

## Putting the physician in the focus

The European Institute for Medical & Scientific Education (EIMSED), founded 2008, is an international non-profit association offering expertise in the area of medical education and certified state-of-the-art continuing medical education (CME).

EIMSED was founded with the intention to create a global platform incorporating different stakeholders of the healthcare system - unbiased and with focus on medical education. The institute is funded by grants and service fees.

EIMSED's multi-sourced needs assessments, detailed market knowledge/understanding and continuous evaluation as well as an independent scientific advisory board ensure quality, up-to-date scientific information, practice-relevance and participant-needs orientation. EIMSED CME is a multi-layer concept, presented via various channels, based on relevant didactical background data and addresses all relevant professional competences (knowledge, skills, attitude).

In the focus of all educational activities provided by EIMSED is - the learner, the physician, the participant.

The EIMSED approach is to offer a customized educational programme for the individual learner. EIMSED guarantees this by using its high standard educational concept incorporating various aspects.

The **therapeutic areas** are chosen in widespread diseases with highest impact on people's health as well as in specialized areas, consequently defining the respective **target group** of practitioners, specialists or even interdisciplinary groups.

For the individual design of an educational programme it is crucial to "**know**" the learner. Therefore EIMSED attaches enormous importance to this fact and recently published a study, investigating

differences in medical education pathways and underlying national health care systems across Europe - potentially leading to different learning styles and learning needs (Weisshardt et al, *J Euro CME*, early Online: 9-17, 2012).

The study enables specific customization of the educational design with regard to **different countries** with distinct healthcare systems, structure of medical education and **cultural and ethical background** of the target groups.

Considering national **healthcare systems** and their regulations, allows the implementation of a realistic educational approach concerning challenges in the daily practice (less time per patient, demotivated patients, financial limitations). According to these challenges, the educational programme is completed with communicational aspects to improve the physicians-patient relationship.

