Competencies for CE Professionals

Gayla Bruner, BSN, RN – Alliance President

Steven Kawczak, PhD, CHCP – Alliance Vice-President
2017

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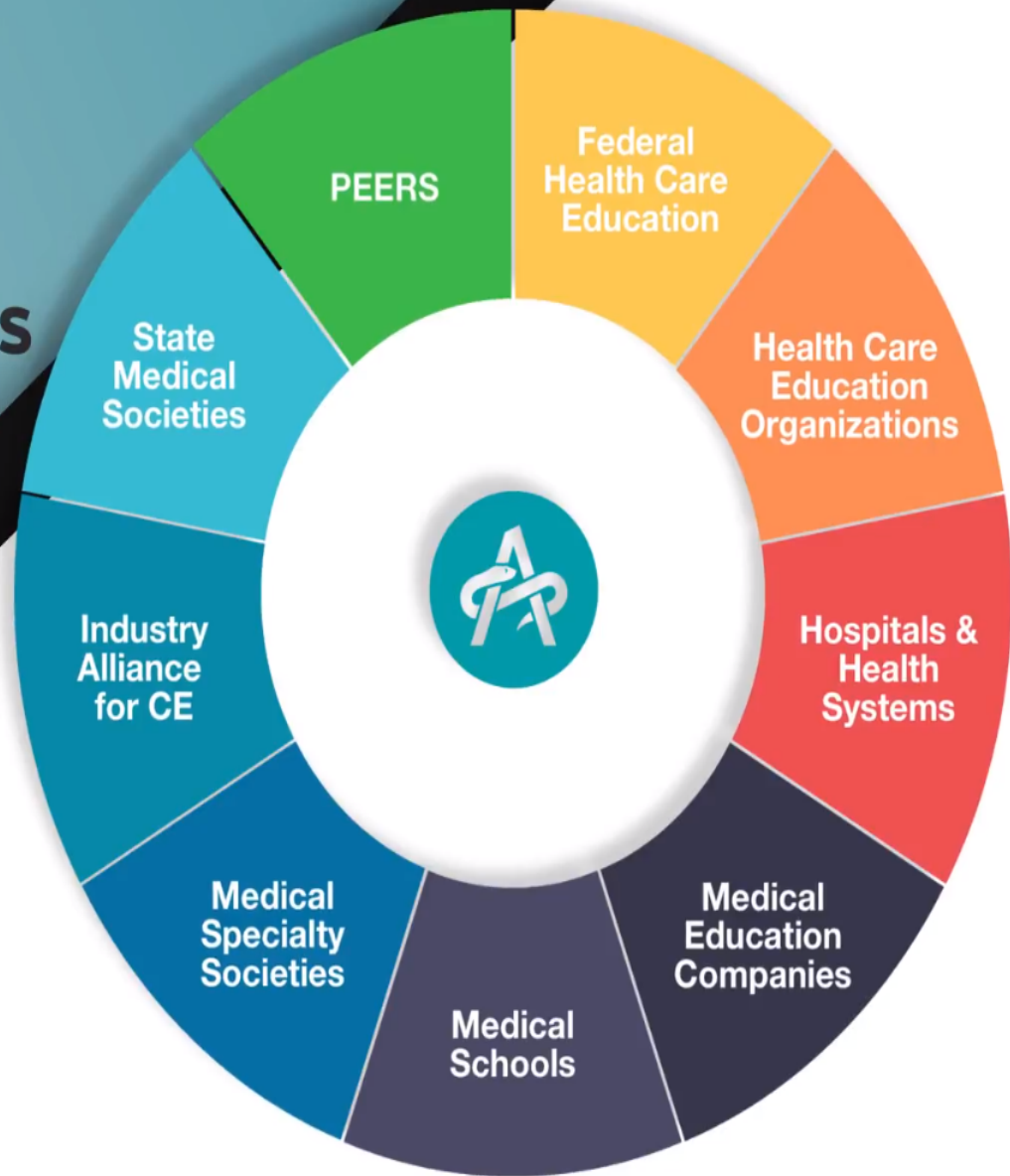
Alliance **Mission**

