



CDS Training Initiative in Georgia

User reporting

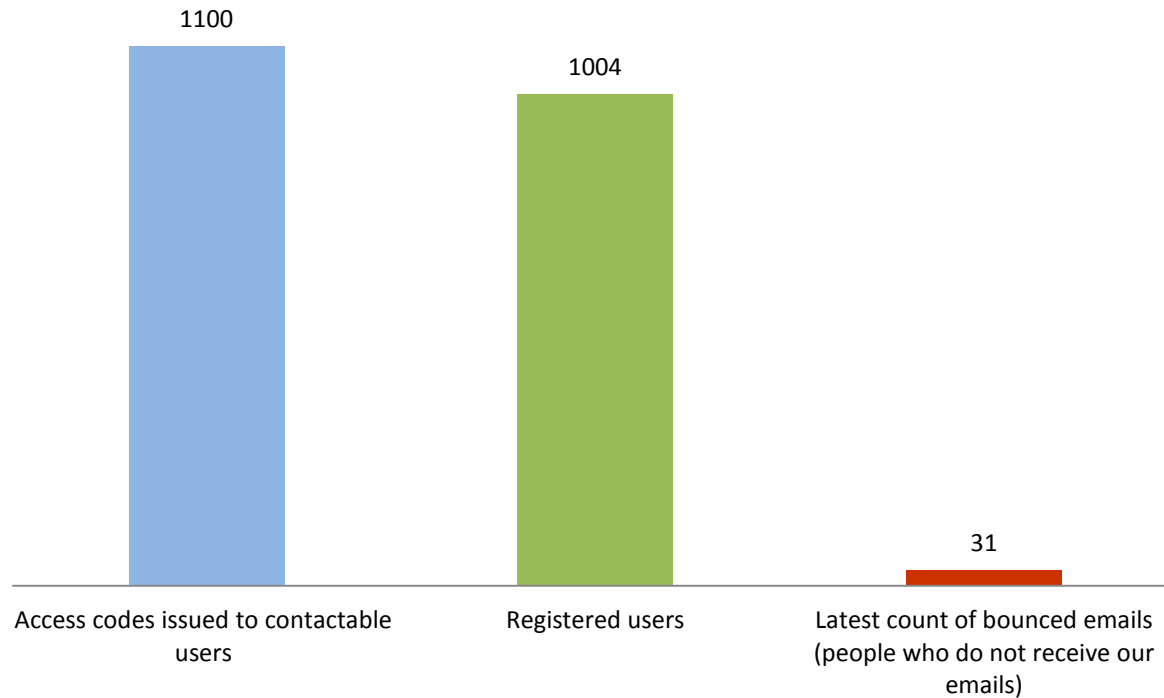
May 2017

BMJ

Registration update

User registrations (as of 11 May 2017)

Registration take up rate in Georgia: 91%



Access codes issued to contactable users - 1,100

Registered users - 1,004

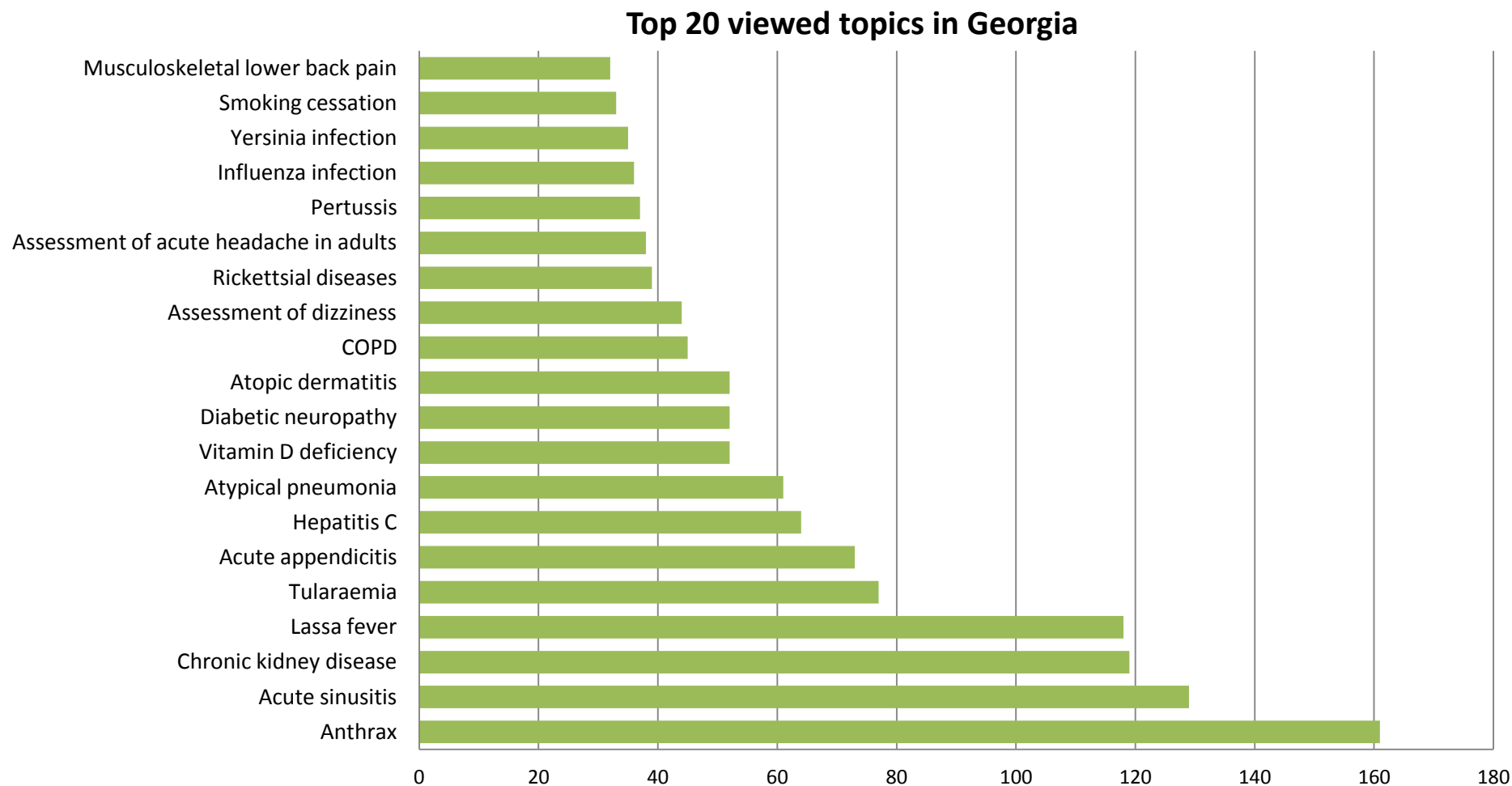
Latest count of bounced emails (people who do not receive our emails) - 31

