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Jay P. Anstine (jay.anstine@bannerhealth.com, <https://www.linkedin.com/in/jay-anstine-90736610/>) is Compliance Program Director at Western Division, Banner Health, Greeley, CO.

Struggling with creating training content? Start with the end in mind

by Jay P. Anstine

Have you ever struggled to create training materials because you weren't sure where to start? Have you ever changed direction in deciding what content to include? Have you ever wrestled with evaluating your training? If any of these challenges sound familiar, you're not alone.

These were struggles I encountered too. My default approach used to be:

1. Identify a topic needing to be covered (e.g., new regulatory changes).
2. Plan an outline of the content (e.g., background, penalties, recent changes).
3. Create an assessment to measure learning from the content (e.g., a quiz based on content).

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