

A Bridge to Learning: Needs Assessment & Gap Analysis

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- ACPE Requirements
- Methods of Conducting Needs Assessment
- Samples from APhA

Overview

- Identify gap between what *is* and what *should be*
- Includes input from target audience
- Guides program development (prospective)
- Informs decisions on types of activities/ interventions chosen
- Multifaceted

ACPE Needs Assessment Standards



THINK, ANSWER

Which is a valid means of assessing educational need?

- a. Speaker request
- b. Commercial supporter RFP or drop-down box
- c. Review of program evaluations
- d. All of the above



THINK, ANSWER

Is it sufficient to state that the need was defined by speaker recommendation?

- a. Yes
- b. No

- Surveys
- Expert review
- Environmental scans/lit reviews
- Program evaluations
- Legal & regulatory initiatives
- Focus groups
- Unpublished research
- Speaker recommendation
- Patient safety data
- Population health data
- Chart reviews
- Test results
- Survey of available CPE

Can you name any others?

Needs Assessment Strategies

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Which are available to most providers?

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Needs Assessment Strategies

- **Methodology**
 - Firm objective
 - Appropriate audience
 - Conduct surveys regularly – don't overburden your respondents
 - Select the right method - Electronic vs. Paper
 - Electronic – quicker turn around, typically less expensive, data entry usually built in
 - Online Survey Tools include Qualtrics, SurveyMonkey, Zoomerang, Formsite
 - Paper – you can sometimes reach an audience that is not available on e-mail

A Word About Surveys

- **Survey Design**

- Limit open-ended questions – hard to analyze
- Keep scales consistent and balanced – 4 point, 5 point and 7 point most common
- Use tracking questions so you can compare data year to year or month to month
- If you have sensitive questions or questions respondents may not be able to answer include “Don’t know” and/or “Refused” in the answer options
- Make answer options mutually exclusive
- Provide an exhaustive list of response options (you can include an “Other” option)
- Avoid use of technical terms, abbreviations, acronyms

A Word About Surveys

- Case Study: APhA Annual Meeting Session
 - Review the needs assessment for an asthma session.
 - Identify the strategies that were used to compile the needs statement.
 - Do the learning objectives match the stated need?
 - Does this needs assessment meet ACPE requirements?

Needs Assessment at APhA

APhA2009 Annual Meeting Education Session
Asthma Action Plan: The Pharmacist's Role in Asthma Management
Statement of Educational Need

Asthma and its Treatment in the United States

According to the American Lung Association, asthma is a common condition, affecting over 11% of Americans (over 34 million individuals, including 8.4 million children 5 to 17 years of age).¹ Asthma can range in its severity from mild intermittent asthma to severe persistent asthma, and can impact all aspects of patients' lives. Severe exacerbations of asthma can occur regardless of the severity of asthma, and can occasionally result in death. In 2004, 3,816 deaths were caused by asthma. Asthma also is associated with substantial costs—\$14.7 billion in direct health care costs.²

The National Asthma Education and Prevention Program updated the clinical guidelines for the new guidelines for

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...and that when pharmacists provided education and long-term medication therapy management services to patients with asthma, a number of clinical and economic outcomes were improved, including:

- All measures of asthma control improved, and the improvements were sustained for 5 years.
- Emergency department visits decreased significantly.
- Missed/nonproductive workdays decreased from 10.8 days to 2.6 days/year.
- Direct health care cost savings averaged \$725 per patient per year.⁵

Because of the positive impact of pharmacists on asthma care, more and more opportunities are opening up for clinical pharmacists, including the development of asthma care services, collaborative practice agreements, and pharmacist-managed clinics in ambulatory

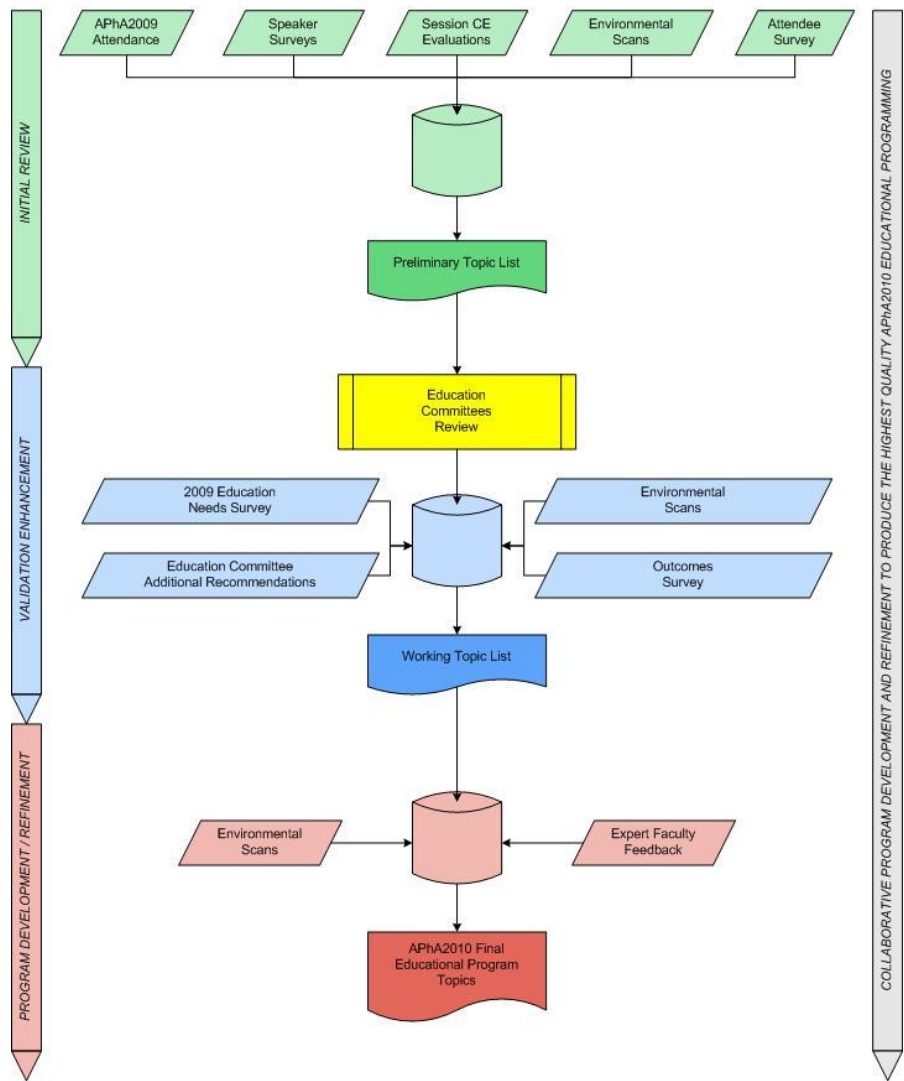
Expert Review

The APhA Education Stand-
program

- Do we create statements of need like this for *all* activities?
 - NO.
 - Compiling statements like this can take anywhere from 4-10 hours.
 - This is typical of what we create for supported activities.
- What do we do for the other sessions?

Needs Assessment at APhA

APhA2010 Educational Programming Topic Identification





THINK, ANSWER

Identify which of the components of a comprehensive needs assessment your organization already conducts.



THINK, ANSWER

Is there a difference between the expectations of ACPE and those of funders with regard to statements of need?

- a. Yes
- b. No

- A multifaceted needs assessment process is necessary
- Surveys are important tools, but not the only tool
 - CPE processes (evaluations, outcomes) already include components of needs assessment
- There are different expectations for needs statements depending on the purpose
- Needs assessment is constant not episodic

Summary