Overall registration rate - 91%

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BMJ Best Practice

Top viewed topics

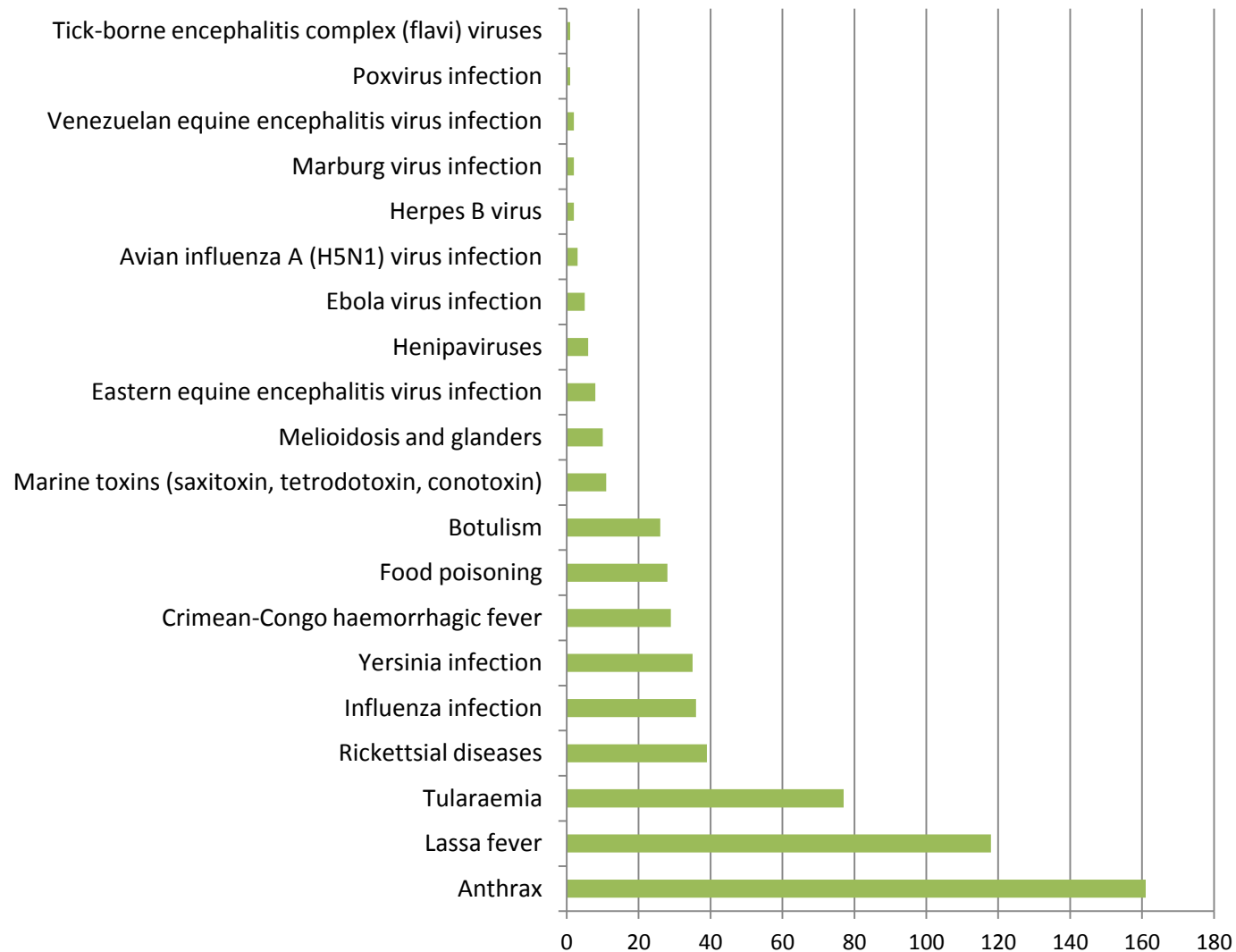


The most viewed 3 topics are Anthrax, Acute sinusitis and Chronic Kidney disease. Some of the select agent topics we have been promoting can also be seen in the Top 20 mix - Anthrax, Tularaemia, Lassa Fever, Influenza Infection, Yesinia, Rickettsial Diseases.

The 20 topics that have been viewed continue to be consistent with our marketing efforts. More of the 27 select agent topics will be promoted via the Clinical engagement/scenarios campaigns over the next few months.

