

Title:

Behavioral Needs Assessment: How do you truly find out what they don't know that they don't know?

Conference:

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Objectives:

At the end of this session participants will be able to 1). Understand how and why AES undertook this project. 2). Identify the components of a needs assessment project, 3). Understand what AES discovered about its membership 4). Understand the value of a mixed method approach and how the results have begun to transform AES' education development and delivery.

Key Points:

The American Epilepsy Society (AES) is a medical society of 3000 diverse provider members, which has collected and reviewed activity evaluations and involved learners in learning contract outcomes tracking. Deciding this was not enough to develop a proactive, strategic educational plan, the AES embarked upon a multifaceted membership needs assessment using a mixed methods approach that included qualitative and quantitative data collection techniques. First, structured discussion and clinical decision-mapping data was collected during focus groups. These findings were used to develop a national survey distributed to the AES members. To enhance the reliability and validity of the analysis, triangulation was incorporated. Triangulation is a research design method that combines various methodologies and sources to assure a high degree of reliability and validity.