

# **The Next Frontier:**

## **Utilizing eLearning as an Innovative Approach to Advance Interprofessionalism**

August 21, 2022



# Agenda

- **Introductions**  
WHO we are and WHAT we do
- **What we mean by eLearning**
- **Audience eLearning Barometer**  
4 Questions
- **Our Approach to eLearning**  
5 Steps: Identifying; Developing; Launching; Running & Monitoring; QI & Updating
- **Focus on Steps 1-2: Identifying and Developing**
- **Questions**



Provide your email to receive:

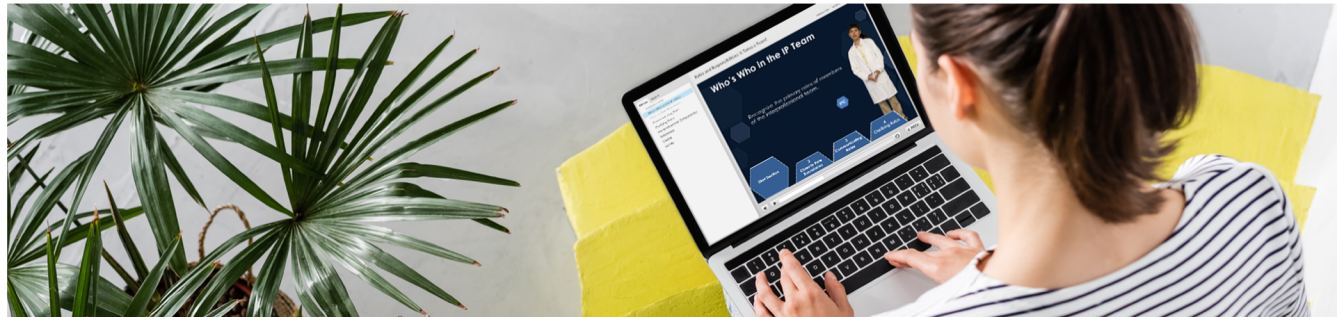
- ✓ Copy of today's presentation slides
- ✓ Copy of a blank Business Canvas template
- ✓ CAIPER Newsletter updates: IP resources and education, 10 on the Team interviews, blog articles

# Introductions



# What we mean by “eLearning”

- eLearning or “electronic learning” is a structured course or learning experience delivered electronically – through digital sources.
  - Based on formalized learning – provided through electronic devices such as computers, tablets, and even cell phones.
  - Can learn anytime, anywhere
  - Can include live or pre-recorded lecture content, video, quizzes, simulations, activities, other interactive elements
- Convenient, affordable, efficient, improves performance and productivity, lower environmental impact
- Saturated, overburdened uni-professional curriculums → more and more challenging to “fit in” IPE



# CAIPER eLearning Programs

1

## Introduction to Interprofessional Team-Based Care

Web-based interactive modules w/instructional companion guides



2

## Interprofessional Practice in Primary Care

Web-based interactive modules w/instructional companion guides

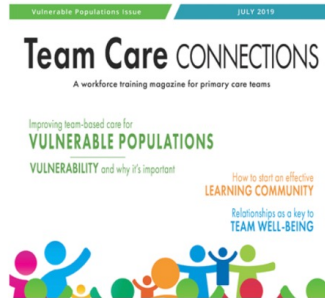
### Care Coordination in Interprofessional Primary Care Practice



3

## Team Care Connections Digital Magazines (2 issues)

Web-based interactive magazines also available offline



4

## Teamwork Toolkit for the CLE

Ready-to-go course with digital badge and certificate of completion

### Learning Together: Teamwork Toolkit for the Clinical Learning Environment



5

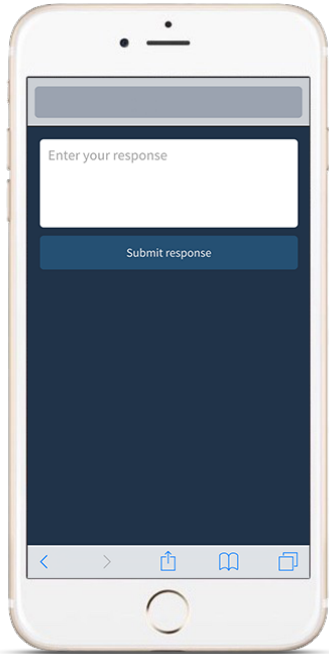
## I-TEAM By Design™

Ready-to-go course with CEs, digital badge and certificate of completion



*At CAIPER we advance the science of interprofessionalism, and then translate that science into eLearning programs that can be easily and effectively nested within existing interprofessional courses and development opportunities for students, faculty, and health professionals.*

