

# Memorandum

## *Continuing Education*

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**Baystate  
Health**

EDUCATION CENTER  
361 Whitney Avenue, Holyoke MA

**TO:** Program Directors

**FROM:** Joanna Valentina Donahue, RN, MBA  
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**RE:** Timeline for Regional **Conferences**

The two things most likely to ensure attendee satisfaction and financial success for any continuing education program are to:

1. Plan reasonably priced programs based on the wants and needs of your target audience
2. Give the target audience adequate advanced notice of the educational event. For full day courses, health care professionals require a **minimum of 4 months advance notice; they prefer 5-6 months.** Following is the suggested lead time

<b>TIMELINE</b>	<b>In Advance of course date</b>
<b>Begin on-line documentation of planning form</b> <b>Identify professional practice gaps in terms of knowledge, competence, performance in practice, patient outcomes</b>  <b>Identify desirable attributes of health care providers</b>	9 months
<b>Secure Committee Disclosures and Bios/CV and enter</b>	9 months
<b>Meeting/Conference Call/on-line collaboration with OCE</b>	9 months
<b>Program Goal and Statement of Need</b>	7 months
<b>Learner Objectives –at least one for each segment</b> <b>Select teaching methods, faculty, and venue</b>	7 months
<b>Faculty Information and Disclosure</b>	6 months
<b>Program Budget</b>	6 months
<b>Hour by Hour program schedule; include order and length of presentations</b>	6 months