Connecting healthcare education professionals to promote best practices that improve patient care

Alliance **Vision**

Advancing continuing health education for healthcare professionals

After attending this session, participants should be able to:

- Identify the eight Competency Areas that make up the ACEHP National Learning Competencies for CE professionals

- Describe the rationale for each competency as it relates to creating, implementing and evaluating quality continuing education that is linked to performance improvement

- Discuss ways that these competencies could provide a framework in a variety of settings for position descriptions, performance expectations and career growth for the CE professional

CPD - Does It Matter?

- Societal forces impacting health professions
  - Aging population, generational differences, changing health behaviors

- Professional forces operating within medicine and allied disciplines
  - Changing demographics of providers, finite resources, drive for quality

- Forces affecting CME and CPD Providers
  - accreditation, funding, delivery methods, etc.

- Forces affecting the learners
  - New skill sets, changes in clinical practice, new attitudes

Why Have Competencies?

- Identification of Skills Necessary for Excellence
  - What we do
  - How we do it
- Supports CEhp's lifelong learning journey
- Framework for position descriptions, performance expectations and career growth

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When everything
seems to be going against you
remember
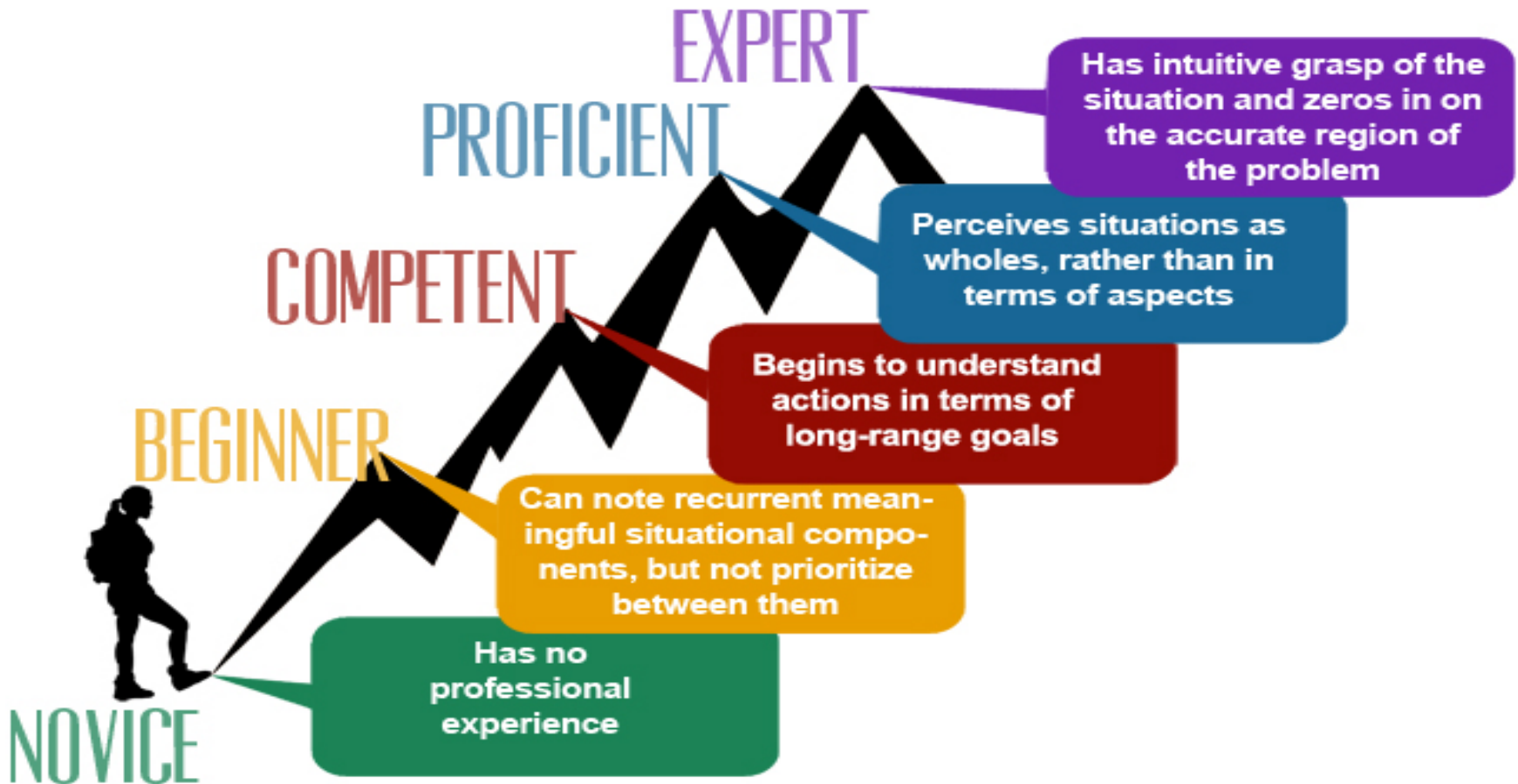an airplane
takes off against
the wind
not with it