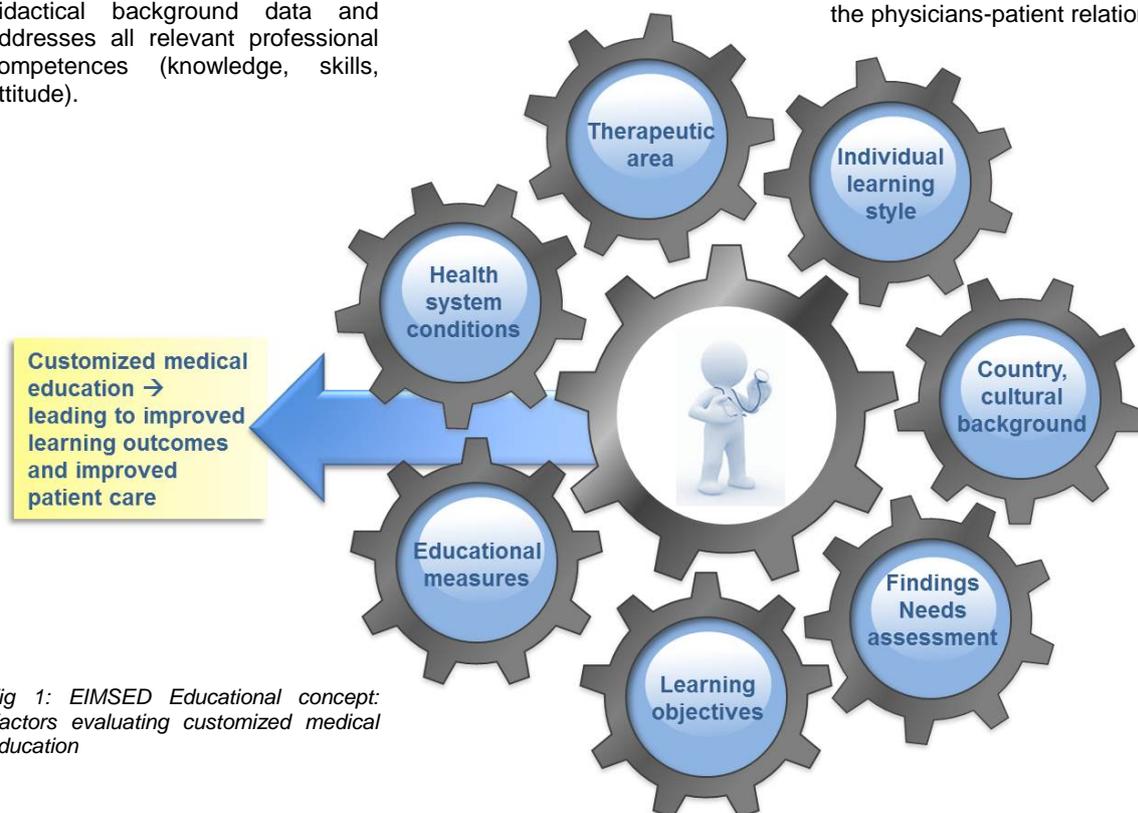


Fig 1: EIMSED Educational concept: Factors evaluating customized medical education

In-depth **needs assessments** incorporating focus groups, stakeholders and **scientific experts** within the chosen therapeutic area identify the learning needs and guarantee the design of a **tailor-made and practice-relevant educational activity** with high value for the learner.

EIMSED education is based on **adult learning principles**. Applying these principles enables the learner to reflect, activate his/her knowledge and experience, learn from peers, and apply the learning back in daily practice.

The definition of exact, programme-specific and **relevant learning objectives** is essential before designing an educational programme as the "right" learning objectives are able to attract the learner's attention and to motivate the participant for the activity itself. The effect is a **problem- and solution-oriented learning**.

Every individual learner prefers a certain **learning style**. Therefore EIMSED education follows a **blended approach** offering **different educational channels**. Symposia, specialised expert workshops, webcasts, online learning programmes - EIMSED ensures an interactive approach throughout all educational activities integrating patient cases, scientific expert discussions, exchange with colleagues, involvement of the participants at all time. The individual participant is able to choose his/her preferred learning activity and method.



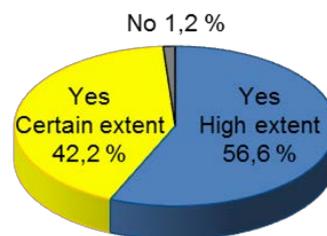
Fig 2,3: EIMSED Educational concept: Implementing adult learning principles by applying a blended approach of interactive learning using different channels, live meetings and online learning

**Outcome analysis**

Essential parts of medical education are the on-going content-focused outcome assessments. The outcome assessments (questionnaires, feedback forms, focus groups, interviews) are integrated into all EIMSED educational programmes and represent an imperative quality criterion of a successful educational concept.

The results are not only providing information about the satisfaction of attendees, the content quality, the knowledge gain etc., but are also essential for the further development and further improvement of our educational offer.

*"Are you planning to change the way you treat your patients with type 2 diabetes as a result of attending this activity? (On site questionnaire)":*



*"Were you already able to implement changes in your practice? (1-month post-activity)":*

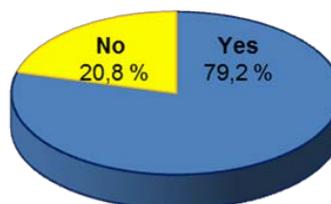


Fig 4: EIMSED Educational concept: Structured outcome assessments illustrate not only the motivation and satisfaction of the participants on different levels, but also their increased knowledge and moreover the employment in daily practice

The more information we gain the more we are able to customize and tailor our educational programmes for each individual learner – motivation, activation, relevance, applicability.

What we see every day is that improved learning results are directly affecting patient outcomes.

**Vision of EIMSED**

At a global and long-term level, the EIMSED mission is to establish an international network to contribute to best-practice medical education by putting the physician in the focus using a holistic educational approach with the ultimate goal of improving patient outcomes and public health.



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