

Identifying Change in Learner Engagement through Multi-specialty Collaboration A Transformation of Continuing Professional Development (CPD)

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Acknowledgement!

Helen Burstin - *Council of Medical Specialty Societies*

Michele Byers - *American College of Emergency Physicians*

Devon Cortright - *American Society for Clinical Pathology*

Rebecca DeVivo - *American Academy of Physical Medicine and Rehabilitation*

Shelby Englert - *American Urological Association*

Anne Grupe - *American Society of Clinical Oncology*

Vince Loffredo - *American Academy of Family Physicians*

Damon Marquis - *Council of Medical Specialty Societies*

James Morgante - *American Society of Clinical Oncology*

Alisa Nagler - *American College of Surgeons,*

Deborah Samuel - *American Academy of Pediatrics*

Chevis Shannon - *American Society for Reproductive Medicine*

Suzanne Ziemnik - *American Society for Clinical Pathology*

Disclosures:

We have nothing to disclose

Objectives:

1. Recognize the benefits of broad participation and collaboration across medical specialty societies (via CMSS)
1. Confirm the major pivot in educational offerings and learner behaviors that occurred across medical specialty societies in response to the pandemic
1. Analyze the impact of the pivot on medical specialty society staffing as well as future CPD offerings and innovations.

Background:

- Recognized opportunity to understand impact of pandemic on medical education
- Leveraged CMSS (CPD PPG) to collaborate across specialties (societies)
- Solicited funding support from CMSS - RECEIVED!
- Maintained focus on how to inform future medical education

Methodology:

- Conducted monthly CMSS CPD PPG meetings
- Identified small working group
- Developed research questions
- Utilized CMSS (PPGs) organizations and members
- Using mixed methods:
 - society survey (8 questions)
 - learner survey (8 questions)
 - focus groups
- Continue to update larger group, CMSS leadership, CEOs

Results - Society Questionnaire:

- 36 of 47 (77%) CMSS member organizations responded to the Institutional Questionnaire
- All participating Specialty Societies responded to the pandemic by pivoting and offering a virtual Annual Meeting
- A need for different and new staff knowledge and skill sets were identified
- Participating organizations recognized a change in learner preference