# Let's get to know each other



## We're going to use Poll Everywhere

Participate by visiting the URL from any web browser.  
Wait for the question to appear, and respond with a tap.  
You don't need to download anything.

- 1 Scan the QR code
- 2 [pollev.com/groovycat450](http://pollev.com/groovycat450)



# How much experience do you have with developing eLearning programming?



When we say "eLearning" what one word comes to mind?



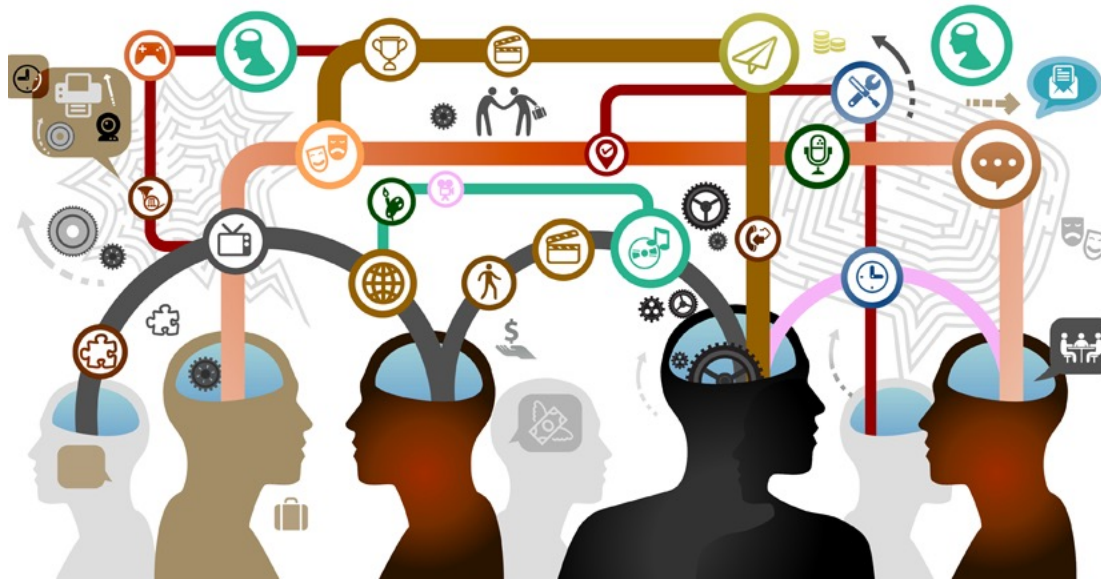
# Have you ever thought about building your own eLearning program?

Yes

No

# How would you rate your and/or your teams "readiness" for developing eLearning ?

# Mapping it out



We base our consulting on the four-step Double Diamond design thinking approach to arrive at the most effective and efficient custom solutions:



## 01. Discover

We meet with our customers to identify and understand the desired outcomes through a Discovery Meeting and developing a Scope of Work (SOW)

## 02. Define

We gather information, analyze and interpret the needs, and plan a best IPE eLearning solutions approach for each customer through a detailed collaborative Needs Assessment



## 03. Develop

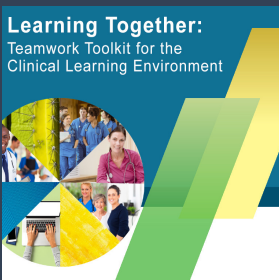
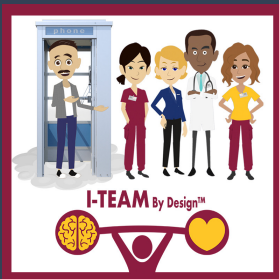
Based on the Discovery process and needs assessment, and CAIPER's leading-edge training offerings, we develop a customized IPE eLearning package, refine it based on customer feedback, and have it vetted by Project Team

