YOU CAN LEAD A HORSE TO WATER BUT... DO LEARNERS ACCESS WEB RESOURCES RECOMMENDED DURING F2F EDUCATIONAL SESSIONS?

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INTRODUCTION/BACKGROUND

- Medical education retains some F2F classroom instruction augmented with digitally based resources
  - Links to references, infographics, 1-2 page quick fact sheets
  - Social Media including Twitter and Tweetorials
- Determining utilization rates for specific web-based resources requires owner access to site traffic data
  - Learners' reaction/satisfaction (e.g., number site visits, time on pages, browsing to other pages)
- Access to web site analytics is often difficult to obtain; if available hard to link to specific session

PURPOSE

- To determine if learners accessed and explored web-based resources highlighted during and 1 day post F2F educational sessions on geriatrics

METHODS

WEB BASED RESOURCES - Geriatric Fast Facts (GFFs) www.geriatricfastfacts.com
- Mobile enabled website searchable by
  - Free text or topic (eg, aging principles, cognitive/affective/behavioral health, med management, prevention)
  - Organ system, ACGME competency, disease, and the "underlying science" for the disease/illness
- Each 1-2 page GFF focuses on an evidence-based clinical topic essential to the care of older adults
- GFF topics (approx 100) range from:
  - "A": Advance directives, assessment of an older emergency department patient →
  - "V": Vertigo and Complaints of Dizziness
- Authored by subject matter experts with peer review by senior geriatricians
- Brief quizzes are available to test learners' knowledge; score reports sent to identified faculty members

METRIC FOR DETERMINE GFF ACCESS IN F2F CLASSROOM SETTINGS
- To determine access, a specific GFF was highlighted in each of three 30-60 minute education sessions
- Google Analytics (GAs) site data was used to determine if site traffic for the targeted GFF and the site as a whole increased: 1 day prior to session (pre/control), session day, and 1-day post session

GOOGLE ANALYTICS TERMINOLOGY

- **UNIQUE USERS:** # of unique individuals to your site; if visit multiple times, still registers as 1 user; resets after 30 inactive minutes; counts as a session even if user has been to your site before
- **NEW USERS:** Visitors who have not previously visited the site / any GFF
- **UNIQUE PAGE VIEW:** Each time the targeted GFF is accessed, a unique pageview is registered by Google Analytics. If viewed repeatedly by same visitor in same session = 1 unique page view
- **AVERAGE SESSION DURATION:** Average amount of time user spends during a session on your website
- **PAGE VIEWS:** Number of times a visitor lands on *any* page (look at other GFFs)
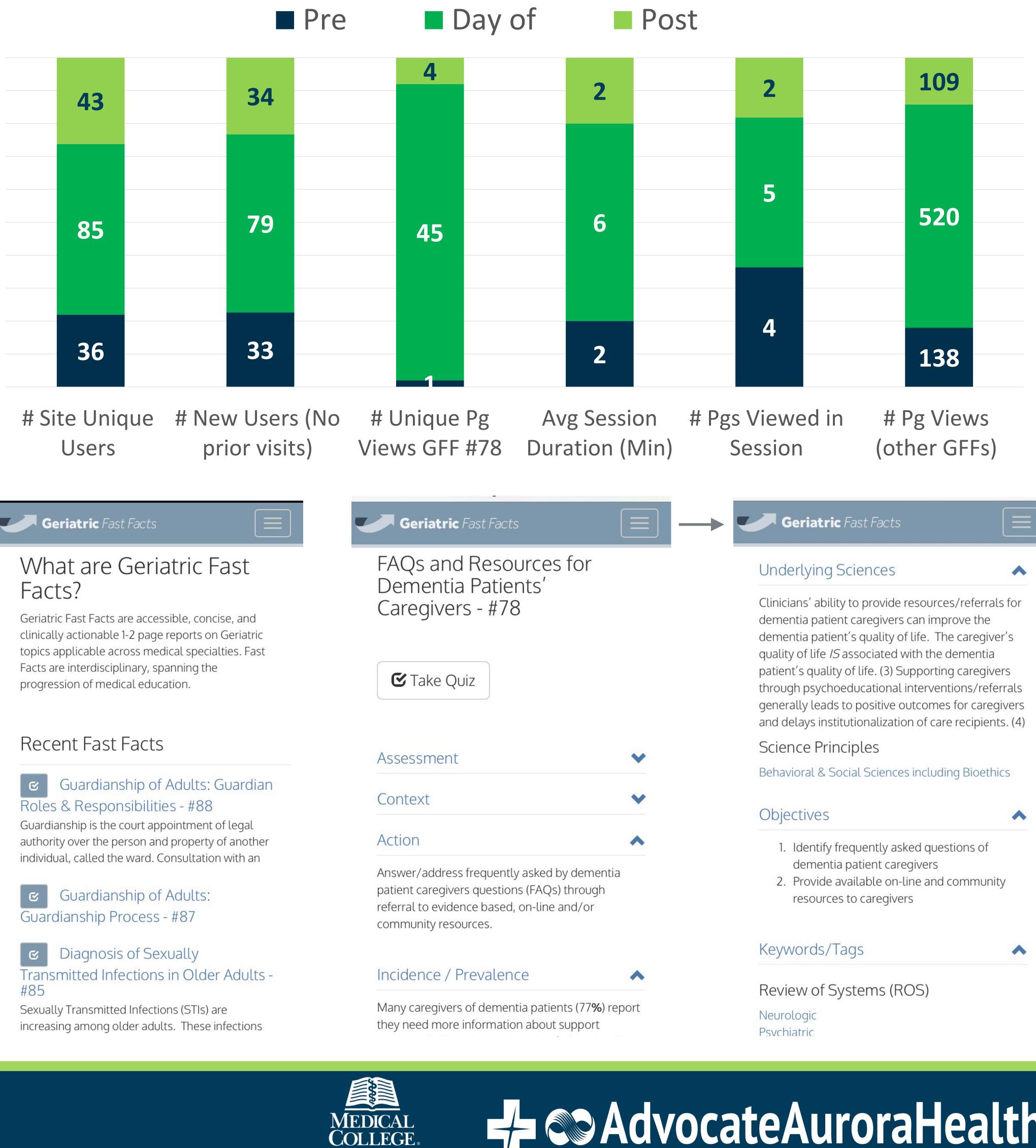
SIGNIFICANCE/IMPLICATIONS

