

DASHBOARDING THE ROI FOR AIAMC PROGRAMMATIC INITIATIVES

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INTRODUCTION

- AIAMC provides real-world, sustainable solutions that equip our members to thrive in the ever-changing regulatory and accreditation environment
- To promote learning resulting in actionable innovations AIAMC offers an array of program offerings including
 - 18-month National Initiatives (NI)
 - Virtual webinars
 - Book clubs
 - Annual meeting
- As a non-profit professional organization imperative to determine which activities yield the highest return on investment (ROI) for our organization



PURPOSE & OBJECTIVES

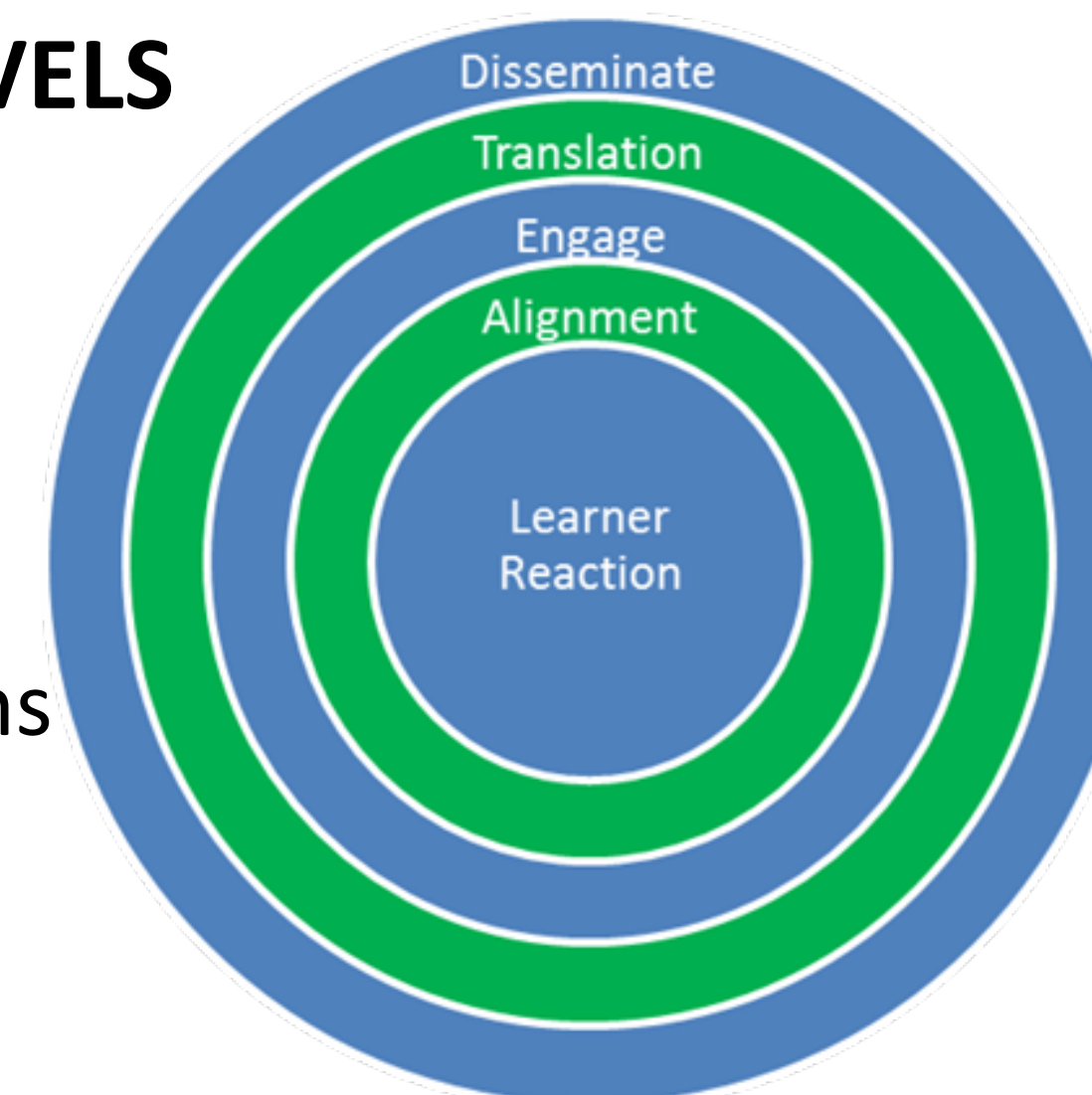
- PURPOSE:** To “reimagine health care learning that increases the value of membership”
- OBJECTIVES & CRITERIA**
 - To design a sustainable data dashboard
 - Dashboard must yield data to inform program committee decisions re: ROI
 - Maximize the alignment of AIAMC’s program activities and outcomes with the AIAMC’s goals and resources

