

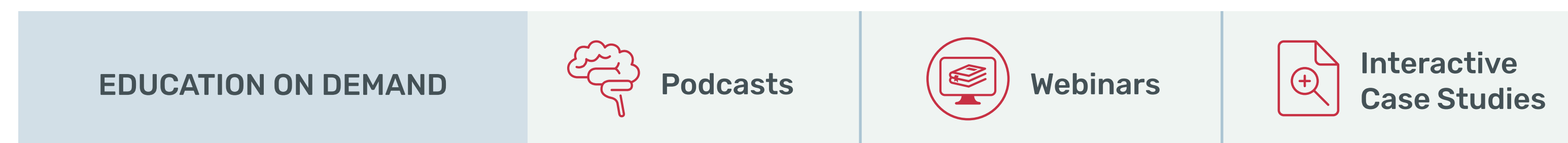
Changing Dynamics in Education in the COVID Pandemic Era

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Study Design/Methods

Using three online mediums: podcasts, webinars, and interactive case studies “on demand” educational curriculum is delivered.



A monthly podcast for lab professionals featuring advancements in science and technology that can impact patient care provides short “bursts” of moderator and topic expert interactive information. Webinars offer initially live or pre-recorded, traditional presentations with slides with a focus on improving knowledge of current and new lab procedures and emerging concepts. Each webinar episode has clearly defined learning objectives with some episodes having suggested reading materials and some webinar episodes are accredited by the American Society of Clinical Laboratory Science for Professional Acknowledgement for Continuing Education (P.A.C.E.) credit that evaluate and provide professional credit for these programs. Interactive case studies that allow a self-paced review of a case with interaction through a series of questions and answers with rationale to correctness are offered for basic immunohematology (IH) topics. Metrics to measure interaction and engagement are routinely captured to assure effectiveness of the program.