## 04. Deliver

We design and deliver the product package and work with Project Team to test it through to successful implementation



# CAIPER eLearning Development



CEs  
Certificates  
Badging



## Run & Monitor

## QI & Update

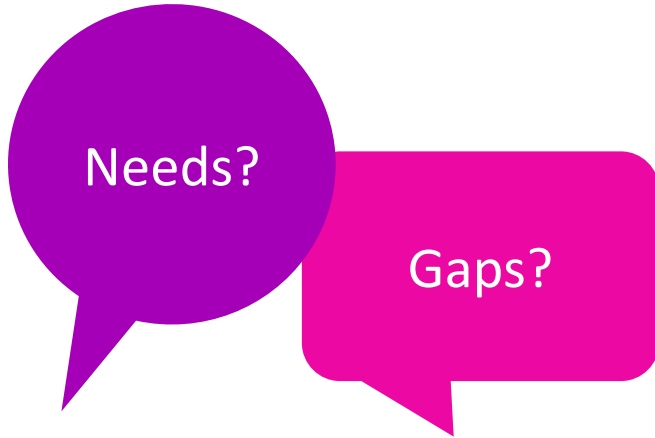
## Launch

- Market**  
ongoing efforts
- User Support**  
respond to requests  
troubleshoot issues
- Track**  
enrollments  
completions  
certificates/badges  
revenue  
CEs
- Report**  
as required (e.g. CE)

- Ongoing**  
access  
functionality
- Periodic**  
content/accuracy  
copyright



# Step1: Identify



How do we effectively organize this early Step?

By Constructing a Business Canvas for our program



# Step 1: Identify – Using a Business Canvas to Frame

A Business Model Canvas helps a team visualize what is important in starting a new business or launching a new product.

It's a.....

- visual way of identifying key elements and how they relate
- strategic management tool
- product roadmap
- clear view of value proposition, operations, customers, finances



# Step 1: Identify – Using a Business Canvas to Frame

## Description

Provide credentialed training package in interprofessional (IP) approaches to empathy, humility, connectivity and emotional intelligence, and mindfulness to promote optimal team communication, performance, and well-being.

## I-TEAM By Design™ Program Business Model Canvas



### Revenue Streams

**External:** Healthcare (HC) organizations and academic institutions for the education and training of students and clinicians. Revenue measured by target profit margin.

**Internal:** Students, faculty

**Impact Value:** Measured by # of learners served

Customer Targets	1. Academic Institutions 2. IPE Centers 3. Clinical and HC organizations 4. HC practitioners and students	Growing emphasis on value of empathy, humility, and mindfulness in IP care, education/training, personal/professional well-being. No programs exist that combine these areas with IP focus.	Customer Challenges
Our Solution	Provide practical training resource easily incorporated into any curricular structure, workflow, and academic-clinical partnership programs.	A short, engaging, and flexible-use course that includes both individual and group exercises, actionable tools, and knowledge checks. Learners may earn topic-specific digital badges and CEs.	Our Value
Our Pricing	Tiered pricing and package discounts tailored for each customer group.	CAIPER website, email marketing, social media, direct contact with national and international partners and stakeholders, AZ State institutions, National Center (NEXUS).	Go-To Market
Investment Required	CAIPER team's time and skills, possible contracted instructional design support and web development. Cost to secure I-TEAM By Design trademark and continuing education accreditation.	Dynamic packaging for: team-based learning, 1-on-1 consulting for integrating into institutional culture, and purchasing in "bulk" with other products. Planned inclusion in stackable credential program.	Growth Opportunity
I-TEAM By Design bundles essential knowledge, tools, and practices to cultivate and optimize interprofessional skills related to empathy, interpersonal connectivity, emotional intelligence, humility, and mindfulness.			Our Messaging

Identify

Develop

Launch

Run & Monitor

QI & Update

# Step 1: Identify – Using a Business Canvas to Frame

## Your Turn!



**Business Model Canvas**  
TEMPLATE

ASU Center for Advancing Interprofessional Practice, Education and Research  
Arizona State University