-Henry Ford

DevelopGoodHabits.com

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Dreyfus Model

Competency Area 1

- Use evidenced-based adult and organizational learning principles to improve the performance of healthcare professionals, the healthcare team, and the organizations in which they work, in order to improve patient outcomes

Competency Area 1

The novice / advanced beginner CEhp practitioner has the ability to…	**Describe** adult learning theories and their role in CEhp.
The competent / proficient CEhp practitioner has the ability to…	**Apply** adult learning principles that are used to facilitate changes in healthcare professionals' knowledge, competence and/or performance.
The expert CEhp practitioner has the ability to…	**Integrate** applicable emerging research and best practices related to adult, healthcare professional and interprofessional education into the design and implementation of educational activities / interventions.

Competency Area 2

- Implement and improve independent, fair, balanced, and evidence-based educational interventions that produce expected results for learners and the organizations in which they work.

  – 2.1 Implement activities/interventions to close practice gaps and address learning needs

  – 2.2 Develop activities with content that is valid, independent from the influence of commercial interests

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"You've got to be very careful if you don't know where you're going, because you might not get there."

YOGI BERRA

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Competency Area 2

The novice / advanced beginner CEhp practitioner has the ability to…	**Describe** professional practice gaps and learning needs **Describe** the features and importance of valid, independent, balanced and EB CEhp activities.
The competent / proficient CEhp practitioner has the ability to…	**Assess** the environment for advancements in technology and clinical care that create learning needs **Inform** planners, teachers, etc about valid, balanced content
The expert CEhp practitioner has the ability to…	**Integrate** strategies that address systems issues, assets, and barriers into CEhp activities and interventions **Develop** policies / procedures to help ensure that the CEHP program can stand accountable for content

Competency Area 3

Competency Area 3

Measuring the Performance of CEhp <u>Activities</u> and the Overall CEhp <u>Program</u>

Use **data** to **evaluate** the effectiveness of CEhp activities/interventions and the impact of the overall CEhp program.

Competency Area 3.1

Use evaluation and outcomes data to **assess and determine**:

1. the educational outcomes/results of the CEhp activities/ interventions on participants' attitudes, knowledge levels, skills, performance and/or patient outcomes,

2. unmet learning needs, and

3. the quality and success of CEhp activities/interventions

Competency Area 3.1

The novice / advanced beginner CEhp practitioner has the ability to…	**Identify** different outcomes frameworks that can be applied in CEhp evaluation and assessment plans.
The competent / proficient CEhp practitioner has the ability to…	**Select, Implement and Analyze** assessment methods and tools that are appropriate for the goals and objectives of the CEhp activity/intervention, based on the CEhp practice setting and resources (e.g., time, expertise, staff, budget, stakeholder expectations).
The expert CEhp practitioner has the ability to…	**Develop** assessment tools that can be used to measure the quality, independence, balance, and effectiveness of a CEhp activity/intervention. **Create** partnerships, **Integrate** findings, **Develop** publications

Competency Area 3.2

Use evaluation and outcomes data to **evaluate the impact of the overall CEhp program and its effectiveness** in meeting the CEhp mission and relevant organizational goals by…

A. Outlining steps to evaluate the impact of the overall CEhp program and its effectiveness in meeting mission and relevant organizational goals.