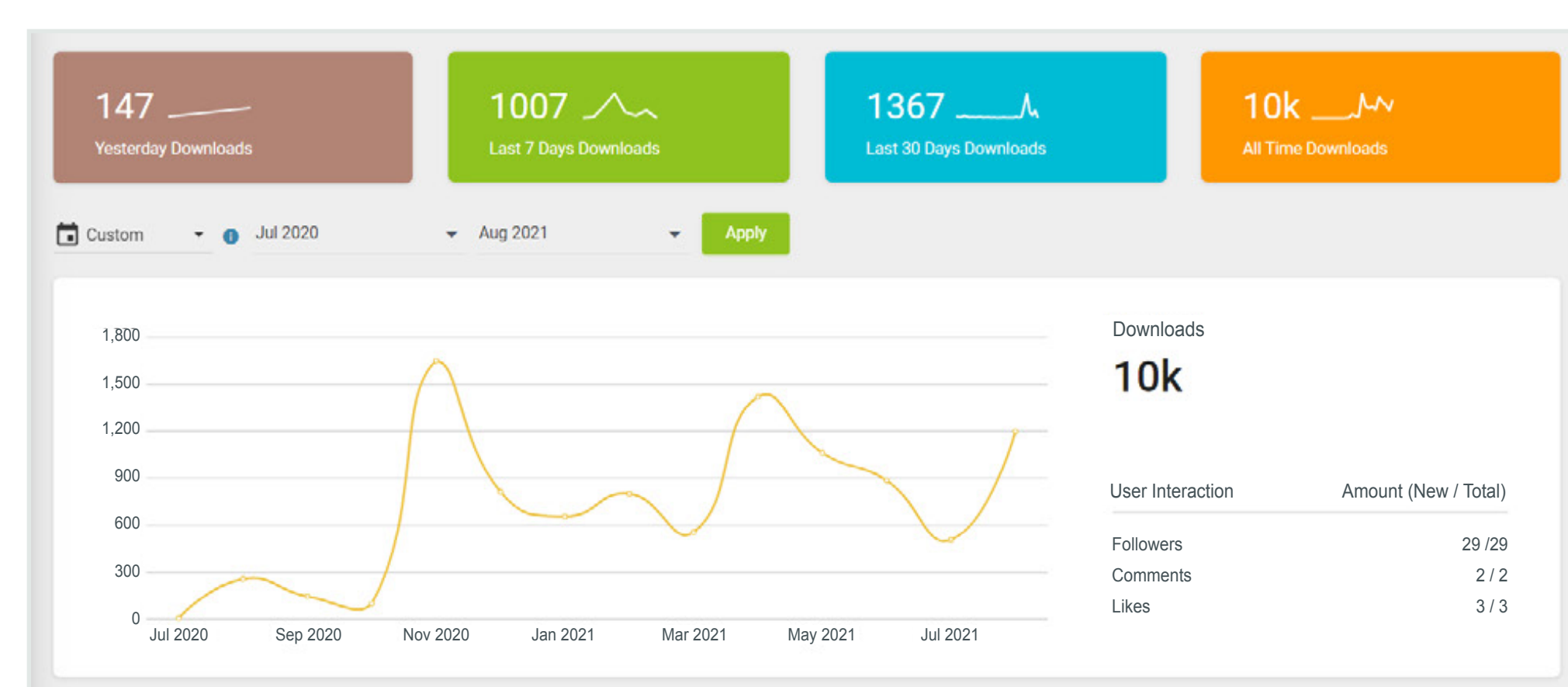
Results/Findings

Original Abstract Data - A measure of engagement was taken from podcast metrics generated. There were 10 podcast episodes available. Six of the 10 episodes were released in 2020 and were downloaded 2,549 times through December 2020. The remaining four episodes were released in 2021. There were 4,840 total downloads of the 10 episodes from July 2020 through March 2021 and 1,449 podcast downloads January to February 2021. The most downloaded podcast topic to date is COVID-19 and antibody immune response. Webinars were viewed by more than 4500 health care professionals during January to December 2020. Metrics include number of attendees by country and breakdown by participant credentials. The case study series has demonstrated engagement with 3405 participant interactions.