<b>Title</b> What's the name of your project, training, initiative or product?	
<b>Description</b> Provide a basic introduction to your business model	
<b>Revenue Streams</b> The goals and how you measure them	
<b>Customer Targets</b> Who are your target audiences?	<b>Customer Challenges</b> Pain points of your customers
<b>Our Solution</b> Primary way that you solve your customer's challenges	<b>Our Value</b> Core elements of your solution that make it unique and differentiated
<b>Our Pricing</b> How you package your solution and what it will cost	<b>Go-To Market</b> Channels used to market and sell to your customers
<b>Investment Required</b> Costs required to make the solution a success	<b>Growth Opportunity</b> Ways that you will grow the business
<b>Messaging</b> A clear and compelling message that explains why your solution is worth buying/utilizing	





## Step 2: Develop

- LOGISTICS: budget, people, timelines, approvals, pricing
- CONTENT: authors/subject matter experts, expert reviewers
- EVALUATION/ASSESSMENT: internal to program - e.g. knowledge checks, quizzes
- INSTRUCTIONAL DESIGN: transform authored content into engaging course elements and materials
- TECHNOLOGY: LMS support/administration, website support
- MARKETING: begin strategic marketing plan/research and launch 'coming soon' promotions



## Step 2: Develop

# Your Turn!



- Do you have a budget?
- Do you need approvals - from whom?
- Do you have subject matter experts or will you need to bring on certain key players?
- How will you evaluate your content?

Identify

Develop

Launch

Run &  
Monitor

QI &  
Update

# What will be the most challenging piece in your organization?

# Step 2: Develop – Instructional Design

The details involved in transforming authored content into engaging course elements and materials using innovative software and tools as well as the latest teaching/learning strategies, processes, and best practices.

#1 : WHO is going to actually BUILD it?



Instructional design contractor

#2 : DESIGN with your AUDIENCE in mind



Clinicians and learners working in a clinical environment

#3 : TIME – how much do you have? how much will you need?



~ 1 year

#4 : HOW will you DELIVER the eLearning to learners?



Canvas LMS

Identify

Develop

Launch

Run &  
Monitor

QI &  
Update

# Step 2: Develop – Technology

The DELIVERY of eLearning is technology-based.

Plan for tech support!



LMS	Website
Do you have one? Do you need to pay for one?	Does a new website need to be designed and built? Where? Who?
Who will administer the LMS?	Who will administer and manage the website?
Who will build the course site in the LMS?	How will learners register?
Who will provide registration support?	Who will build/administer the registration system?
Who will provide tech support for learners?	
Who will handle the site/content updates?	