B. Utilizing activity evaluation data, and other relevant information, to assess the impact of the overall CEhp program and the extent to which the CEhp mission and relevant organizational goals were met.

C. Identifying areas for improvement within the CEhp program and individual CEhp activities based on the overall CEhp program evaluation process.

Competency Area 3.2

The novice / advanced beginner CEhp practitioner has the ability to…	**Define** overall program evaluation.
The competent / proficient CEhp practitioner has the ability to…	**Compare/Contrast** evaluation approaches; **Implement** an overall program evaluation plan that evaluates the impact of a CEhp program and the extent to which the overall CEhp mission and relevant organizational goals have been met.
The expert CEhp practitioner has the ability to…	**Design** an overall CEhp program evaluation plan that links CEhp activity data to evaluation of the overall CEhp program;

Competency Area 4

Competency Area 4

Collaborating and Partnering with Stakeholders

Collaborate with internal and external stakeholder groups/partners that can help maximize the impact of CEhp activities/interventions and meet the CEhp mission.

Competency Area 4

The novice / advanced beginner CEhp practitioner has the ability to…	**Identify** stakeholders and resources for implementation.
The competent / proficient CEhp practitioner has the ability to…	**Participate** in partnerships; **manage** relationships and **evaluate** the extent the collaboration help the education program**.**
The expert CEhp practitioner has the ability to…	**Analyze** and **create** relationships; **Design** strategies to maintain compliance with regulations when partnering.

Competency Area 5

Competency Area 5

Managing and Administering the CEhp Program

Manage and administer the CEhp office operations to meet personnel, financial, legal, logistical, accreditation, CE credit, and/or regulatory standards.

Competency Area 5

5.1 Execute CEhp activities and the CEhp program following sound and applicable **business policies and practices**

5.2 Execute CEhp activities and the overall CEhp program in **compliance** with applicable accreditation and/or regulatory policies and requirements

5.3 Utilize effective **management and communication skills** when working with organizational leaders, staff, volunteers, peers, and learners

Competency Area 5.1
Business policies & practices

The novice / advanced beginner CEhp practitioner has the ability to…	**Identify** procedures for basic accounting, financial management, and human resource practices.
The competent / proficient CEhp practitioner has the ability to…	**Implement** procedures, **Use** databases & other technologies.
The expert CEhp practitioner has the ability to…	**Develop** procedures; **manage** processes.

Competency Area 5.2
Accreditation and Regulatory Compliance

The novice / advanced beginner CEhp practitioner has the ability to…	**Identify** accreditation standards and regulatory policies; **describe** practices to achieve compliance.
The competent / proficient CEhp practitioner has the ability to…	**Implement** procedures, **Develop** learning opportunities for volunteers and/or faculty.
The expert CEhp practitioner has the ability to…	**Integrate** compliance practices into the program; **analyze** implications on activities and collaborations.

Competency Area 5.3

Operations

The novice / advanced beginner CEhp practitioner has the ability to…	**Describe** effective communications and operations strategies.
The competent / proficient CEhp practitioner has the ability to…	**Implement** strategies, **Identify** opportunities for teamwork and team-building in the office environment.
The expert CEhp practitioner has the ability to…	**Develop** strategies; **Mentor** staff and **promote** teamwork.

