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Innovation

- Waitemata District Health Board (DHB) is using eCampaigns as an aid to curriculum design for early post-graduate doctors or resident medical officers (RMOs).
- We integrated a ‘learning bite’ into our weekly newsletter.
- Using analytics we can track the most relevant content to our consumers.
- This is integrated into their blended curriculum in real time while addressing wider educational and training needs.

Context

The Challenge

- To educate **180 junior doctors**
- Differing needs, experiences and career aspirations
- Rotate between DHBs every **3-6 months**
- Busy roles

“Something clinical”

— a usual response to user needs analysis by typical means

The future of medical education

The explosion of FOAM (Free Open Access to Medical Education) over the past three years has seen the appearance of a wealth of easily accessible digital learning resources.

FOAM (#FOAMed) consists of educational materials from an array of sources for example:

- Online videos
- Blogs
- Podcasts
- Tweets
- Text documents
- Photographs
- Facebook groups

It exists independent of platform or media. It is an ethos, a globally accessible, crowd sourced educational adjunct.



Solution

We initially used eCampaigns as a cost-effective way to engage this transient, technologically adept, part of our workforce. Our original focus was on promoting career opportunities and educational events within the DHB. We quickly realised that integrating FOAM content and using eCampaign analytics afforded us a **unique** insight into the educational needs of our junior doctors.

Content is selected from pre-approved reputable sources and reviewed by clinical staff prior to circulation. Content tests a hypothesis or embeds and augments face-to-face learning.



Implementation

Brief scoping to identify low-cost, reliable eCampaign platform



Pilot campaigns sent over 6 weeks to determine optimal time and date

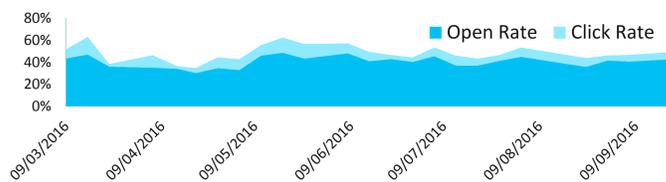


Routine use established:

- Administrative time and content review falls naturally within existing roles
- RMOs automatically enrolled on arriving in the organisation

Outcomes

Consistent eCampaign access



- The proportion of our RMOs opening the weekly update has remained stable over time (open rate).
- Users who open the email are highly likely to access the content (click rate) as illustrated.

Varying access to materials



- Although numbers are small, trends in popular material can be identified as illustrated.

Conclusions

- We found a novel, effective method of providing learning materials while gauging educational needs.
- The implemented solution is feasible and sustainable. No software installation, training or initial cost outlay was required
- eCampaigns present a secure solution, viable for healthcare organisations as information is stored via MailChimp, wholly independent of servers containing patient information.

Next Steps

Expanding the use of eCampaigns to target communication with different groups of staff in our organisation.

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