Figure 1. Formats That Were or Will be Implemented at Annual Meeting

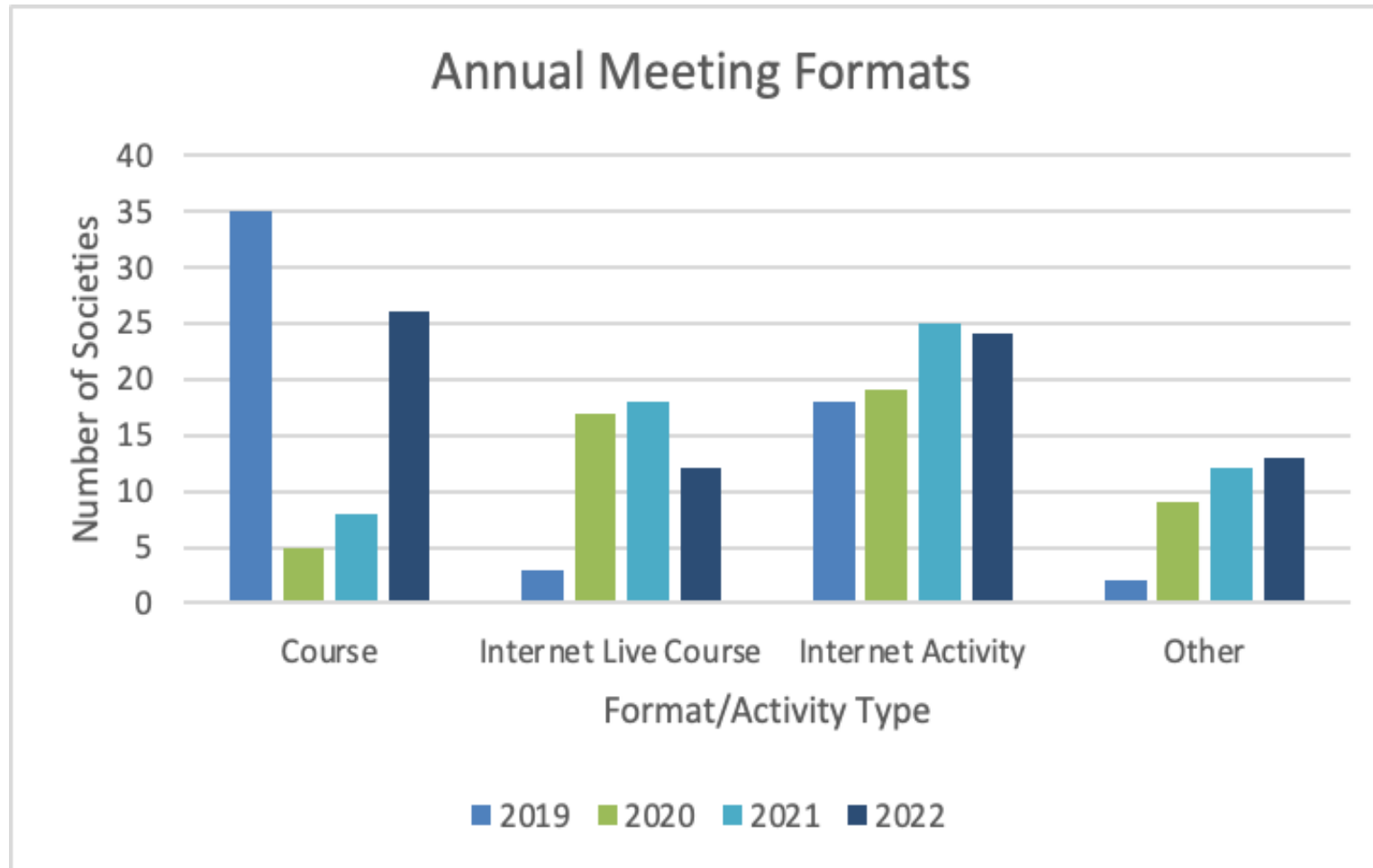
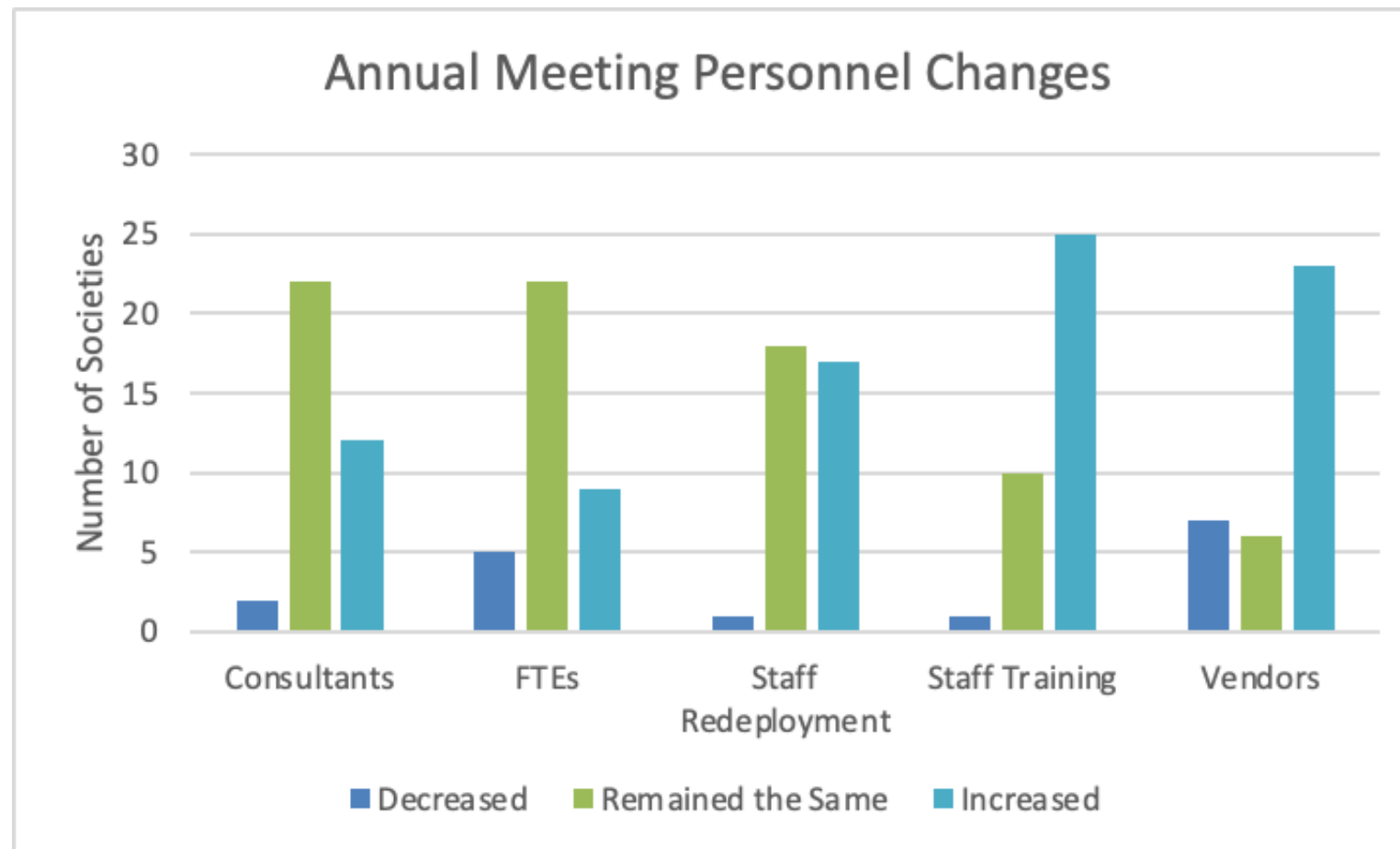


