

## Needs Assessment Guidelines

All requests for funding from Genentech must include a needs assessment that clearly defines the unmet educational need or gap the activity will address. Once the educational need is determined, a documented Needs Assessment can be formulated with associated Learning Objectives. The needs assessment must be documented and referenced. Please note that the Learning Objectives are not the same as the Needs Assessment. Rather, they should support the stated need.

What is the identified educational void or gap being addressed through the proposed education?

- Indicate whether the education will address a knowledge gap or a practice gap
- Describe the specific knowledge gap or practice gap to be addressed

Who is the intended audience for the proposed education?

Why?

What are your sources to substantiate your statement that this is an unmet educational need? Some examples of acceptable sources for a Needs Assessment include the following:

- *Expert Data*
  - Expert data may be derived from sources including:
    - Literature Searches of peer-reviewed medical literature
    - Advisory Board Feedback (independent of Genentech)
    - Expert practitioner/thought-leader interactions
- *Market Research on Professional Needs*
  - Participant data may be derived from potential sources including:
    - Focus Panels
    - Medical education feedback
    - Survey(s) of the proposed target audience
- *Observed Data*
  - Observed data may be derived from a number of sources, including:
    - National and regional data from national research institutes and healthcare professional organizations (CDC, NIH, other)