020)