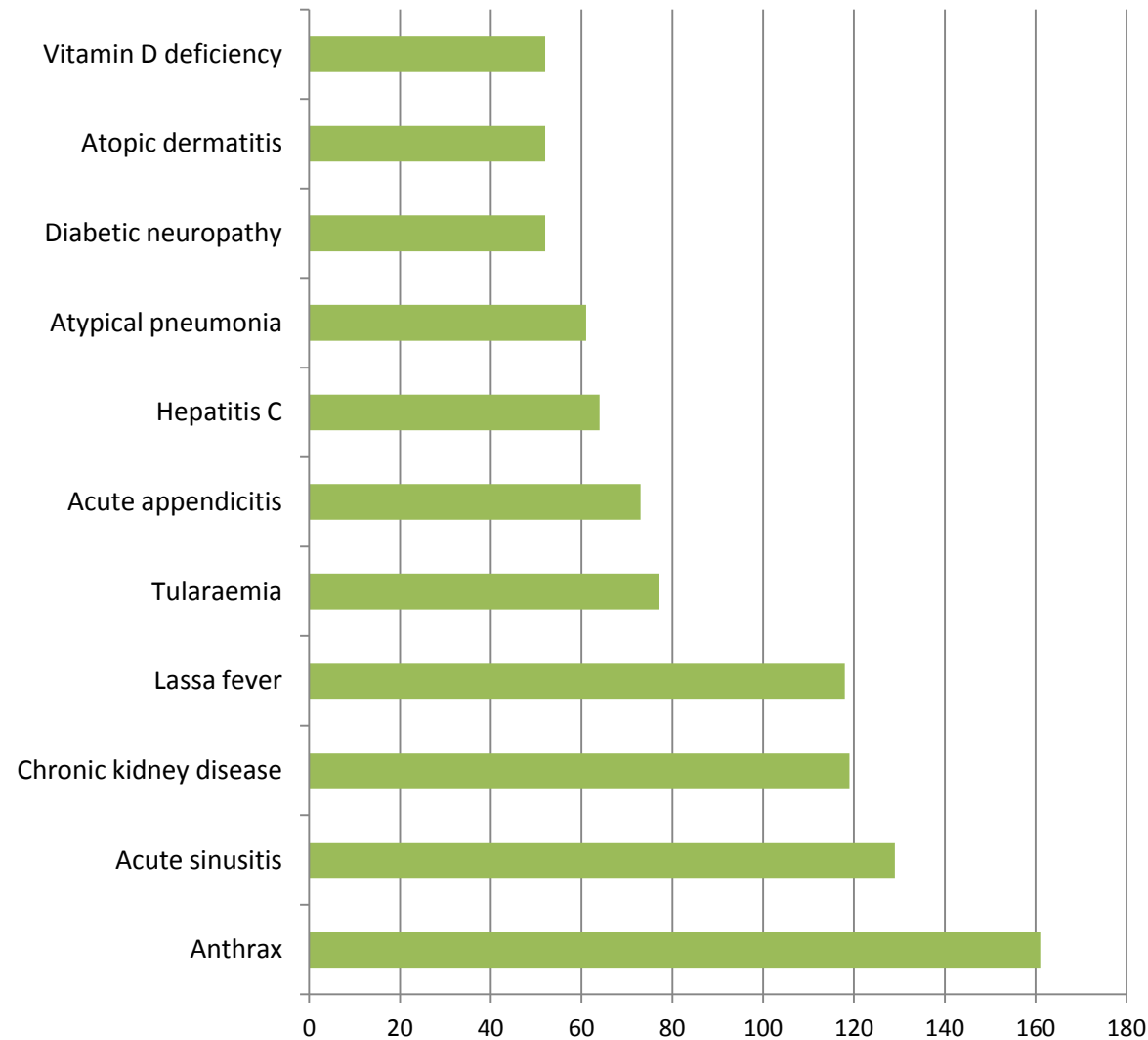
The pattern of usage on BMJ Best Practice suggests users have a learning need and/or strong interest in infectious diseases. This is especially true of the select agent content (for example Anthrax, Tularaemia and Lassa Fever) but we also see some other wider infectious disease content (particularly Hepatitis C). There are also learning needs in non-infectious disease content (for example Chronic Kidney Disease and Acute sinusitis).

Top viewed select agent topics



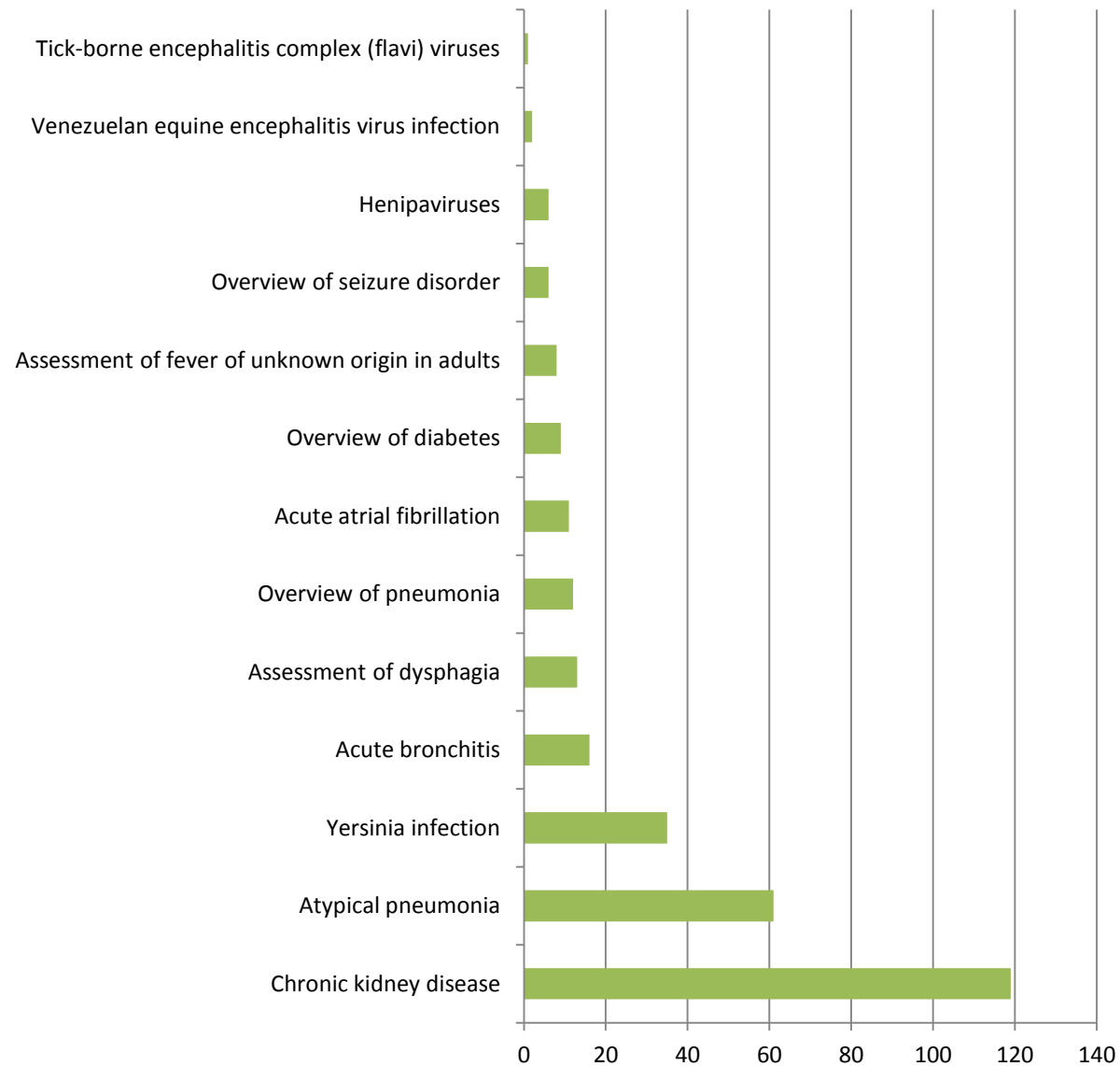
These topics include Anthrax, Tularaemia and Lassa fever. This data is consistent with our marketing efforts and also with the more commonly occurring select agents (e.g. Anthrax, Tularaemia, Influenza).