- **Learners DO** immediately access (+ 1 day post) web-based resources highlighted in F2F class/handouts
- **CRITICAL FACTORS LEVERAGE F2F & DIGITAL ACCESS:** Ease and speed of access (hyperlink, QR Code), mobile enabled features (clearly viewable on any site), ROI of effort for content, homepage bookmark
- **NEXT STEPS:** Incorporate GFF's into additional local educational sessions + national forums (eg, Geriatric Fellows' Most Difficult Case Conferences)

RESULTS: ACCESS TO TARGETED GFF 1-DAY PRE, DAY OF, 1-DAY POST EDUCATION

Stacked bar chart legend: ■ Pre ■ Day of ■ Post

Category	Pre	Day of	Post
# Site Unique Users	36	85	43
# New Users (No prior visits)	33	79	34
# Unique Pg Views GFF #78	1	45	4
Avg Session Duration (Min)	2	6	2
# Pgs Viewed in Session	4	5	2
# Pg Views (other GFFs)	138	520	109

Geriatric Fast Facts

What are Geriatric Fast Facts?

Geriatric Fast Facts are accessible, concise, and clinically actionable 1-2 page reports on Geriatric topics applicable across medical specialties. Fast Facts are interdisciplinary, spanning the progression of medical education.

Recent Fast Facts

☑ Guardianship of Adults: Guardian Roles & Responsibilities - #88
Guardianship is the court appointment of legal authority over the person and property of another individual, called the ward. Consultation with an

☑ Guardianship of Adults: Guardianship Process - #87

☑ Diagnosis of Sexually Transmitted Infections in Older Adults - #85
Sexually Transmitted Infections (STIs) are increasing among older adults. These infections

Geriatric Fast Facts

FAQs and Resources for Dementia Patients' Caregivers - #78

☑ Take Quiz

Assessment ⌄

Context ⌄

Action ⌃

Answer/address frequently asked by dementia patient caregivers questions (FAQs) through referral to evidence based, on-line and/or community resources.

Incidence / Prevalence ⌃

Many caregivers of dementia patients (77%) report they need more information about support

Geriatric Fast Facts

Underlying Sciences ⌃

Clinicians' ability to provide resources/referrals for dementia patient caregivers can improve the dementia patient's quality of life. The caregiver's quality of life *IS* associated with the dementia patient's quality of life. (3) Supporting caregivers through psychoeducational interventions/referrals generally leads to positive outcomes for caregivers and delays institutionalization of care recipients. (4)

Science Principles
Behavioral & Social Sciences including Bioethics

Objectives ⌃
1. Identify frequently asked questions of dementia patient caregivers
2. Provide available on-line and community resources to caregivers

Keywords/Tags ⌃

Review of Systems (ROS)
Neurologic
Psychiatric