Updated Data

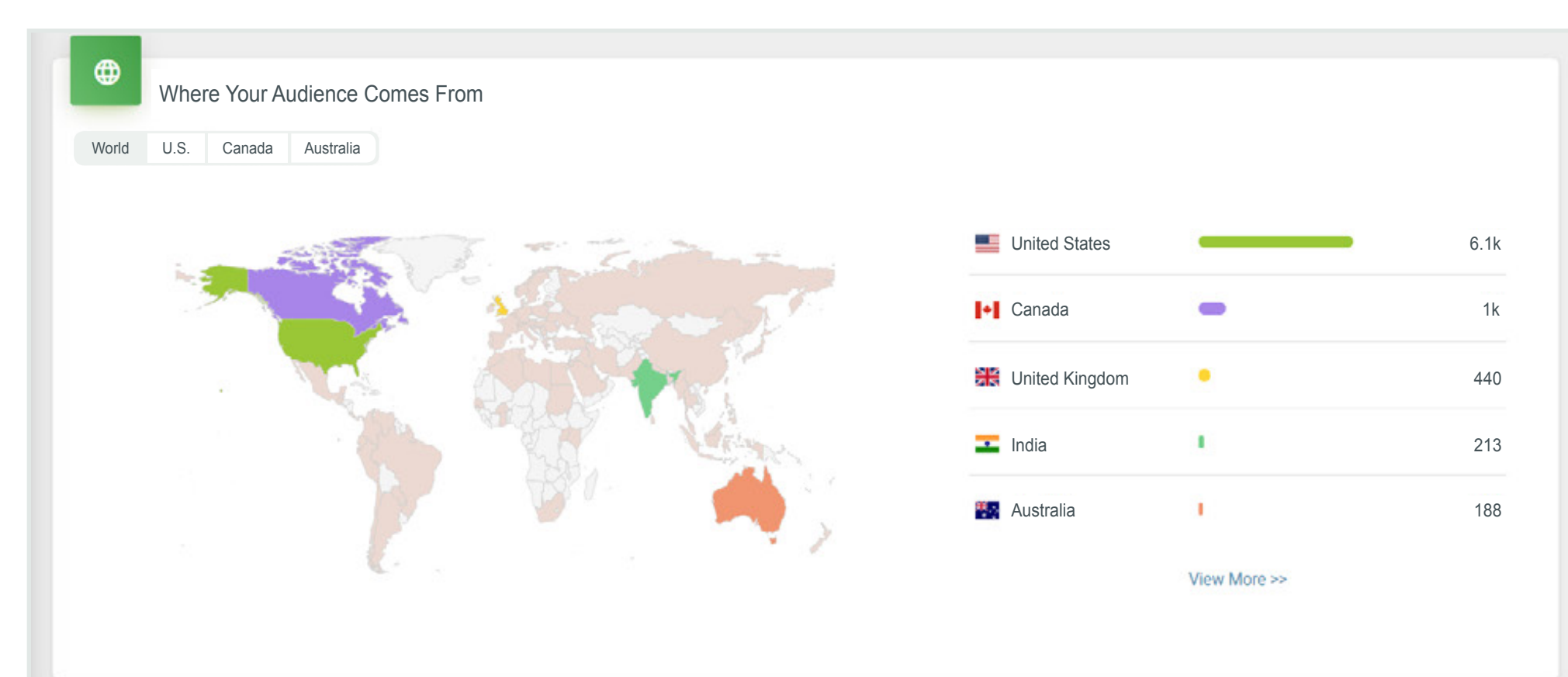
As of August 2021 there are 14 podcasts available. Six of the 14 podcasts released in 2020 were downloaded 2900 times. The remaining nine episodes were released in 2021. There have been 10,007 total downloads from July 2020 to August 2021 and more than 7,100 podcast downloads in 2021. The COVID-19 and antibody immune response podcast continues to be the leader in podcast downloads at 1,455. Webinars have been viewed by 6,832 health care professionals from 2020 to August 2021. The following graphic (Graphic 1) demonstrates the frequency of download based on selected time frames.

