

UBC CPD COVID-19 Response

UBC CPD swiftly mobilized to deliver a comprehensive COVID-19 education strategy that supported Health Care Professionals.



COVID-19 response video:
bitly.com/UBCCPD-COVID-video

Authors: Brenna Lynn, Jennie Barrows,
Stephanie Ameyaw, Kate Meffen, Steph Din,
Bruce Hobson, Bob Bluman

1. Background

UBC CPD provides education through three primary channels.
The COVID-19 education strategy focused primarily on webinar delivery.



Online
modules



Webinars



Conferences
and workshops

2. Intervention

26

webinars

17,809

total attendees

5,939

views on webinar
recordings

1371

podcast listens

Average Webinar Attendance
Before Pandemic vs. After

1,056

130

Jan 2020

Dec 2020

Our process involves:

- Faculty of Medicine leadership engagement
- A collaborative approach



THE UNIVERSITY OF BRITISH COLUMBIA
Faculty of Medicine



BC Centre for Disease Control
An agency of the Provincial Health Services Authority

- Environmental scan + an iterative needs assessment
- Reduced planning time
- Marketing
- Increased frequency (26 webinars in total)
- Virtual platforms, lowered barriers, accessibility
- Q&A panels instead of singular speakers

Webinar delivery topics:

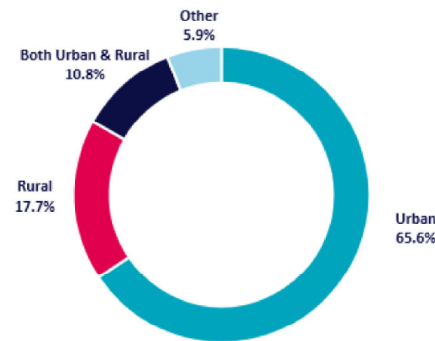
- COVID-19 Update: Expert Q&A with Public Health Epidemiology & Lab Specialists
- Ask Emergency & Critical Care Specialists Series
- Implications for the Management of Maternity Patients
- Physiotherapy Response to Managing Hospitalized Patients with COVID-19
- Running Your Community Office Safely: A Primary Care and Specialist Perspectives' Q&A

3. Results

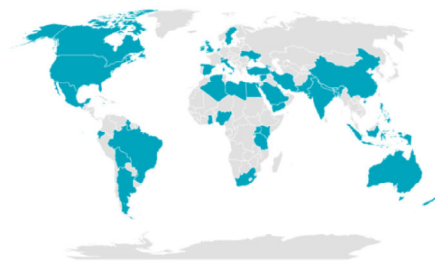
New Learners to UBC CPD

For **55% (7,277)** of webinar registrants, the COVID-19 webinars are the only UBC CPD events that they have registered for in the past four years.

Most attendees practiced solely in **Urban locations (65.6%)** followed by **Rural locations (17.7%)**. Around **11%** of attendees indicated they practiced in both **urban and rural locations**.



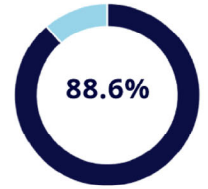
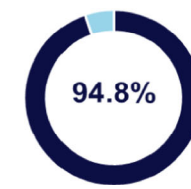
Across the COVID-19 Webinar Series, registrants were from **55 countries**. On the map above, the countries highlighted in blue show the location of registrants.



Impact

94.8% of respondents found the webinars helpful in advancing their understanding of COVID-19.

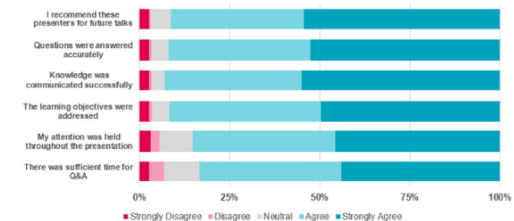
88.6% of respondents indicated they identified one or more things that they planned to implement in their clinical work.



"Very clear concise practical answers. Been an impressive and very useful series. We are very fortunate to have this incredible resource"

Webinar Satisfaction

Attendees rated their satisfaction with the webinars on multiple dimensions listed below. Overall, the webinars were rated highly with **over 80%** agreeing or strongly agreeing with each statement.



In total, **97.8%** of attendees rated the speakers as *Good, Very Good, or Excellent*.

4. Recommendations

1. **Select a skilled moderator** and run practice sessions to prepare presenters.

2. **Consider multiple components of diversity** when selecting subject matter experts for panels, working groups and advisory committees.

3. **Determine the target audience** for each educational offering and ensure that it is clearly communicated in marketing, and that their needs are being addressed.

4. **Identify a technical solution** to deliver synchronous education to over 1000 attendees.

5. **When information is rapidly changing**, choosing a Q&A format for webinars can effectively disseminate information to health care providers.

6. **Have a process for rapidly determining** educational needs.