

**Title:**

**Needs Assessments: Moving Findings Beyond Educational Design**

**Conference:**

**European CME Forum- 2014**

**Author(s):**

Maria Grazia Cali, Merck Serono Center of Excellence in Medical Education

Suzanne Murray, AXDEV Group Inc.,

Mohammed Sharief, Colchester Hospital University

**Objectives:**

- Understand the benefits of conducting iterative in-depth international Performance and Behavioural Needs Assessment.
- Describe the benefits of needs assessment data to various stakeholder groups, beyond continuing education interventions, including policy making, strategy and patient advocacy.

**Key Points:**

The needs assessment methodology presented in this session is innovative by its reach (in 6 countries and multiple languages across Europe), its iterative design (3 phases deployed over 1.5 years to get first a broad perspective on gaps and then deepen the understanding on gaps of interest) and the way the evidences obtained were leveraged to contribute to the design of tailored and need-based education.