Excellence in Educational Design – Industry Grant Supported and Not Industry Grant Supported

Educational interventions that drive sustained improvements in clinician performance and patient and population health require deliberate planning, ongoing assessment, and active stakeholder engagement throughout all stages of development and execution. To achieve excellence in healthcare professional education program design, it is crucial to assess and address the evolving healthcare landscape and the specific needs of learners. Staying updated with emerging healthcare technologies, research advancements, changing patient demographics, and healthcare policies is essential for program adaptation. The Alliance has identified crucial learning competencies for continuing education in today's healthcare environment.

This award recognizes initiatives that excel in integrating key design principles to enhance healthcare provider decision-making, performance, and patient or population health outcomes. Excellence is evaluated based on sustainability, replicability, scalability, and the potential for outcomes or insights to be shared through scholarly dissemination. Applicants must demonstrate both intentional design and delivery with fidelity—that is, the initiative must be implemented as originally designed, with allowance for thoughtful iteration informed by continuous feedback.

Instructions
To ensure completeness, your application MUST include the following:
1. Applicant Information
2. Nominee Information
3. Award Narrative & Outcomes Appendix
4. Verification statements that:
   > a. Nominees represent the organizations referenced in the application.
   > b. If applicable, commercial support was received in accordance with recognized standards (ACCME, ACPE, ANCC, Joint Accreditation, AdvaMed, PhRMA Code, OIG/FDA). Please include verification of disclosure to learners (page from brochure, syllabus, etc.).
5. Nominator Acknowledgment
6. Submission Agreement

Notes:
- At least one component of the initiative must have been conducted between January 1, 2024, and July 31, 2025.
- Application must demonstrate sufficient development and measurable impact consistent with the initiative's design.
- Verification that the initiative has not been nominated for another Alliance award given at the same annual conference will be done by the Alliance Awards committee.

Award Narrative & Appendix

The Narrative must be limited to three (3) pages with 1" margins and 11-point font (Arial, Helvetica, Times New Roman, Calibri), single-spaced, and include the following:

1. Brief introduction/summary of the initiative.
2. Explanation of why this initiative should be considered a model for excellence in educational design.
3. Description of the program's educational design and process, including stakeholder involvement and roles of each partner in the initiative, especially that of the nominee, in all stages (planning, teaching, learning, and measurement of impact), and linking needs to gaps, objectives, educational format, and evaluation/assessment.
4. Description of outcomes metrics used to assess improvements in healthcare professional knowledge, competence, performance, patient outcomes, or population health.
5. Brief explanation of the initiative's outcomes and whether desired outcomes were achieved through measurement (Moore's Level 3 or higher).
6. Target population(s) of the initiative, number of people served, and their relation to the initiative's design.
7. Linkage of the initiative and its components to the [Alliance's National Learning Competencies](#).
8. Explanation of the initiative's support, including financial and in-kind contributions.
9. Discussion of how the initiative (or its improvements) can be sustained, scaled, or replicated by the nominee or other providers.
10. Reflection on lessons learned, limitations, and opportunities for future initiative development, and any dissemination potential or plans for scholarly works sharing outcomes and/or learnings.

The Appendix (limited to nine (9) pages) must include the following:

1. Documentation that the individual components described occurred (copies of promotional material, links to online components, photographs, etc.).
2. Summary of overall outcomes and how they relate to the design of the initiative. Should include data linking the desired changes to the achieved outcomes.

Evaluation Criteria

In evaluating nominations in this category, the Awards Committee will consider the following aspects:

1. Completeness and Accuracy of Application:
   a. Thoroughness and completeness of the application materials.
   b. Accuracy and reliability of the information provided.
2. Educational Design and Alignment:
   a. Identification and description of target audiences.
   b. Alignment of the design with the specific needs and requirements of the target population.
   c. Linkage to the [Alliance's National Learning Competencies](#).
   d. Application of instructional design methodology or framework to guide planning and implementation.
   e. Intentional alignment between learning objectives, educational formats, and assessment methods (constructive alignment).
   f. Use of adult learning principles and engagement strategies (e.g., active learning, case-based methods, reflection, peer interaction).
3. Outcomes Assessment and Sustainability:

a. Evidence of a comprehensive outcomes assessment, evaluating the impact on relevant healthcare professional outcomes, such as skills, performance, patient outcomes, or population health.

b. Potential measurable outcome(s) or learnings that can be translated into scholarly work.

4. Model of Excellence and Innovation:

Clear evidence showcasing the initiative as a model of excellence in educational design

a. Description of why the submitted format is outstanding and deserving of recognition, including innovative approaches and strategies employed within the program, stated impact or defined reach, and creation of a new model and/or structured approach.

b. Recommendations for the next steps and how the endeavor, infrastructure, or process can be sustained, scaled, and replicated.

5. Involvement of Alliance Member:

a. Submission of the application by an Alliance member who played a significant role in the educational activity.

b. Confirmation that the member is in good standing and actively involved in all stages of the initiative.

6. Impact and Contribution:

a. Description of the outcomes of the initiative and its impact on the healthcare team and patients.

b. Significant contribution to the continuing education (CE) community or the patient.

c. How the initiative can influence other individuals and/or organizations to implement a similar type of activity.

d. Potential measurable outcome(s) or learnings that can be translated into scholarly work.

7. Lessons Learned and Future Development:

a. Lessons learned, limitations, and opportunities for future initiative development.

b. Description of why the submitted activity meets this category and does not qualify in any other category.

Conflict of Interest Mitigation

Members of the Awards Committee shall recuse themselves from discussions and decisions involving nominations for which they are an employee of the nominee or a financial supporter of the nomination.

Use of AI

Generative AI use is permitted; authors attest to the accuracy of all content submitted.

Recognition

This award, if a submission is selected, will be presented to the winning qualified applicant at the Alliance 2026 Annual Conference (February 16-19, 2026). The winning applicant will receive a plaque, one complimentary annual conference registration, the opportunity to submit an e-poster, and the option to submit an *Almanac* article about the project.