Identify

Develop

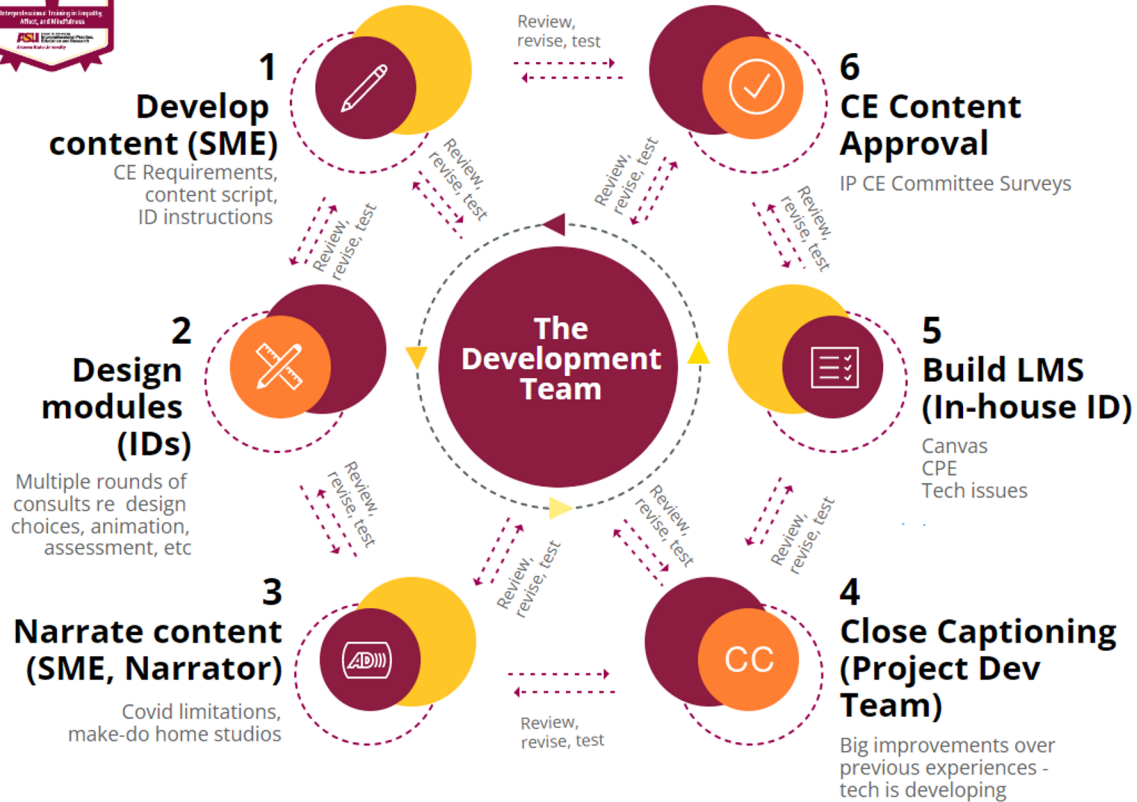
Launch

Run &  
Monitor

QI &  
Update

# Step 2: Develop

Process snapshot – it takes a team!



Identify

Develop

Launch

Run & Monitor

QI & Update

# Step 2: Develop - Marketing

Can your team answer these questions before marketing your finished eLearning product?

## Branding

Does your center/ college/ university have branding guidelines? (Colors, fonts)

## Visual Identity

Are your eLearning product colors, fonts and aesthetic consistent?

## Audience Campaigns

Do you have a list of where your product information will go?

## Launch Plan

Have specific dates been identified on a team calendar for release and promotion of your product?

## Market Analysis

Do you have one?  
What is your external audience reporting back on the product?  
What is your internal audience reporting back on the product?

## Channels

Where are you sharing?

## Social Media

What platforms do you have accounts with?

## Website

Do you have a dedicated website? Your college? Is this where product will live?

## Email

Do you have a dedicated email address for your product? Who will be engaging with this email?

