

# Needs Assessment Techniques

The sponsor shall have established procedures for identifying and analyzing CME needs and interests of prospective participants. The sponsor shall:

- Document the process used to identify CME needs, including data sources which go beyond the sponsor's own perception of needs.
- State the overall needs identified by the above processes and indicate how this assessment is used in planning educational activities.
- Include the data sources used for the needs assessment with the application.

## **Needs Assessment as Defined by the "CME Primer"**

*Any systematic approach to collecting and analyzing information about the educational needs of individuals or organizations.*

## **Needs Assessment Techniques for CME Applications**

- Formal requests from segments of the target audience
- Written survey of target audience
- Clinical expert opinion
- New/innovative clinical findings/procedures
- Community/patient concerns
- Results of previous CME activity evaluations
- Data from external sources (e.g. CDC data)
- Conversation with medical examiners and pathologists
- Health department statistics
- Journal articles or publications
- Quality assurance (QA) review and results of other peer audit instruments
- Data from hospital census and referrals (e.g. 5 most common diagnoses or use of specialized service)

**The sponsor MUST include a copy of the data source in the application.**