Top viewed non-translated topics



There is a wide spread of content here - with a mix of select agent and non-select agent content being viewed.

Top viewed translated topics

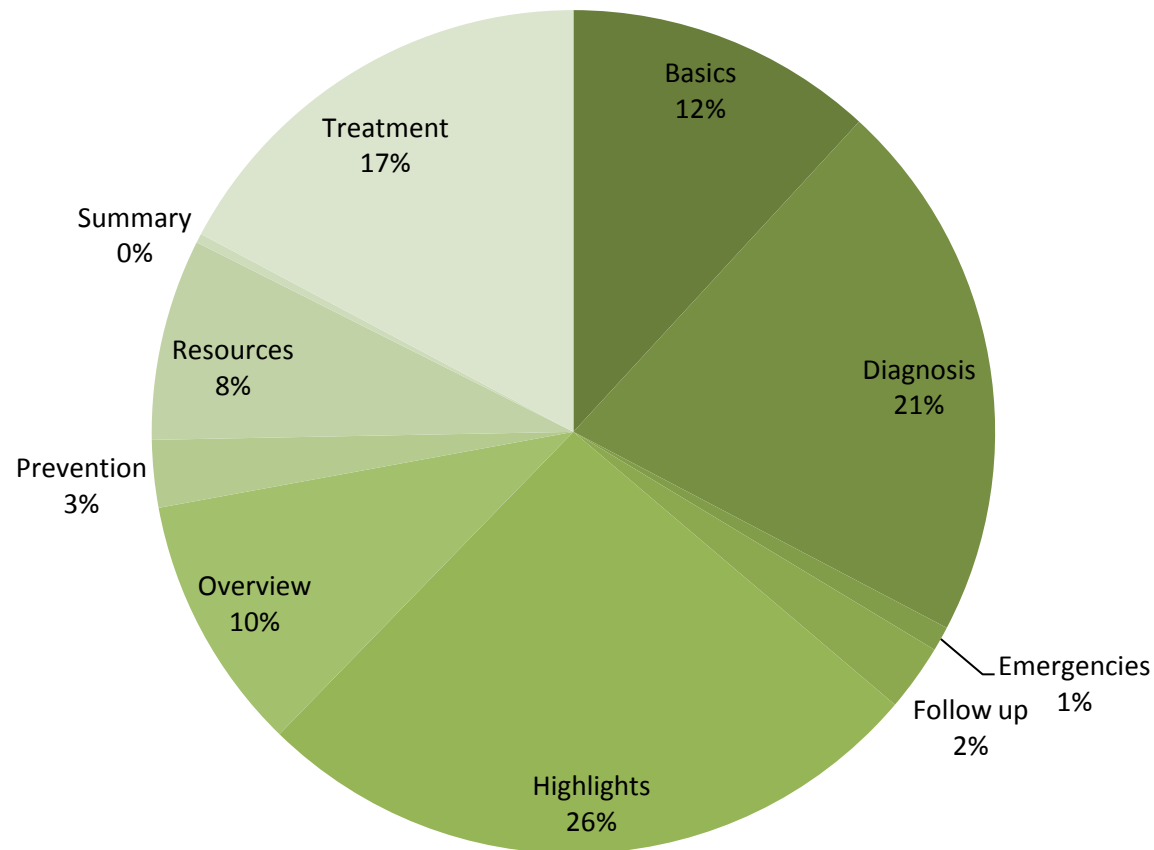


With 19 topics translated and published in Georgian, we are starting to see growing interest in the translated content.

Yersinia remains one of the topics that performs strongly, with some of the other select agent content also in the mix. These have been among the first to be translated - so they are driving usage.