METHODS: PROGRAM COMMITTEE

- PROGRAM COMMITTEE** convened as AIAMC Board of Directors Standing committee in 2019 and included:
 - Current or past AIAMC board members
 - Program committee
 - NI chairs and staff
- CHARTER:** Responsible for oversight and alignment of AIAMC designed activities to optimize value to our members through alignment with AIAMC goals

METHODS: IMPACT LEVELS & INVENTORY

- ALIGNED** with AIAMC strategic plan with new world Kirkpatrick evaluation model for training programs
- FIVE EVALUATION IMPACT LEVELS**
 - Learner/Participant Reactions**
 - Satisfaction Ratings
 - Attendance + Repeaters
 - Change in Practice
 - “Feeder” for Other Programs
 - Alignment AIAMC Priorities & Accreditation Guidelines**
 - ACGME: CPR/CLER/SI
 - Other Accrediting Organizations
Joint Commission, ACCME, LCME
 - Internal Engagement of Individuals/Groups**
 - Within GME
 - Connect to Key Leaders
 - Application from Participating Members to Others in Organization (e.g., GME to C-Suite; to Nursing; to Other professions)
 - Translation to Action within our Own Systems: Sustain/Spread/Impact/Adoption**
 - Sustained: # Projects/strategies remain active 2-3 years post AIAMC activity
 - Impact: within Education Programs
 - Impact: System Quality/Safety, Pt Exper, Well- Being
 - Spread/Adoption within own system
 - Dissemination Beyond Our Member Organizations**
 - Impact on Other Organizations/Workgroups
 - Partnerships - Total #, retain partners (e.g., NAC)
 - Spread/Adoption across Member Organizations
 - Scholarship: # of pubs, presents in non AIAMC sponsored forums
 - Referrals: Non-member org become member org



METHODS: DATA DASHBOARD

- COMPLETED PROGRAM INVENTORY** – list of programs x their 5 impact levels (based on evaluation tools used)
- From program inventory identified cross-cutting items/data sources by impact level
- Data dashboard mockup using existing activities/data sets for each impact level
 - Cells with missing impact level data were identified
 - Feasible metrics generated and agreed upon including standard item(s) to existing evaluation form(s)
- Proof of concept longitudinal dashboard developed using archival data from AIAMC’s NI-V & NI-VI
 - Green-yellow-red stoplight criteria → at-a-glance viewing
 - Deeper data dives accessible
- At each stage of development, plan was reviewed by AIAMC Board of Directors



RESULTS

- Dashboard & metrics fully initiated in early 2021 across AIAMC programs
- Reviewed monthly by Program Committee for formative & summative recommendations to activity leaders
- Report and recommendations re: program ROI to Board

DISCUSSION

- A systematic, stepwise evaluation approach → a longitudinal and sustainable data dashboard to inform AIAMC program decisions.
- Using a combination of measures - recognizing impact levels vary by program duration/cost - dashboard provides an easy to use and informative tool to optimize decisions re: where to invest AIAMC resources to best serve our membership