MECC Case Study
Part 1

You work for a mid-sized medical education company that was awarded two sizable grants (Fuze Pharma and BZ Biopharma) for an initiative consisting of the following elements:

- National symposium
- (5) regional/state-based annual meeting symposia
- Online knowledge primer (enduring activity)
- Monograph focused on key curriculum takeaways
- Live, enduring & curricular outcomes reporting

Learning objectives remain consistent between activities/formats.

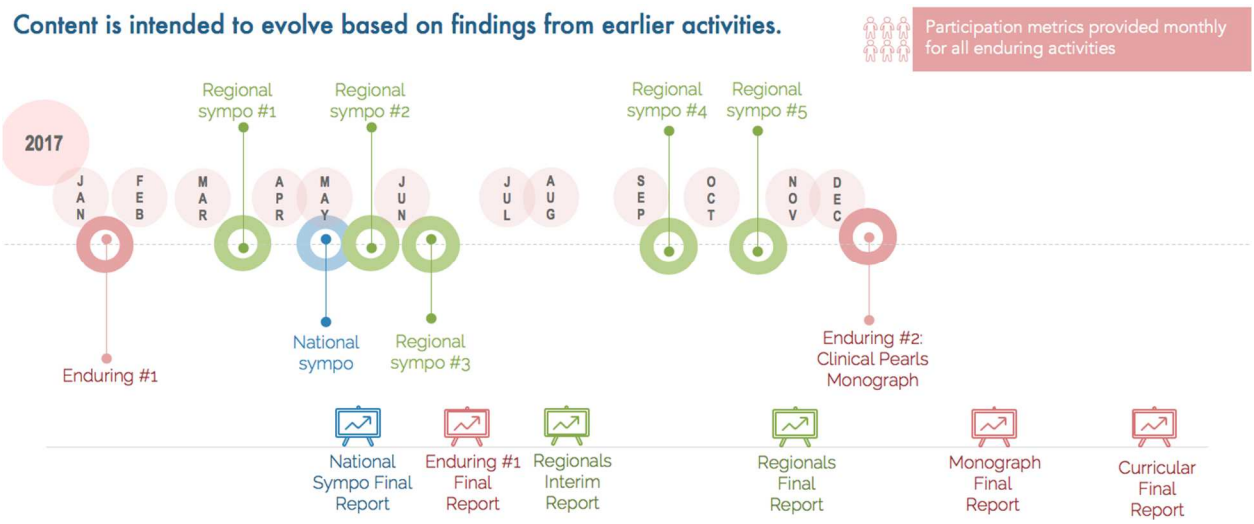
This initiative is designed to measure level 5 outcomes (performance). Assessment measures include activity pre-tests, intra-activity polling questions, post-tests, follow-up surveys, and control group assessment

There are a number of outcomes reports that need to be produced as part of this initiative. These include the following:

- National symposium
- Regional symposium series (interim, final)
- Enduring activity
- Monograph
- Curricular assessment – evaluating effectiveness of different formats and learners who completed 2 or more activities.

In addition, as learning objectives were consistent throughout all activities, the final report will provide a global curricular assessment.

Here is a schematic of the initiative design:



Upon delivery of the national symposium outcomes report (the first report in this series), you are asked by Fuze Pharma to pare down the assessment into a single slide. You are to only include the following:

- Grant ID
- Project title
- Program overview
- Participant demographics
- Key findings
- All levels 3-5 findings (broken down by community of practice)

Your original report was 15 slides, a few which were fairly data-heavy, including a case vignette, so this is not a terrifically simple request.

Questions for Discussion:

- How do you decide what stays and what goes from the much-truncated outcomes report?
- Would you amend outcomes questions/format for the future activities to better align with what Fuze Pharma is asking for?
- How do you avoid the need to create unique outcomes reports for every funder in a multi-supported initiative?
- What would you do if you have the late realization that one or more of your pre/post-test questions is not "on point" for your audience?

Part 2

BZ Biopharma now chimes in, "strongly recommending" the inclusion of a set of 7 standardized outcomes questions in all future outcomes reporting. Effective immediately, this reporting "recommendation" affects 3 of your future outcomes reports, including the curriculum assessment.

As you review your current outcomes design, you find that only 3 of your existing survey questions align with the standardized set, and that the addition of the 4 "recommended" questions would make your post-test longer than you'd like at a meaty 12 questions.

Questions for Discussion

- How would you address this situation? Would it be worth it (or wise) to push back against their recommendation?
- How do you manage "survey fatigue" due to long post-tests and activity evaluation that can be mandated such as in this scenario?
- How much input should pharma funders have in outcomes design and assessment requirements?