Top viewed topic sections

Georgia topic section views

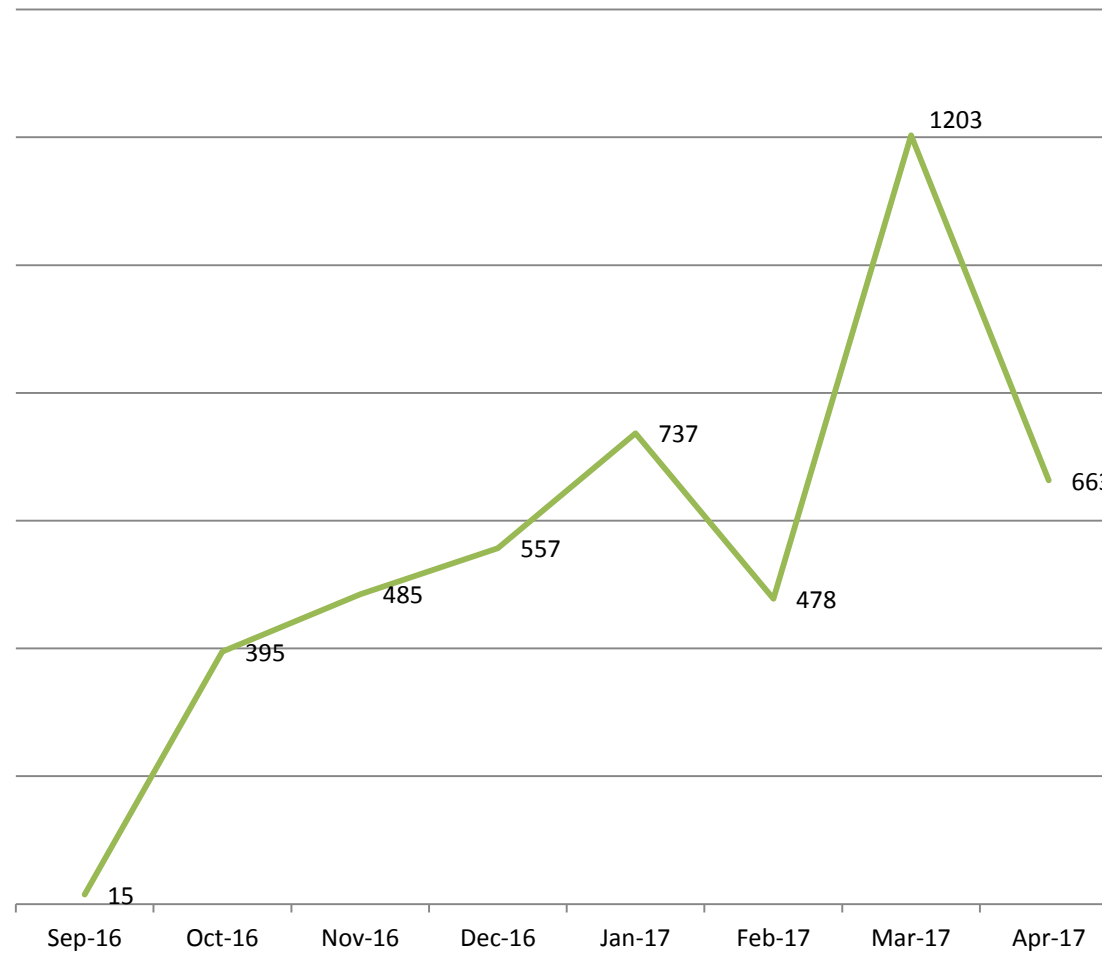


The majority of users explore in detail the Highlights and Diagnosis sections of the BMJ Best Practice topics.

The Highlights section is typically the one displayed when landing on a topic page. Thereafter users have the choice to explore further. Their usage suggests that they need support in diagnosis, differential diagnosis and management. It also suggests that they are using the content to tackle real life clinical problems in their everyday work.

Usage growth

Georgia monthly views



This view shows usage until 11 April 2017.

The big spike in March was largely attributed to training initiatives lead by the Georgia implementation lead.

Top downloaded PDF topics

Georgia PDF topic	Downloads
Vitamin D deficiency	2
Overview of pneumonia	1
Assessment of hypocalcaemia	1
Acute pharyngitis	1
Chlamydia pneumoniae infection	1
Overview of musculoskeletal pain	1
Assessment of falls in the elderly	1

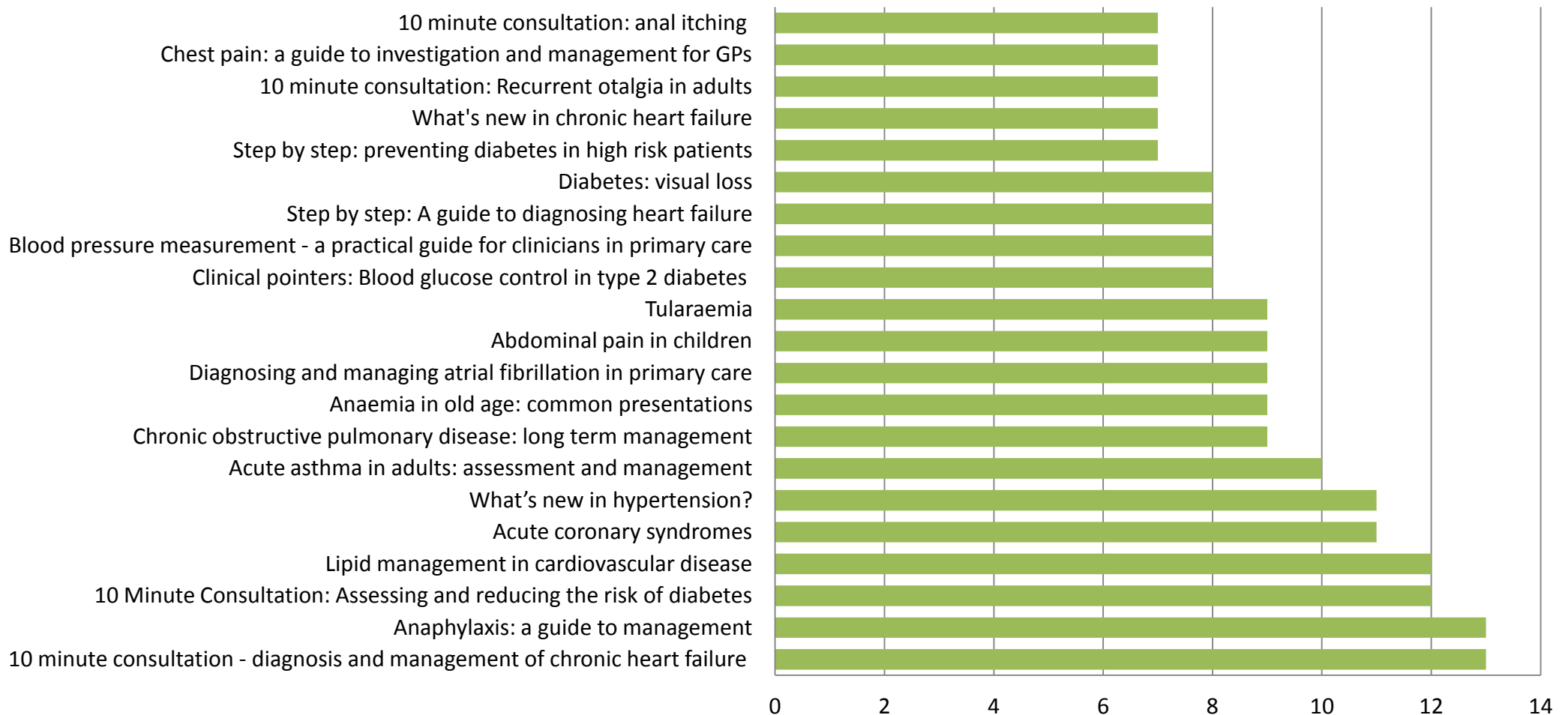
The total number of PDF downloads are not very high. However the downloads suggest an interest in "assessment of" and "overview" topics. This makes sense from a clinical perspective - users are likely to be downloading overviews so that they can look at them in detail offline and in their own time.

