

IN THE KNOW

info@gefcm.org
877-263-5400

Special points of interest:

- Users' Corner
- The Importance of User Feedback

Users' Corner

Based on experience, we know that a thorough implementation process is key to rolling out the CMElectures.org/CEUlectures.org program. However, awareness of user activity is critical to ensure high levels of staff utilization and the resulting program benefits.

The quarterly utilization reports help to identify improvement opportunities and help maximize the effectiveness of the program. Long term subscribers also recommend these other ways they continually increase utilization of the CMElectures.org/CEUlectures.org programs:

1. **Post the co-branded URL** and the lecture access points on the hospital's intranet system.
2. **Feature a lecture** in a Grand Rounds-style meeting. Groups watch a selected lecture together [the lecture is projected onto a screen] then use it as a basis for discussion. The lecture may be related to a current issue, a mandated CE topic or Subject of the Month. Participants then access the program when convenient, to review the material for

reference and take the exam for credit.

3. **Place a banner ad** (a small advertisement or announcement provided by the GEF staff) on the hospital's intranet hyperlinked to the co-branded CMElectures.org or CEUlectures.org page.
4. **Send an email blast** that features a lecture of special interest to your user community.

While a number of introductory materials, including an introductory letter, a template for access point cards and a poster with access information are provided during the implementation stages of each institutional subscription, we can provide additional copies of any material you may need. To discuss ways of increasing utilization at your hospital, or to request any of the materials referenced here, please contact Michelle Cassidy: mcassidy@gefcm.org, or 877-263-5400.

From the GEF Desk



In this edition of *In The Know*, we talk about how you can improve utilization levels of CMElectures.org and CEUlectures.org in the hospital. We've found multiple non-traditional ways that hospitals are using the programs to take full advantage of all the great benefits the service provides.

We also discuss the importance of user feedback with respect to both the evaluations that follow a lecture, as well as through email correspondence.

We hope you enjoy this informative issue!

The Importance of User Feedback

We value and use our subscribers' input, from our hospital contacts to our end users.

We receive feedback for each lecture through the evaluations completed before participants receive their certificate. GEF staff review each evaluation and results are distributed to authors and reviewed by the Advisory Board.

The majority of feedback is positive:

- "User friendly program... I could get around, take my time"
- "The audio reinforces what I read and may have missed"
- "The symptoms and explanations [are] in easy to understand terms... great images"

While we receive many positive comments on the evaluation, we are always happy to get suggestions for improvement and to know if there is something we could be doing to enhance the user's experience. For instance, sometimes we receive feedback from a user that a lecture contains some unclear information. We then review the information and, when appropriate, modify the text to clarify the issue. We encourage our users to include their observations in the evaluations, as well as to email us at info@gefcmce.org or info@ceulectures.org.

Another part of the evaluation asks for suggestions for new topics or lectures. GEF's Planning Committee reviews all new topic ideas. Our decision to pursue a particular suggestion is based on how widespread the topic appeal may be and if it meets certain continuing education objectives. Occasionally participants suggest topics that might be more appropriate for staff development (matters related to the practices within one organization), as compared to continuing education fulfilling a broader need. GEF programs are developed to bring participants up to date in a particular area of knowledge. For example, care of a central venous catheter may be best handled as a staff issue, while causes of heart failure would have more global value.

Finally, sometimes questions in the evaluations are related to a particular issue. For instance, a recent question submitted in an evaluation of the lecture, "Chronic Fatigue Syndrome" asked "How can you tell the difference between chronic fatigue and the fatigue that accompanies lupus?" Unfortunately we do not have a mechanism to answer this user as the evaluations are anonymous. If we receive them directly, we can route specific questions to the authors and/or staff for a response; so we encourage users to direct specific clinical questions to us through email or telephone.



Quality CE. Online. On your time and terms.

Questions about a lecture, exam or certificate?

Please let us know. Most likely, the issue is something that can be resolved immediately.

Contact us at info@cmelectures.org, info@ceulectures.org or 877-263-5400 for assistance.