

Standard 1: Achievement of Mission and Goals of the CPE Program

The provider must develop a CPE mission statement that defines the basis and intended outcomes for the majority of educational activities the provider offers.

Providers must establish and implement evaluation plans that assess achievement and impact of stated mission and goals. They must use this information for continuous development and improvement of the CPE program.

Guidance:

Part I: Mission and Goals

Providers should develop a mission related to its CPE Program. The CPE mission statement should indicate the provider's short-term intent in conducting CPE activities, including the intended audience and the scope of activities. The CPE mission should address how a provider will assist pharmacists and/or pharmacy technicians to maintain and enhance their professional competencies to practice in various settings. Examples may include, but are not limited to:

- ensuring optimal medication therapy outcomes and patient safety,
- managing practice settings,
- satisfying the educational requirements for pharmacist relicensure,
- meeting recertification requirements for pharmacy technicians, and/or
- meeting certification, statewide protocols, collaborative practice agreements.

Providers should develop a strategic plan and/or goals to indicate how the mission will be achieved. CPE goals are concise and measurable statements of what the provider intends to do to achieve its CPE Mission. The mission and goals should be systematically evaluated and periodically updated to assure consistency among the mission, overall goals, and individual activities.

Part II: Assessment Plan

The provider should develop an evaluation plan, that includes measurement indicators or benchmarks, to document achievement of the provider's CPE mission and goals in an effort to maintain and enhance competence of pharmacists and pharmacy technicians. For example, data may be collected in aggregate across CE activities to show the impact of the provider's CPE program. The impact of the provider's CPE program can be measured using the following levels (adapted from Moore's levels):

- Participation: number of participants attending CPE activities
- Satisfaction: directly measuring satisfaction with learning activities, topic, level of content, and speaker's organization of the material
- Learning: pre- and post-tests, self-assessment tools, multiple choice, short answer, essays, presentations
- Performance: demonstration of skills, application of treatment guidelines
- Patient Health: compliance rates, reduced physician visits
- Population Health: morbidity/mortality, infection rates, readmission rates

OR the provider may choose to evaluate the impact of its mission depending on the activity type as follows:

- *Knowledge-based CPE activity.* The levels that may be evaluated are participation, satisfaction, and learning.
- *Application-based CPE activity.* The levels that may be evaluated are participation, satisfaction, learning, and performance (demonstration during the activity and intended application in practice).
- *Certificate program.* The levels that may be evaluated are participation, satisfaction, learning, performance (demonstration during the activity and application in practice post-activity), and, if applicable, patient and/or population health.

Part III: Achievement of Mission

The provider should demonstrate evidence to indicate the degree to which the mission and goal(s) of the CPE program are met. Based on the results of the evaluation plan, the provider's mission and goals should be evaluated and updated in order to continue to enhance one's CPE program.