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Top completed modules

Top 20 completed modules in Georgia

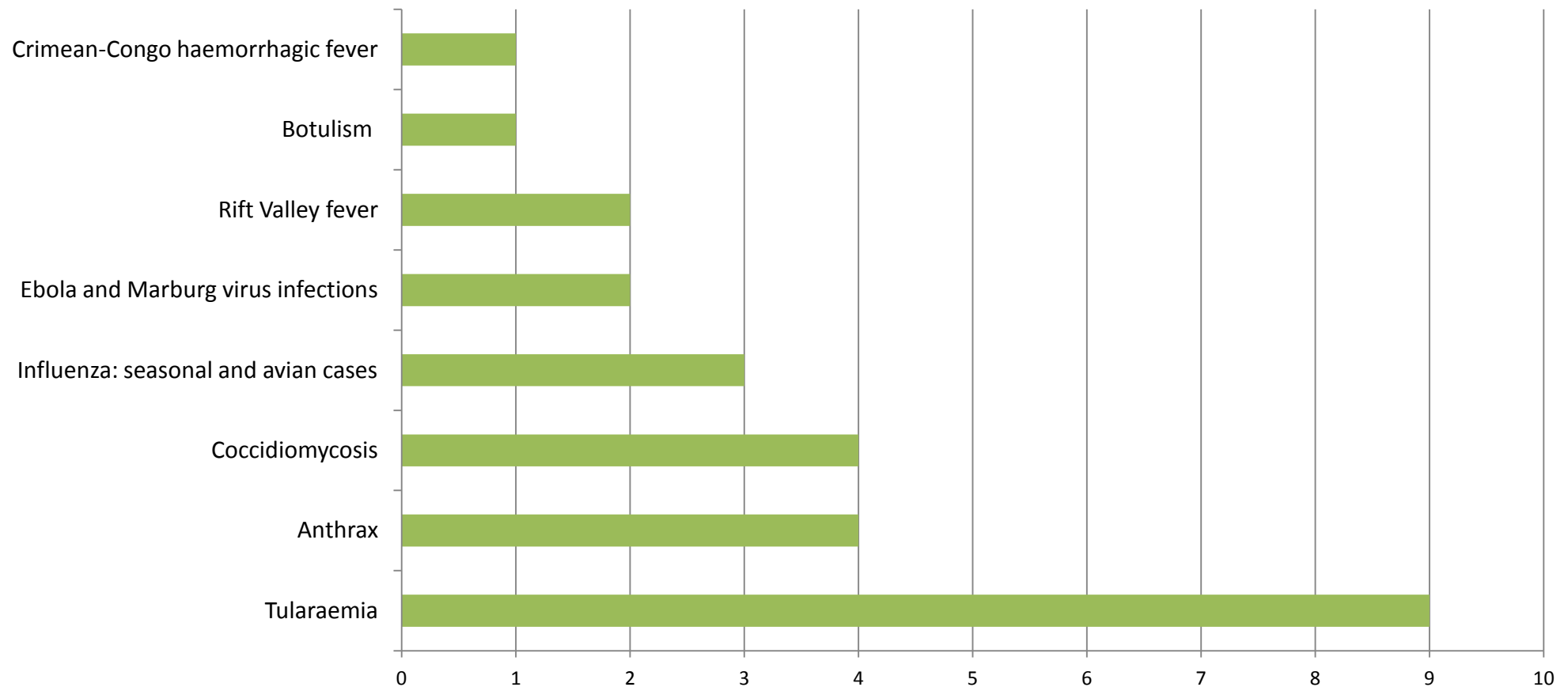


There is interest in a wide range of diseases that this view of top completed modules show. Tularaemia is in the Top 20.

With the BMJ Learning select agents content made available later than the BMJ Best Practice select agents content, we haven't had the chance to promote the content as much.

Effort over the next few months include promoting the select agents course and following up with users who have started or not started any particular level of the course.