Competency Area 6

Nearly all men can stand adversity, but if you want to test a man's character, give him power
(Abraham Lincoln 1809-1865)

Competency Area 6

Competency Area 6

Leading the CEhp Program

6.1 **Conduct** all affairs with high standards of professionalism and ethics

6.2 **Model** and **Inspire** a vision of present value and future direction

6.3 **Develop** and model a learning organization

6.4 **Advocate** for the CEhp program, its mission, activities, staff and volunteers

Competency Area 6

The novice / advanced beginner CEhp practitioner has the ability to…	**Identify** ethical standards; **Describe** future trends in CEhp; **Describe** principles of continuous quality improvement (CI); and regulatory policies; **identify** importance of effective team dynamics.
The competent / proficient CEhp practitioner has the ability to…	**Develop** communications; **Implement** milestones for achieving goals; **Apply** principles of CI; Describe psychology of motivation; **Recognize** performance; **Identify** opportunities to celebrate and share success.
The expert CEhp practitioner has the ability to…	**Build** consensus; **Articulate** values and vision; **Integrate** CEhp work to organization's strategic goals; **Ensure** growth and development of the team.

Competency Area 7

- Continually assess individual and CEHP program performance and make improvements through relevant learning experiences
    - 7.1 Engage in assessments to identify one's own gaps…
    - 7.2 Engage in assessments to maintain or improve CEHP program…
    - 7.3 Actively participate in the profession in order to model lifelong learning…

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Competency Area 7

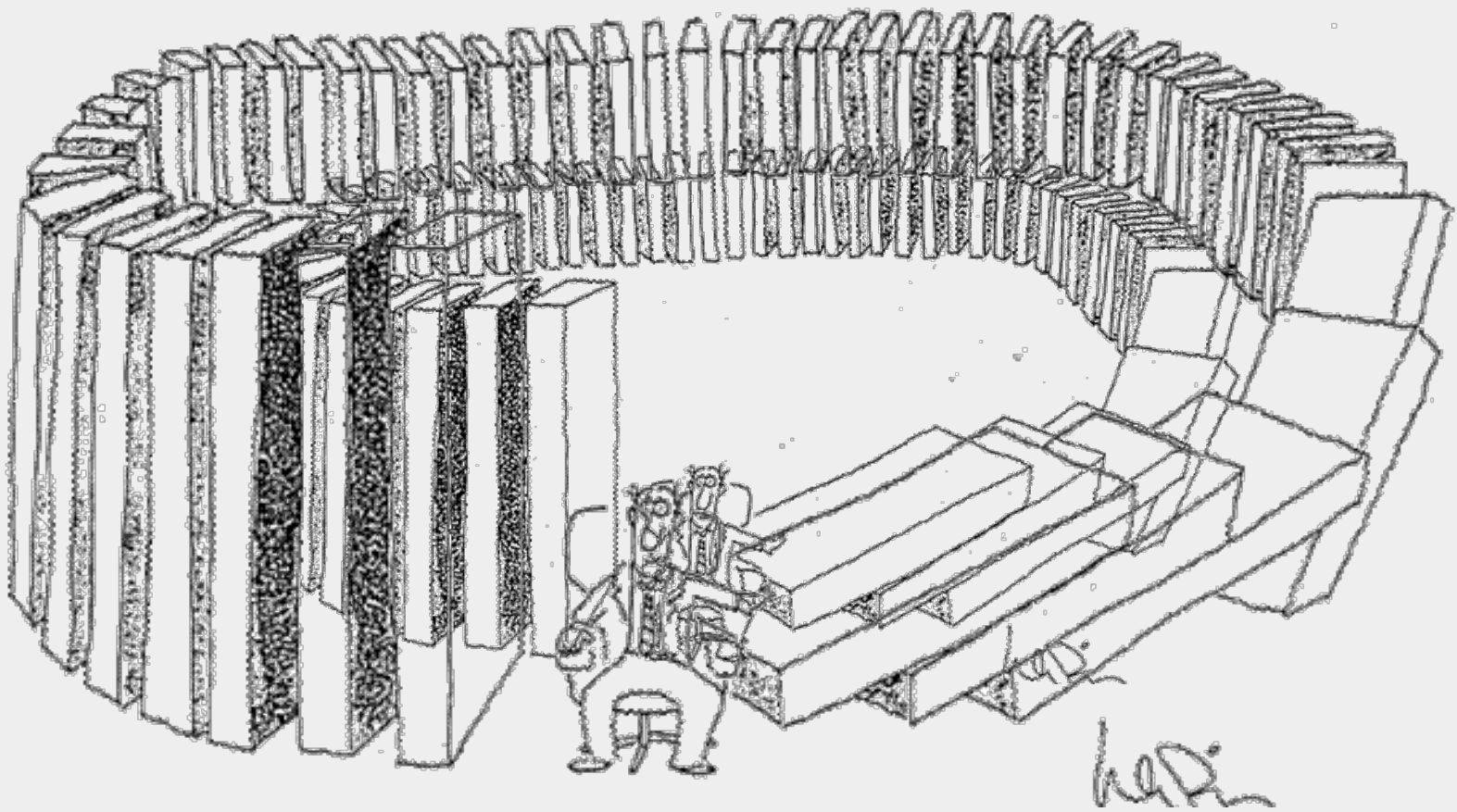|	
The novice / advanced beginner CEhp practitioner has the ability to…	Discuss the value of self-assessments in CEhp and outline a learning plan. Discuss standards of practice and emerging trends in the environment Discuss the value of volunteering for the profession
The competent / proficient CEhp practitioner has the ability to…	Engage in self-assessments to identify gaps in one's own knowledge, competence, and performance. Compare the CEhp program's performance to standards of practice and/or emerging trends to identify areas for improvement. Volunteer for professional and/or regulatory organizations
The expert CEhp practitioner has the ability to…	Design and lead a professional development plan for self and others Design and lead learning opportunities that would benefit the program Lead volunteer groups and discussions