Graphic 1: Interactions by Time Frame and Graph Over Time



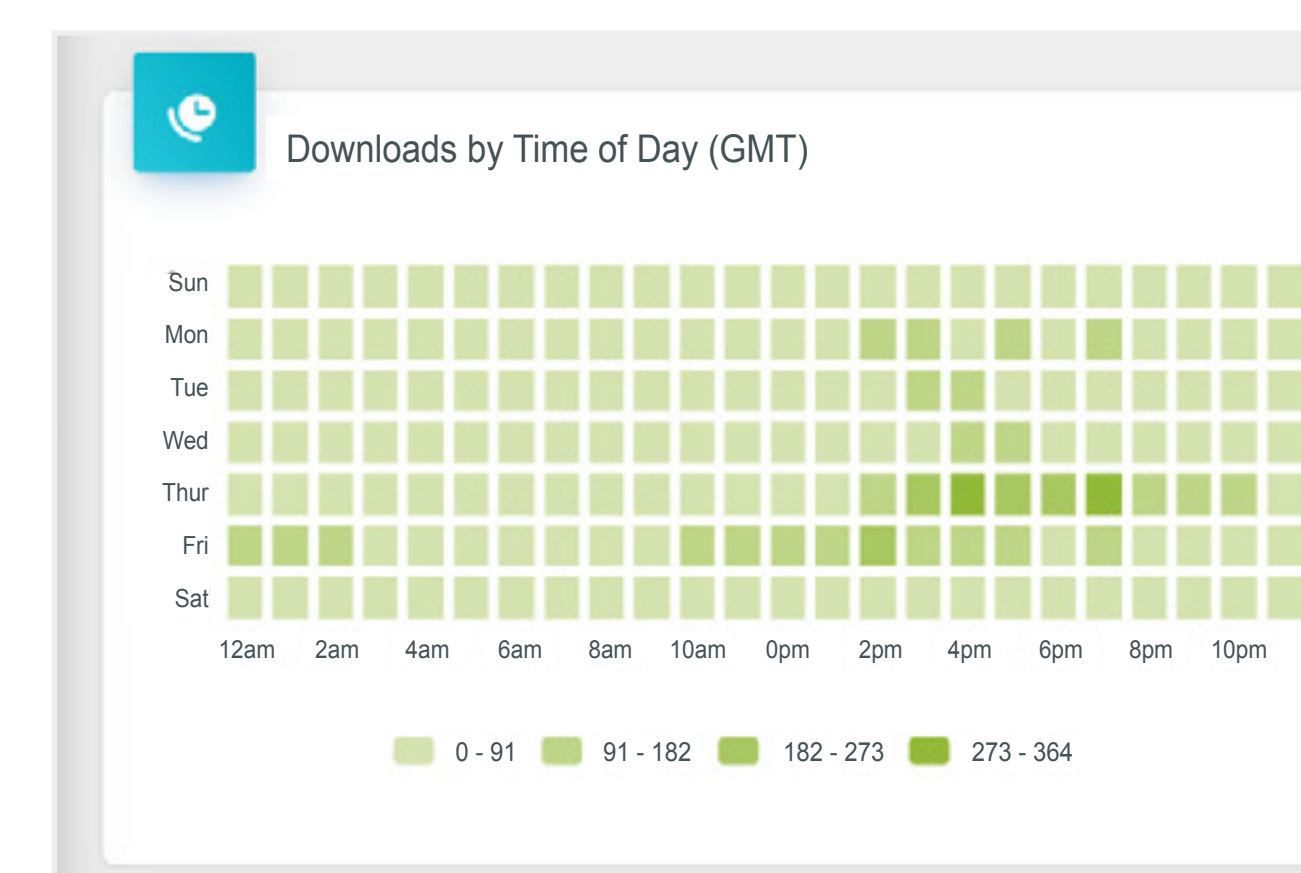
Graphic 2 shows where healthcare professionals are from, as a global picture of interest in subject matter and participation.

