

## **Standard 11: Evaluation of CPE Activity**

**Providers must develop and conduct evaluations which allow pharmacists and technicians to provide feedback on CPE activities. Elements of the evaluation should be relevant to the intended outcome of the activity. Feedback should be summarized for pharmacists and technicians separately and used in a systematic fashion for the purpose of ongoing improvement of the overall CPE program.**

### Guidance:

Providers are encouraged to allow pharmacists and technicians to provide feedback in the following areas:

- applicability of the CPE activity to meet their educational needs
- achievement of each stated objective
- quality of faculty
- usefulness of educational material
- effectiveness of teaching and learning methods, including active learning
- appropriateness of learning assessment activities
- perceptions of bias or commercialism

Additional items may be incorporated to aid the provider in evaluating the effectiveness of its CPE activities and guide the development of future educational activities as well as assess achievement and impact of the provider's stated mission and goals (Standard 1).