Competency Area 8

- Approach the practice of CEHP from a system-thinking perspective, recognizing that a team of healthcare professionals that are part of a complex healthcare system delivers patient care.
  - 8.1 Integrate into the design and assessment of educational interventions a systems-based approach to identifying and closing gaps in healthcare

Competency Area 8

The novice / advanced beginner CEhp practitioner has the ability to…	Describe the concept of systems-thinking and the implications for CEhp activities and interventions. Identify stakeholders involved in creating or influencing the system of practice. Discuss the value of collaboration within the healthcare team.
The competent / proficient CEhp practitioner has the ability to…	Examine how systems-based issues can impact healthcare team performance and use models and frameworks in planning activities and interventions. Implement assessment methods that can capture improvements in team performance Identify resources to support collaborative practice of team
The expert CEhp practitioner has the ability to…	Analyze quality and performance gaps for systems-based issues (structures and processes) that can be addressed. Create partnerships and collaborations to facilitate system-based approach to activities/interventions and programs. Integrate content and resources to support collaboration.

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Utilizing the Competencies

- Small groups
- Design educational activity based on example provided – once completed
- Which of the competencies did you use?
- How would the incorporation of these competencies in your plan improve your efficiency or quality?

Case: Improving Immunization Practice through Education

Guidelines recommend that adults over age 65 and other high-risk adults (ages 18-64) having immunocompromising or chronic conditions, receive pneumococcal vaccines annually. The local clinic is evaluating its effectiveness in delivering this vaccine to it's patients. For 2016, 56% of patients >65yrs (n = 98,084) and 28% of high-risk 18-64 yr olds (n = 73,130) received the vaccine. The goal is 75% for 2017.

Design an educational intervention to narrow this gap.

Report out

- Highlight the educational activity.

- Which of the competencies did you use?

- How would the incorporation of these competencies in your plan improve your efficiency or quality?

Benefits of Competencies

- Use of adult learning principals
- Template for planning
- Evaluation and outcomes
- Collaborating and Partnering
- Managing / leading your program
- Professional development
- Staffing & Recruiting
- "Gold standard" for a CE professional
- Other…

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Questions

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