



CE Pearls: ACPE Spring Education Conference

May 14-15, 2019

## Expanding Your CE Business

Presenters

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ACCREDITATION COUNCIL FOR  
PHARMACY EDUCATION

## Disclosure

- ▶ Marlene Heeg has nothing to disclose.
- ▶ Jennifer Moulton has nothing to disclose.

Who Do You Represent?

Academia

Association

Hospital/Health System

Education Company / Publisher

Other

I'm Here Because I Want To...

Grow My Program

Save or Change My Program

Learn About Potential Opportunities

Other

## Background - Our "Roads" to CE

### ▶ Marlene Heeg

- ▶ BA in Communications from Purdue University
- ▶ MS in Higher Education from Indiana University
- ▶ 35 years in Corporate America
- ▶ 7 years as the Managing Director at Purdue University College of Pharmacy's Office of CE & PD

### ▶ Jennifer Moulton

- ▶ BS in Pharmacy from the University of Iowa
- ▶ Exposed to CE at a pharmaceutical company (ironically)
- ▶ 12 years at a state pharmacy association
- ▶ 11 years at the Collaborative Education Institute (state pharmacy association/college of pharmacy collaboration)
- ▶ 2 years as President of CEI

## Learning Objectives

- ▶ Identify approaches to assess opportunities for growth of your CPE program.
- ▶ Define strategies to overcome unexpected challenges in managing your CPE program.
- ▶ Identify key stakeholders, structure, and champions to facilitate success of your CPE program.
- ▶ Explore avenues for growth of the CPE program, including collaborative opportunities, funding sources, and data sharing.

## Our Goal: Help You to Assess/Grow Your Program



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Expanding Your CE Business

	Current Program	Program Expansion
Unexpected Challenges/ Overcoming Challenges		
Key Stakeholders		

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## Assessing Opportunities for Growth You're ready to grow when...

1. You have regular learners
2. Your learners want more
3. You have regular, long-term profits
4. Your industry is growing...or you see a niche that hasn't been met
5. You have too much business

Adapted from 5 Ways to Tell if You Are Ready to Grow Your Business,  
<https://www.forbes.com/sites/mikekappel/2017/09/06/5-ways-to-tell-if-you-are-ready-to-grow-your-business/#637a7ba553f8>, accessed March 25, 2019.

## Assessing Opportunities for Growth Financially Speaking...

### Six Tiers of Company Growth (*as an example*)

<u>Revenue</u>	<u>Where you should be as a leader</u>
1. <\$250k	1-2 employees
2. \$250k - \$500k	Employees, shared CRM, equipment
3. \$500k - \$1M	More systems and more people
4. \$1M - \$5M	Systems, processes, and checklists are mandatory Work ON the business, not IN the business
5. \$5M - \$10M	Management team
6. >\$10M	Leverage efficiency

Profit First, Mike Michalowicz

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## Overcoming Unexpected Challenges Examples

- ▶ Team members
  - ▶ Culture
  - ▶ CPE Standards
  - ▶ Knowledge of industry (of both pharmacy and continuing education)

## Overcoming Unexpected Challenges Examples

- ▶ Time
  - ▶ Learn to delegate
  - ▶ Implement processes

## Overcoming Unexpected Challenges Examples

- ▶ Marketplace and Learner Shift
  - ▶ Free versus paid
  - ▶ Content or delivery changes

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## Facilitating Success Partnerships are KEY

- ▶ Today, it is hard for one organization to be everything to everyone
  - ▶ Define your niche, and run with it
- ▶ Don't reinvent the wheel
  - ▶ All boats rise



## Facilitating Success

### 5 Questions to Identify Key Stakeholders

1. Do they have an impact on your program's performance?
2. Can you clearly identify what you want from them?
3. Do you want the relationship to grow?
4. Can you exist without or easily replace them?
5. Have they already been identified through another relationship?

<https://hbr.org/2014/03/five-questions-to-identify-key-stakeholders>. Accessed 3.27.19

## Facilitating Success

### Determine your Structure(s)

- ▶ Legal Structure
- ▶ Culture
- ▶ Team Systems
- ▶ Workflow Processes
- ▶ Collaboration Tools

## Facilitating Success Champions

- ▶ You and your team are your best champions
- ▶ Who else?
- ▶ Be a Go Giver

The Go Giver, A Little Story About a Powerful Business Tool, Bob Berg and John David Mann

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## Avenues for Growth

- ▶ Collaborative opportunities
- ▶ Funding sources
- ▶ Data sharing

## Grow Your Program!

- ▶ Grow Your Program
  - ▶ Think About Your Program
  - ▶ Discuss with Colleagues at Your Table
  - ▶ Share with Colleagues in the Workshop

## Summary

- ▶ Assess opportunities for growth
- ▶ Anticipate challenges
- ▶ Identify key stakeholders, structure, champions
- ▶ Identify avenues for growth
  
- ▶ WHAT WILL YOUR STORY BE?

## Questions?

- ▶ Feel free to contact us:
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