

Abstract #29220

Webinar “Clinical Pearls” Series: Development, Content, and Evaluation

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Abstract Text:

Background:

There is a need to increase awareness and knowledge in healthcare professionals (HCPs) about prevention, risk, and treatment of thrombosis and thrombophilia (T/T) as well as to share strategies to create a therapeutic alliance with patients to promote adherence. This series of ongoing webinars was developed by National Blood Clot Alliance (NBCA) as part of a cooperative agreement with Centers for Disease Control and Prevention (CDC) to answer this need.

Objectives:

Discuss selected topics on T/T risk, prevention and treatment.

Apply strategies to enhance communication skills in healthcare professionals to influence patient adherence.

Methods:

A Curriculum Development Team (CDT) was recruited from subject matter experts in ACCs and HTC that included nurses, nurse practitioners, pharmacists, and physician assistants, the intended target audience of webinars. This team became cohesive during development of a comprehensive online curriculum.

The team derived webinar topics from a needs assessment sent electronically to healthcare professionals (HCPs) in Anticoagulation Clinics and Hemophilia Thrombosis Centers in May 2008.

A systematic approach determined selection of the target audience, because these non-physician HCPs are more likely to encounter the patient at the entry point of care

Through applying an effective and easy-to-understand “5A” framework for catalyzing patient behavior change, healthcare professionals will learn to counsel a patient through the challenges of living with blood clots or clotting disorders. The 5A actions include assess, advise, agree, assist, and arrange.

Content was developed in a collaborative and reiterative process with an instructional design consultant. Objectives, content, and graphic were presented in Power Point, and the team members presented the webinars or recruited other experts.

Challenges included unpredictable attendance and some electronic glitches.

Each webinar was presented live twice and archived on the National Blood Clot Alliance web site.

Results:

Results from a follow-up questionnaire post-webinars show a positive response to these webinars.

Conclusion and implications for public health practice: NA

Title:

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Preferred Presentation Format:

Oral

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