Identify

Develop

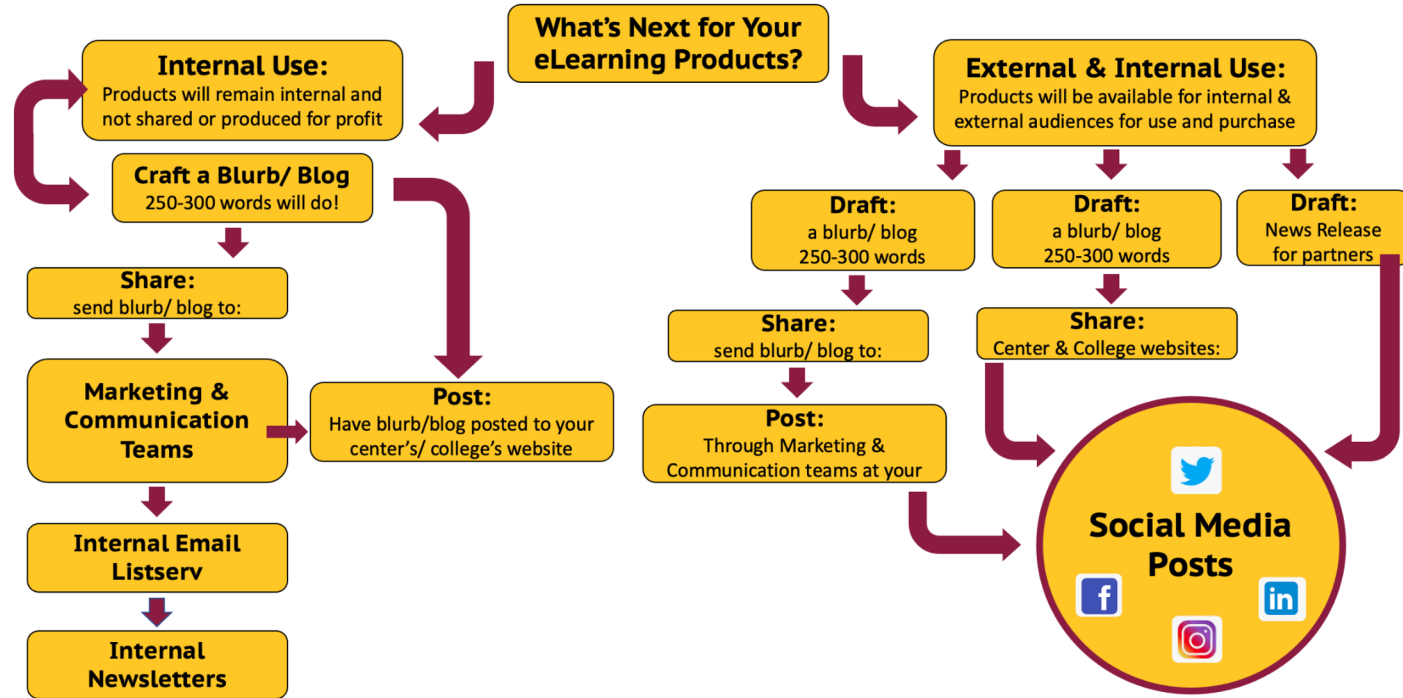
Launch

Run & Monitor

QI & Update

# Step 2: Develop - Marketing

Choose Your Own  
Internal or External  
Adventure



Identify

Develop

Launch

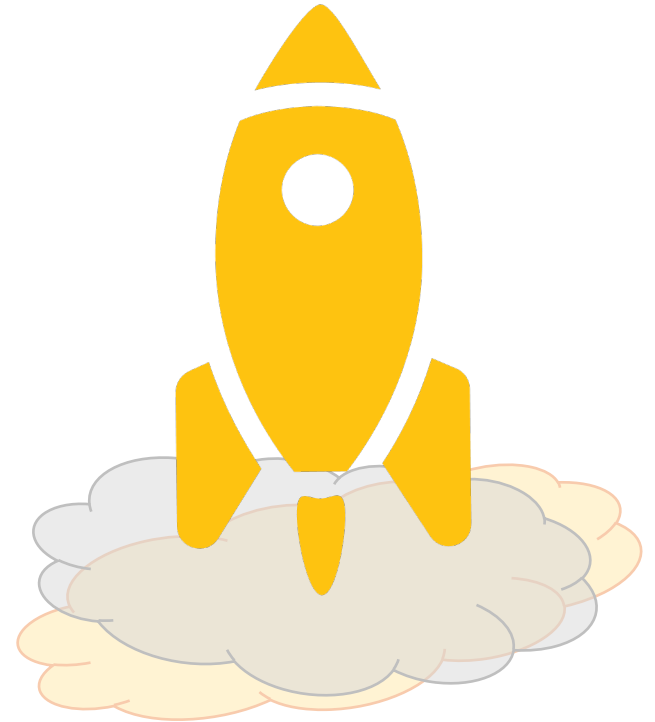
Run & Monitor

QI & Update



# Step 3: Launch

- 🐟 TEST everything!
- 🐟 TECHNICAL – make it live
- 🐟 MARKETING – launch plans and campaigns
- 🐟 SUPPORT – be ready to respond





## Step 5: QI & Updates

Quality Improvement and content updates are an ongoing process and a commitment. Accreditation standards change. Clinical and team resources expand. Competencies evolve.

### Example

*CAIPER's Primary Care and Core interprofessional eLearning modules were grounded in the 2011 IPEC® Core Competencies.*

*In 2016, IPEC updated those core competencies. CAIPER's competency-based eLearning also had to be updated.*



# Questions



Thank you and  
stay in touch!

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