

Mind the Gap: How to Identify Needs in Your Learners

- Faculty discussion
 - Patient discussion
 - Survey of potential learners
 - Literature search
 - Outcomes from previous programs (not just post-activity scores)
 - Social media (eg, during COVID, Tweets by clinicians illustrated lots of confusion about who is eligible for antivirals)
 - Curiosity/exploration (eg, MS inequities gaps and program were developed after reading a white paper on the African American Experience and MS by the MS Association of America)
 - Personal experience (eg, migraine)
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