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

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Digital Audience Strategy Specialist and Project Manager
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
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
How much experience do you have with developing eLearning programming?

- Zero, I'm completely green
- I'm just getting started and know a little
- I have some experience
- I'm a pro
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

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.
What does it take to construct an eLearning Program?

CEs
Certificates
Badging

CAIPER eLearning Development

Identify
Need/Gaps
- info-based
- context-based
- competency-based
- accreditation-based

Business Canvas
- customers (internal, external)
- revenue streams
- investment
- competitors
- pricing
- opportunities

Develop
Logistics
- budget, people, timelines
- approvals
- CE application

Content
- authors/SMEs
- expert reviewers

Evaluation/Assessment
- internal to program
- knowledge checks
- quizzes

Instructional Design
- engaging course elements
- supplemental materials
- animation, gamification

Technology
- LMS support/admin
- website support

Marketing/Launch Plan
- branding, visual identity
- strategic marketing plan/research
- audience specific campaigns
- 'coming soon' campaign

Launch
- Test everything!
- Technical
  - go live
- Marketing
  - launch plans and campaigns
  - social media
  - website
  - email
- Support
  - be ready to respond

Run & Monitor
- Market ongoing efforts
- User Support
  - respond to requests
  - troubleshoot issues
- Track enrollments
- completions
- certificates/badges
- revenue
- CE's
- Report
  - as required (e.g. CE)

QI & Update
- Ongoing access/functionality
- Periodic content/accuracy
- copyright

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

Our Solution

Provide practical training resource easily incorporated into any curricular structure, workflow, and academic-clinical partnership programs.

Customer Challenges

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.

Go-to Market

CAIPER website, email marketing, social media, direct contact with national and international partners and stakeholders, AZ State institutions, National Center (NEXUS).

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.

Growth Opportunity

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.

Customer Challenges

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.

Our Value

Our Pricing

Tiered pricing and package discounts tailored for each customer group.

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Step 1: Identify – Using a Business Canvas to Frame

Your Turn!

5 min
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?
What will be the most challenging piece in your organization?
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?

#2: DESIGN with your AUDIENCE in mind

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

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

Identify → Develop → Launch → Run & Monitor → QI & Update
Step 2: Develop – Technology

The DELIVERY of eLearning is technology-based.

Plan for tech support!

<table>
<thead>
<tr>
<th>LMS</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you have one? Do you need to pay for one?</td>
<td>Does a new website need to be designed and built? Where? Who?</td>
</tr>
<tr>
<td>Who will administer the LMS?</td>
<td>Who will administer and manage the website?</td>
</tr>
<tr>
<td>Who will build the course site in the LMS?</td>
<td>How will learners register?</td>
</tr>
<tr>
<td>Who will provide registration support?</td>
<td>Who will build/administer the registration system?</td>
</tr>
<tr>
<td></td>
<td>Who will provide tech support for learners?</td>
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<td></td>
<td>Who will handle the site/content updates?</td>
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</tbody>
</table>
Step 2: Develop

Process snapshot – it takes a team!

1. Develop content (SME)
   - CE Requirements, content script, ID instructions
   - Review, revise, test

2. Design modules (IDs)
   - Multiple rounds of consults re design choices, animation, assessment, etc
   - Review, revise, test

3. Narrate content (SME, Narrator)
   - Covid limitations, make-do home studios
   - Review, revise, test

4. Close Captioning (Project Dev Team)
   - Big improvements over previous experiences - tech is developing
   - Review, revise, test

5. Build LMS (In-house ID)
   - Canvas CPE Tech issues
   - Review, revise, test

6. CE Content Approval
   - IP CE Committee Surveys
   - Review, revise, test

Identify ➔ Develop ➔ Launch ➔ Run & Monitor ➔ QI & Update
### Step 2: Develop - Marketing

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

<table>
<thead>
<tr>
<th>Branding</th>
<th>Visual Identity</th>
<th>Audience Campaigns</th>
<th>Launch Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does your center/college/university have branding guidelines? (Colors, fonts)</td>
<td>Are your eLearning product colors, fonts and aesthetic consistent?</td>
<td>Do you have a list of where your product information will go?</td>
<td>Have specific dates been identified on a team calendar for release and promotion of your product?</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Market Analysis</th>
<th></th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>Do you have one?</td>
<td>What is your external audience reporting back on the product?</td>
<td>What is your internal audience reporting back on the product?</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Channels</th>
<th>Social Media</th>
<th>Website</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where are you sharing?</td>
<td>What platforms do you have accounts with?</td>
<td>Do you have a dedicated website? Your college? Is this where product will live?</td>
<td>Do you have a dedicated email address for your product? Who will be engaging with this email?</td>
</tr>
</tbody>
</table>

Identify → Develop → Launch → Run & Monitor → QI & Update
Step 2: Develop - Marketing

Choose Your Own Internal or External Adventure

Internal Use: Products will remain internal and not shared or produced for profit

Craft a Blurb/Blog
250-300 words will do!

Share: send blurb/blog to:

Marketing & Communication Teams

Post: Have blurb/blog posted to your center’s/college’s website

Internal Email Listserv

Internal Newsletters

What's Next for Your eLearning Products?

External & Internal Use: Products will be available for internal & external audiences for use and purchase

Draft: a blurb/blog
250-300 words

Share: send blurb/blog to:

Draft: News Release for partners

Draft: Center & College websites:

Draft: Through Marketing & Communication teams at your

Social Media Posts

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 4: Run & Monitor

MARKET – ongoing effort needs dedicated attention

SUPPORT – respond to requests

TRACK – enrollments, completions, certificates/badges/CEs

REPORT – may be required, e.g. CE reporting
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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