Graphic 2: Participant Location

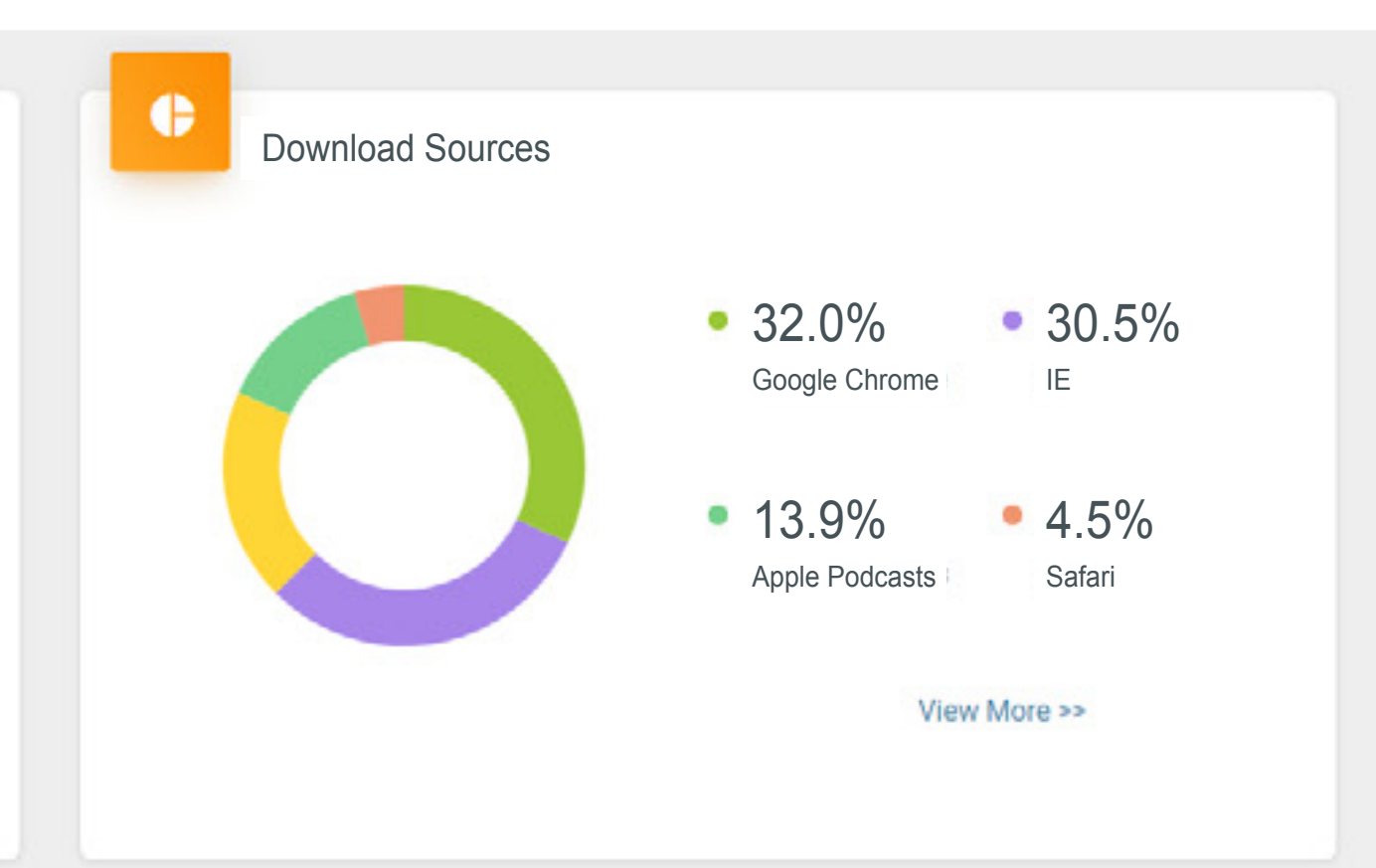


Further understanding of participant metrics include participant time of day download and day of week they participated. (Graphic 3). Further information about how the participant interacts through web browser choices (Graphic 4).

Graphic 3



Graphic 4



A great example of industry and professional association collaboration to deliver education with the webinar approach was developed this year.

In partnership with AABB Consulting Services, a three series program was developed as an educational opportunity to learn more about AABB Standards for Blood Banks and Transfusion Services, AABB Accreditation and Validation Processes for instrumentation in the Lab. The program offered P.A.C.E credits and certificates to the attendees. This collaborative approach was very successful in providing a valuable continuing education opportunity.

- Total registrants: >7,000
- Total attendees Series 1 and Series 2: 2,332
- US and Canada attendees represented almost 80%
- Europe and Latin America attendees represented approximately 15%
- Asia Pacific including India and representation from Japan and India represented approximately 5%
- Over 35% of attendees already completed P.A.C.E credits
- Lab Managers/Supervisors and Clinical Laboratory Scientists represented the attendee profile with most participation

Each webinar concluded with a live Q&A session, where the attendees had the opportunity to interact with the speakers and expand on important information. Each Q&A session lasted between 10-15 minutes, receiving an average of 10-12 questions. Some of the key questions received were: “What advice do you have to get a lab prepared for AABB accreditation?” “Are there BBTS Standards requirements or recommendations for facilities in countries outside the U.S.?” “What is a best practice for implementing a Quality Management System?” “How has COVID-19 affected how we approach safety?”

Discussion

The COVID-19 pandemic has brought new light to the continuing education process. These opportunities have expanded through a variety of approaches. Podcasts engaged transfusion medicine and clinical laboratory professionals with timely information and emerging perspectives in science and technology that can impact practices. Webinars provide accessible, effective opportunities for professional development. Case studies offer a traditional popular approach to learning basic concepts of immunohematology. Being able to measure participation using a variety of parameters further supports the understanding of various approaches used in delivering educational opportunities. Furthermore, the metrics help better understand the level of interest in the various topics as well opportunities to expand on those themes. The ability to access information on demand provides the opportunity for those limited by time/ time zones to attend a live version of a webinar to succeed in completing continuing education. Additionally, with this on demand capability, individuals can choose a convenient time to access and participate. Providing continuing education credit is an important aspect of these programs.

Conclusion

The COVID-19 pandemic has had dramatic impact on health care professionals worldwide, with education being one with typical education avenues hindered. Overall, the digital approach to educational offerings has enhanced continuing education during a challenging time.