Access to Targeted Online Educational Resources Pre and In the Midst of a Pandemic

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Introduction

Hyperlinks in Virtual Education

- Embedding hyperlinks in web-based learning is an established instructional strategy
- Literature search revealed:
  - Only 1 study was located that presented results of trainee use of hyperlinked information
  - No reports of hyperlink utilization when embedded in medical education case conference(s)

Most Difficult Case Conference

- In 2020 medical education shifted to virtual settings driven by pandemic related precautions
- Our national virtual 1-hour geriatric fellows most difficult case conference (MDCC) continued without disruption
  - Only change was transition from audio conference calls (used for prior 10 years) to include video
- As an existing national forum, the Advocate Aurora Health (AAH) sponsored MDCC is uniquely positioned to evaluate if access rates for educator recommended virtual resources via hyperlinks changed pre versus mid pandemic
- Understanding rate change during times of stress is essential for educators to knowledgeably adapt instruction

Methods

- Geriatric Fast Facts (GFFs) are web-based 1–2 page peer-reviewed, evidence-based summaries on topics essential to older adult care
- On average, MDCC attendance increased by 45%
  - Pre pandemic: 13 sessions held May 26, 2019 to Feb 19, 2021
  - Mid pandemic: 13 sessions held May 15, 2020 to Nov 18, 2020
- Hyperlink access rates to MDCC targeted GFFs remained constant pre-mid pandemic accounting for increased MDCC attendance

Data & Analysis

- GFF Google Analytics data was analyzed to determine if site traffic for the MDCC targeted GFFs differed by pre versus mid pandemic time periods
  - The average daily access rate for the 12 days prior to each MDCC session was calculated as a control
  - The Targeted GFF access rate on the MDCC day was obtained
  - Once on GFF web site, individuals increased their visits to other GFF pages by 34%; average visits increased by 8.7 per MDCC session

Results

- Over project period, MDCC targeted GFF site visits increased by 44%; average increase 4.9 visits per MDCC session
  - Pre pandemic: averaged 6.06
  - Mid pandemic: averaged 10.09
- Once on GFF web site, individuals increased their visits to other GFF pages by 34%; average visits increased by 8.7 per MDCC session
  - Pre pandemic: 16.54 other pages
  - Mid pandemic: 25.19 other pages

Conclusions

- MDCC linked GFF access and other page visits remained constant during the pandemic
- Educators can be confident that even in challenging times, their identification and posting of relevant, synoptic web-resources are accessed by learners