



# Planning CME/CPD 'with the end in mind'

Led by Dean Jenkins  
*(Outcomes Engine)*





WHAT  
NOW

# Understanding by Design



Building CME / CPD to  
change practice and  
improve care.

Thinking big about what we want to achieve.

Designing the learning  
to make that change.

Backwards planning to get where we want to go.

# Disclaimers and acknowledgements

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Dean Jenkins is founder of OutcomesEngine.com (Outcomes Engine Ltd.) which aims to advise on, record, and analyse learning outcomes.

Content for this talk has been developed with support from:

- Claude.ai (3.5 Sonnet) and Meta AI (Llama 3.2) – co-creating UbD examples in CME
- Unsplash, Pixabay – images with appropriate Copyright
- Stability.ai (Stable diffusion 3.5 large) – an outrageous house design

# UbD in CME example

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- Diabetes update
  - Something on Latest Guidelines and Recent research

# UbD in CME – activity 1

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- Think of a recent CME event you attended or helped deliver.
- What were the two or three things it covered?
- Write them down. (Or use a lucky dip).

# UbD in CME example

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- Diabetes update
  - Something on Latest Guidelines and Recent research
- Main outcome - Understanding the importance of addressing hypertension and smoking cessation.
- Big idea - Prioritising evidence-based practice for better impact on patient health

# UbD in CME – activity 2

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- What was most worth understanding at your event?
- What's the main outcome?
- What was the 'big idea' behind it?
- Explain it to, or work on it with, your neighbour.



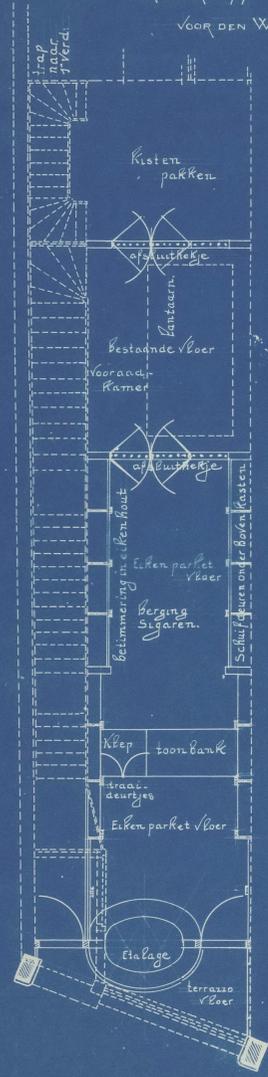
Photo by [Jonny Caspari](#) on [Unsplash](#)



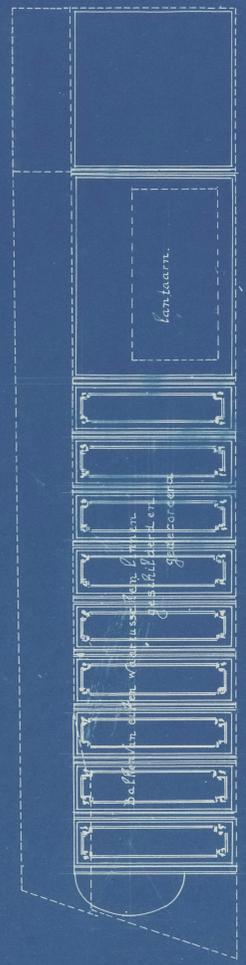
Photo by  
Stable  
Diffusion 3.5  
Large

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 GELEGEN AAN HET DAMRJK TE AMSTERDAM  
 VOOR DEN WELEDIGEN HEER C. J. BOELE  
 TE KAMPEN.

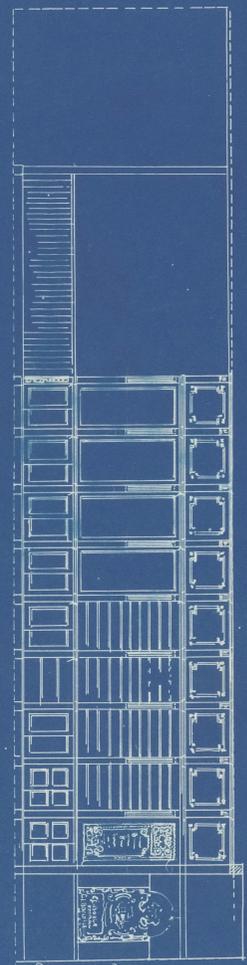
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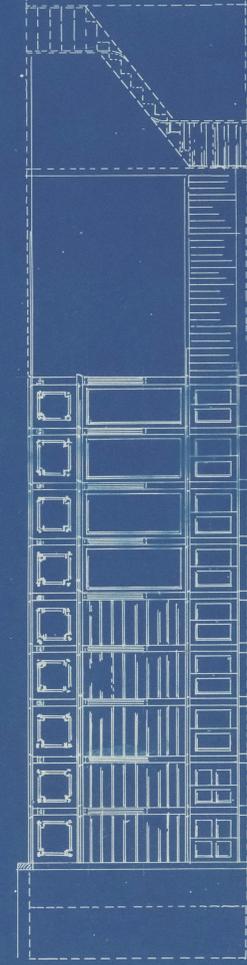
platte grond.



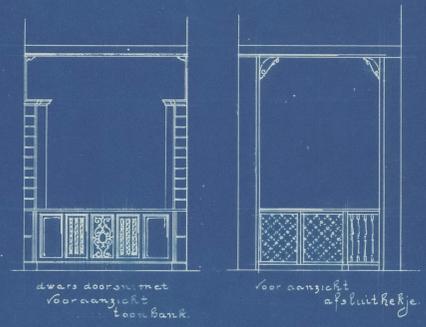
plan plafond.



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 Stippellijn bestaande toestand.  
 Vaste by de nieuw te maken toestand.

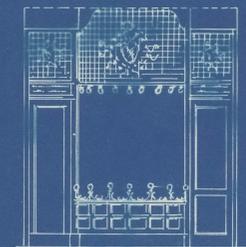


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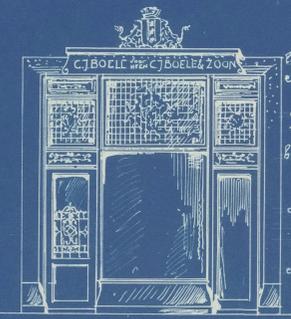


dwars doorsn. met voor aanzicht toon bank.

voor aanzicht afsluitkegje.



binnen aanzicht voorgevel



voorgevel

letters gebeeldhouwd en verguld in het graniet glas in lood.  
 betimmering van teekhout.  
 omlijsting overkraging plaat van schotsch graniet gepolijst een ronde spiegelruit

Schaal 1:50.

J. N. van Straalen J. Arch.  
 Amsterdam.  
 Heerengracht 288.

# UbD in CME example

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- Diabetes update
  - Something on Latest Guidelines and Recent research
- Main outcome - Understanding the importance of addressing hypertension and smoking cessation.
- Big idea - Prioritising evidence-based practice for better impact on patient health
- Measurement - self-assessment, or an audit, of how often they address this in clinic
- Teaching format - workshop discussion to explore ideas around the introduction of BP and smoking cessation in various clinic settings through discussion with peers.

# UbD in CME – activity 3

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- Briefly. If you were to run your event again ... chat with your neighbour about how you would measure your main outcome and how you would design the learning to ensure it was achieved.
- Rapid fire round robin. Explain to your table your big idea, your main outcome, how you would measure it, and how you would design the teaching. Award a prize to anyone who improved on your idea.

# UbD in CME – debrief / Q&A

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- Thank you!
- Any questions?