Figure 2. Changes in Annual Meeting Related Personnel



New knowledge/skills needed for annual meeting personnel

THEMES:



Virtual Meeting Production



Faculty Development



Learner Focused

New knowledge/skills needed for annual meeting personnel

THEMES:



Virtual Meeting Production



Faculty Development



Learner Focused

- *"Learning to use new platforms for deployment of meeting"*
- *"Increased AV and technical skills for remote speakers and in-person speakers"*
- *"Staff has had to learn to be more nimble and understand technical capabilities"*

New knowledge/skills needed for annual meeting personnel

THEMES:



Virtual Meeting Production



Faculty Development



Learner Focused

- *“Additional staff knowledge was needed to guide faculty for teaching in a virtual format whether in live sessions and/or in pre-recorded sessions”*
- *“How to ensure faculty understand what their responsibilities are before and during the meeting”*
- *“New skills related to helping faculty learn how to record presentations as well as understand how to utilize the platform the meeting is using to get sessions to attendees”*

New knowledge/skills needed for annual meeting personnel

THEMES:



Virtual Meeting Production



Faculty Development



Learner Focused

- *"Experiment with production elements to further build learner engagement"*
- *"Learning management theory for virtual environments"*
- *"Much discussion about how to make virtual meeting impactful - considering adult learning principles"*

Observations of learner preference changes

THEMES:

Zoom Fatigue

In-person Preference; Networking Missed

Want Choice; Expect Hybrid Option

Micro-Learning; Spaced Learning

Observations of learner preference changes

THEMES:

Zoom Fatigue



- *“less engagement in visually engaging (Zoom fatigue) platforms”*
- *“Tired of virtual meetings”*

In-person Preference; Networking Missed

Want Choice; Expect Hybrid Option

Micro-Learning; Spaced Learning

Observations of learner preference changes

THEMES:

Zoom Fatigue

In-person Preference; Networking Missed

Want Choice; Expect Hybrid Option

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- *“miss in person interaction but not necessarily for learning”*
- *“...eagerness to return to in-person learning activities and reconnecting with colleagues face-to-face”*

Observations of learner preference changes

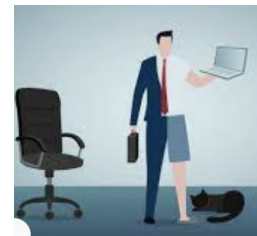
THEMES:

Zoom Fatigue

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- *“our digital products - YouTube videos, podcasts and mobile apps - have continued to grow in popularity”*
- *“Learners desire to have the choice to attend either the virtual or the live meeting”*
- *“learners prefer option to engage with content “later” and as needed”*