Top completed select agent modules

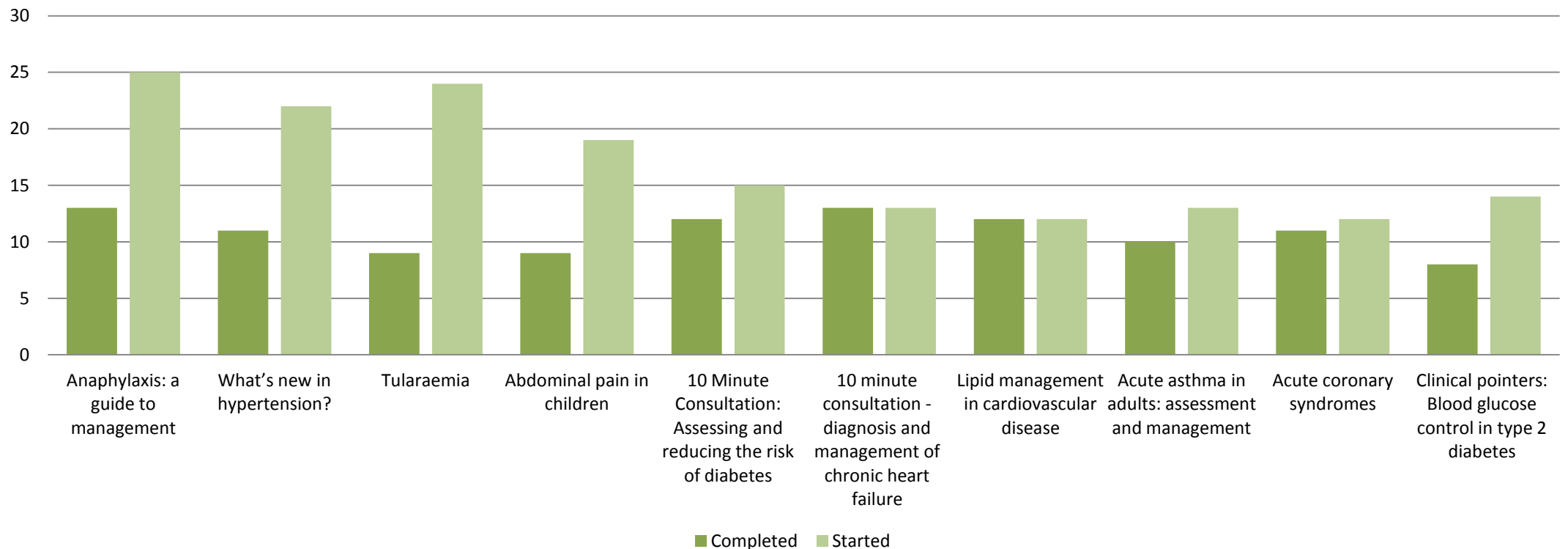


Users have been completing the select agent modules, with Tularaemia, Anthrax and Coccidiomycosis being the most popular ones.

The top 5 most popular modules are part of the Level 1 of the Infectious diseases - especially dangerous pathogens course.

Overall module performance - number of engagements with the module, and number of first time completions

Georgia Starts/ Completions for top modules



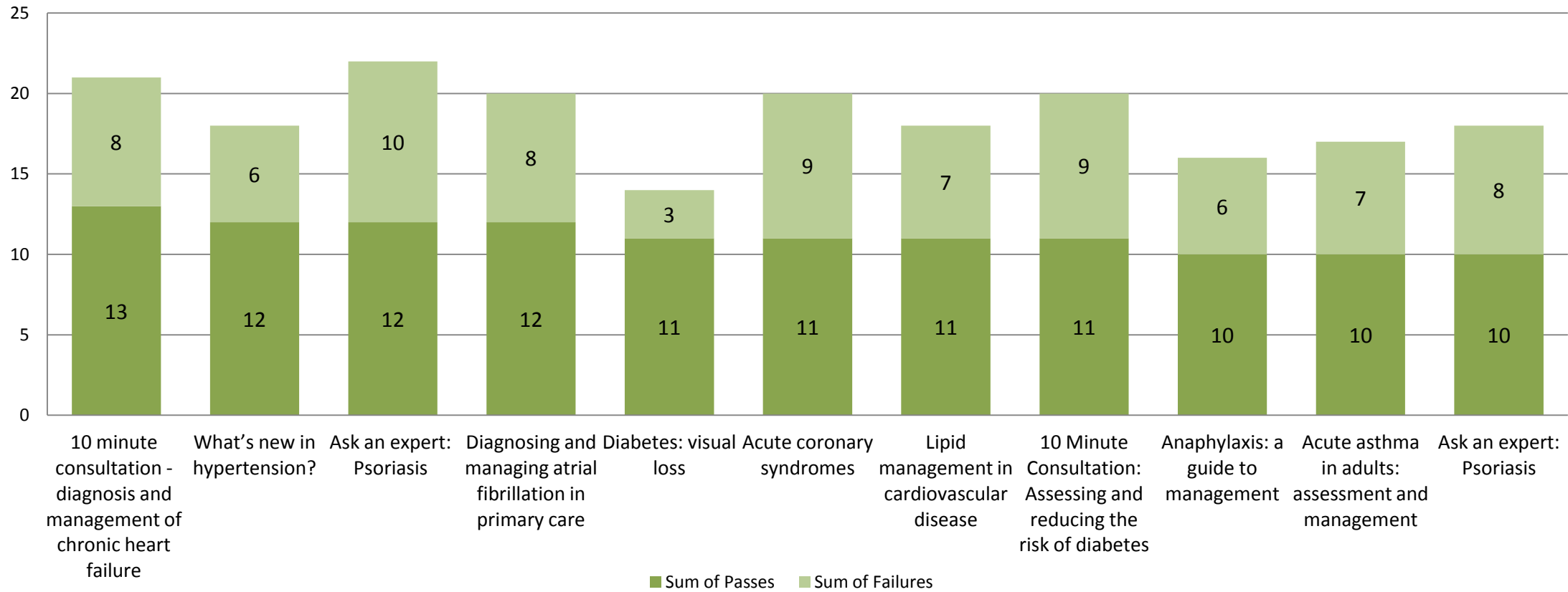
The majority of users who start a module complete it. About 70%. This is consistent with overall usage across BMJ Learning.

This suggests modules are about the right length and about the right level of difficulty.

We do try to encourage users to continue with a module they have started by looking at individual statistics and sending reminders to the relevant audience.

Module performance - overall pass and fail rates

Georgia Pass/Fail rates for top modules



The majority of users pass the module on the first attempt. Some fail as expected - not all will pass.

