

Your objectives should be based on addressing the identified professional practice gaps and educational needs of the target audience. Objectives should be measurable and written from the learner's perspective. This means you should be able to design your activity evaluation around the educational objective. It also means that that you should always approach writing an objective that starts with what learners will be able to do once they depart from the activity and not what you are going to teach.

Our focus here at the NYU Langone Health Office of Continuing Medical Education is to develop and implement programs that improve clinical competence, performance and/or patient outcomes. The educational objectives for courses should communicate that focus. To aid you in writing an objective, here are some tips you can use:

- 1** - Avoid using verbs like 'understand' or 'review' and select stronger verbs such as Describe, Evaluate, Analyze, Diagnose, Manage, Integrate, Translate, and Utilize.
- 2** - Be succinct! Remember that these objectives are not just to satisfy CME/CE certification requirements but are communicated to your target audience via brochures, flyers, eblasts, postcards and websites. Potential Commercial Supporters also want to see well-written objectives when evaluating requests for commercial support.
- 3** - Re-examine your stated professional practice gaps. Are you clearly defining what you want your target audience to be prepared to do after the educational activity?
- 4** - Consider this- If you are pursuing more than one continuing education certification for your activity, ensure that your objectives are tailored to **ALL** members of your target audience and not just physicians. Think about developing objectives that address what the **TEAM** needs to be able to do to provide effective patient care.

If you are stumped, reach out to the CME office. We have plenty of examples of strong objectives that we can forward to you to use as a guide.