Observations of learner preference changes

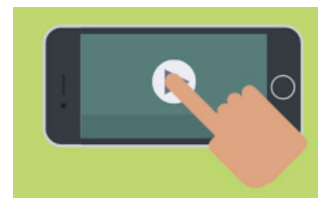
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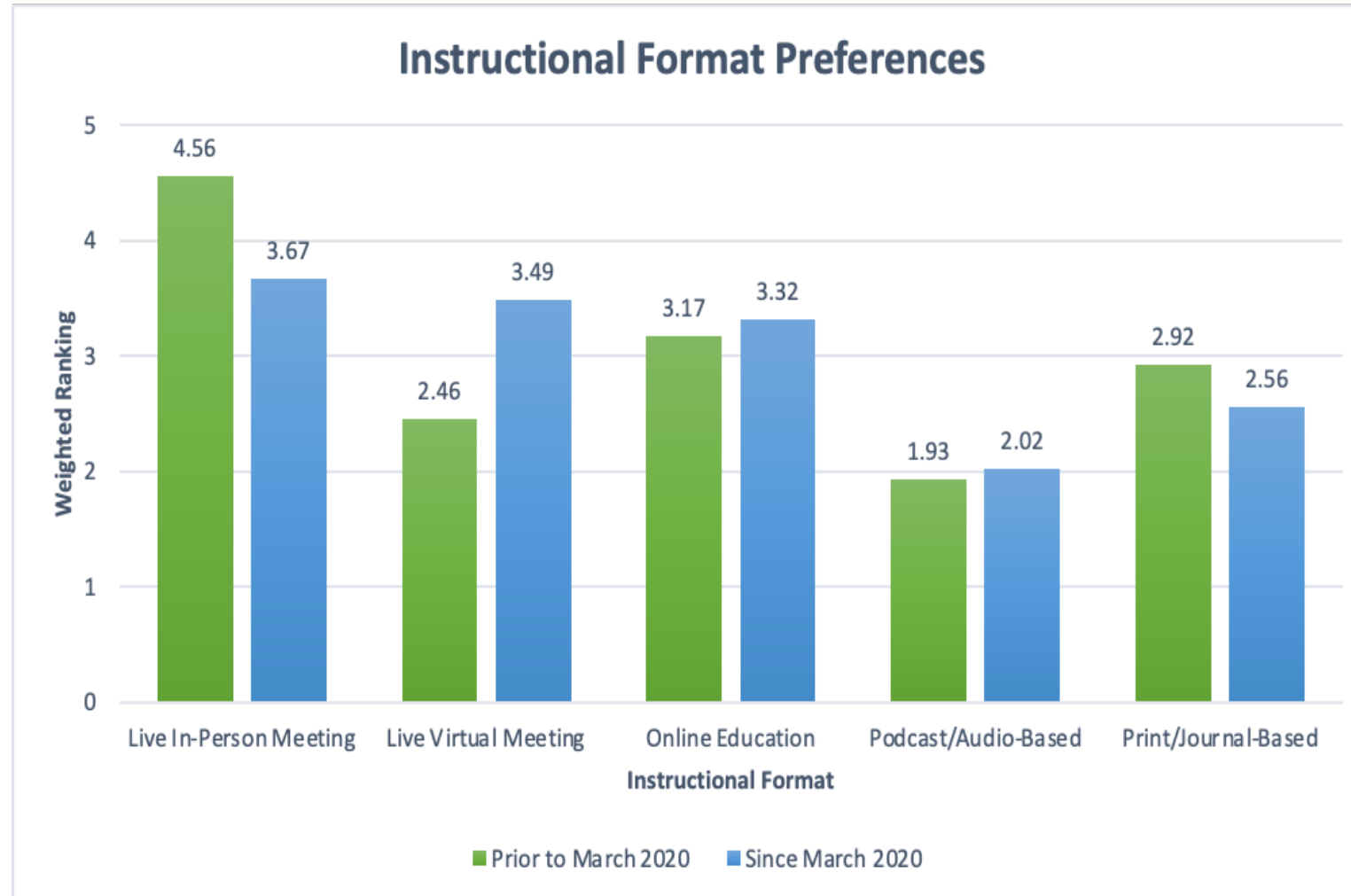
- *“participants prefer briefer sessions and less time in front of a computer”*
- *“they prefer not to have extended periods of time in front of the laptop for CME and, instead prefer it segmented with breaks”*

Preliminary Results - Learner Questionnaire:

25 CMSS member organizations administered the questionnaire

- Societies were provided parameters and asked to send a society-specific web link to 300 physician learners
 - Web links allowed for individual society response tracking and anonymity of members
- 1,078 physician learners responded across societies
 - Society level responses ranged from 4 - 166 physician learners
- AND.....

Figure 3. Instructional Formats Ranked by Preference Prior to and Since March 2020



Discussion: (Ah-ha's)

“Pivots are now the expectation!”

- ❖ We knew there was a pivot; findings confirm and describe
- ❖ Recognize some changes are here to stay; change in expectations
- ❖ Opportunity to evaluate further what worked (and didn't)

AND

- ❖ Great benefits to utilizing our CMSS community
- ❖ All specialties/Societies impacted and will benefit from findings

What's Next:

- ❖ Complete analysis of learner data
- ❖ Conduct learner focus groups to further explore - change in preference
- ❖ Disseminate results, contribute to the literature
- ❖ Maintain focus on using findings to inform future education

AND

- ❖ Utilize this innovative process to inform future collaboration, scholarly work, and continue to inform CPD as a field, with the continued goal of enhancing the quality and safety of patient care and health outcomes

Thank you for your participation and support!

