DASHBOARDING THE ROI FOR AIAMC PROGRAMMATIC INITIATIVES
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INTRODUCTION
- AIAMC provides real-world, sustainable solutions that equip our members to thrive in the ever-changing regulatory and accreditation environment
- To promote learning resulting in actionable innovations AIAMC offers an array of program offerings including: o 18-month National Initiatives (NI) o Virtual webinars o Book clubs o Annual meeting
- As a non-profit professional organization imperative to determine which activities yield the highest return on investment (ROI) for our organization

PURPOSE & OBJECTIVES
- PURPOSE: To “reimagine health care learning that increases the value of membership”
- OBJECTIVES & CRITERIA o To design a sustainable data dashboard o Dashboard must yield data to inform program committee decisions re: ROI o Maximize the alignment of AIAMC’s program activities and outcomes with the AIAMC’s goals and resources

METHODS: PROGRAM COMMITTEE
- PROGRAM COMMITTEE convened as AIAMC Board of Directors Standing committee in 2019 and included:
  o Current or past AIAMC board members
  o Program committee
  o NI chairs and staff
- CHARTER: Responsible for oversight and alignment of AIAMC designed activities to optimize value to our members through alignment with AIAMC goals

METHODS: IMPACT LEVELS & INVENTORY
- Aligned with AIAMC strategic plan with new world Kirkpatrick evaluation model for training programs
- FIVE EVALUATION IMPACT LEVELS
  1. Learner/Participant Reactions
     A. Satisfaction Ratings
     B. Attendance + Repeaters
     C. Change in Practice
     D. “Feeder” for Other Programs
  2. Alignment AIAMC Priorities & Accreditation Guidelines
     A. ACGME: CPR/CLER/SI
     B. Other Accrediting Organizations: Joint Commission, ACCME, LCME
  3. Internal Engagement of Individuals/Groups
     A. Within GME
     B. Connect to Key Leaders
     C. Application from Participating Members to Others in Organization (e.g., GME to C-Suite; to Nursing; to other professions)
  4. Translation to Action within our Own Systems: Sustain/Spread/Impact/Adoption
     A. Sustained: # Projects/strategies remain active 2-3 years post AIAMC activity
     B. Impact: within Education Programs
     C. Impact: System Quality/Safety, Pt Exper, Well-Being
     D. Spread/Adoption within own system
  5. Dissemination Beyond Our Member Organizations
     A. Impact on Other Organizations/Workgroups
     B. Partnerships - Total #, retain partners (e.g., NAC)
     C. Spread/Adoption across Member Organizations
     D. Scholarship: # of pubs, presents in non AIAMC sponsored forums
     E. Referrals: Non-member org become member org

METHODS: DATA DASHBOARD
- COMPLETED PROGRAM INVENTORY – list of programs x their 5 impact levels (based on evaluation tools used)
- From program inventory identified cross-cutting items/data sources by impact level
- Data dashboard mockup using existing activities/data sets for each impact level
  o Cells with missing impact level data were identified
  o Feasible metrics generated and agreed upon including standard item(s) to existing evaluation form(s)
- Proof of concept longitudinal dashboard developed using archival data from AIAMC’s NI-V & NI-VI
  o Green-yellow-red stoplight criteria → at-a-glance viewing
  o Deeper data dives accessible
- At each stage of development, plan was reviewed by AIAMC Board of Directors

RESULTS
- Dashboard & metrics fully initiated in early 2021 across AIAMC programs
- Reviewed monthly by Program Committee for formative & summative recommendations to activity leaders
- Report and recommendations re: program ROI to Board

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METHODS: DATA DASHBOARD
- AIAMC Annual Meeting 2022 New Orleans
- Follow AIAMC on: 📬LinkedIn 📬Facebook

DISCUSSION
- A systematic, stepwise evaluation approach → a longitudinal and sustainable data dashboard to inform AIAMC program decisions.
- Using a combination of measures - recognizing impact levels vary by program duration/cost - dashboard provides an easy to use and informative tool to optimize decisions re: where to invest AIAMC resources to best serve our membership