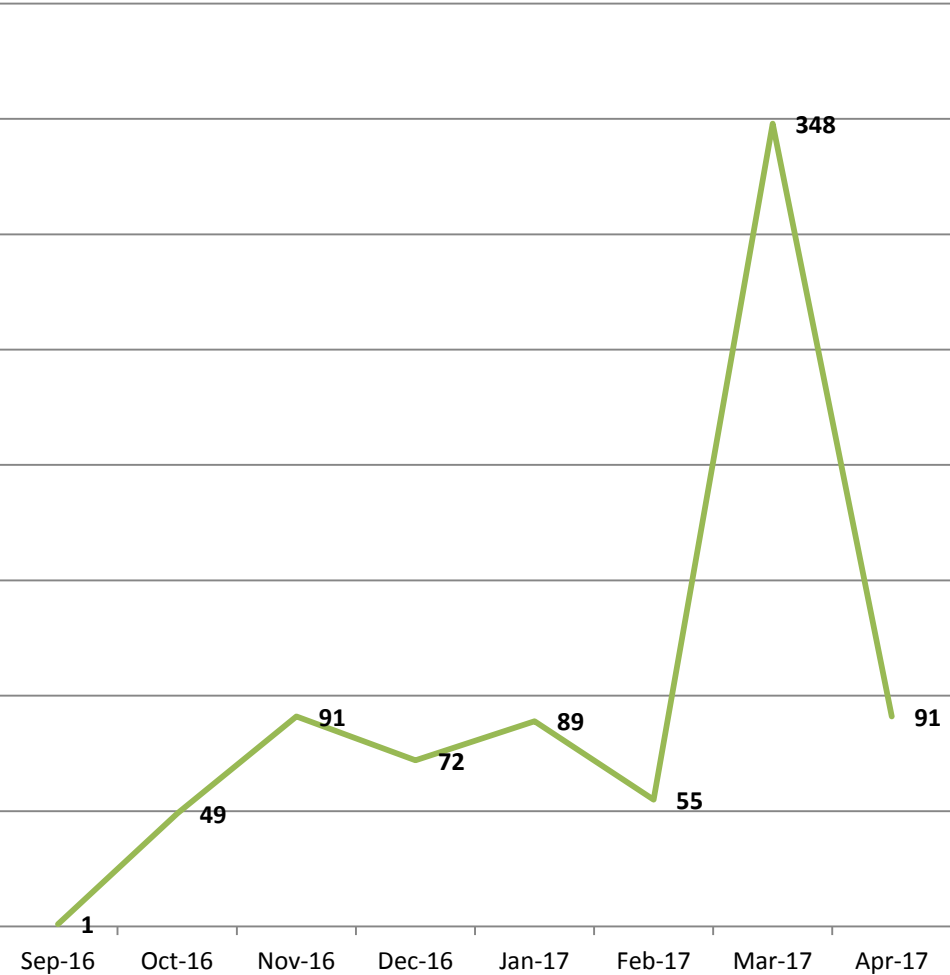
Important to remember that

- we record unique completion per user only
- users may retake a module they fail straight away
- users may retake a module they pass straight away to improve their pass rate
- users may retake a module they pass to improve the retention of knowledge

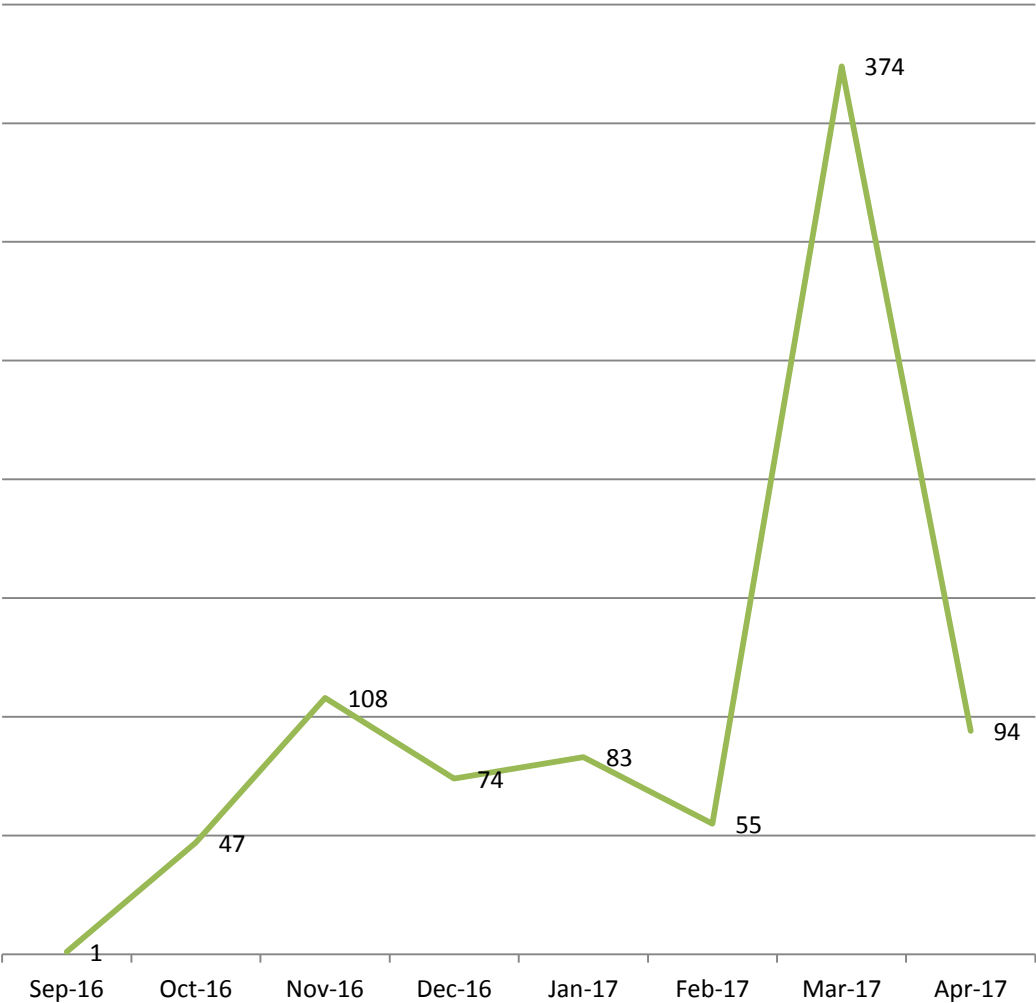
Overall, we are seeing some really positive pass rates, leading us to a conclusion that the modules are accessible and set at the right level.

Growth of module completions and module passes

Georgia module completions

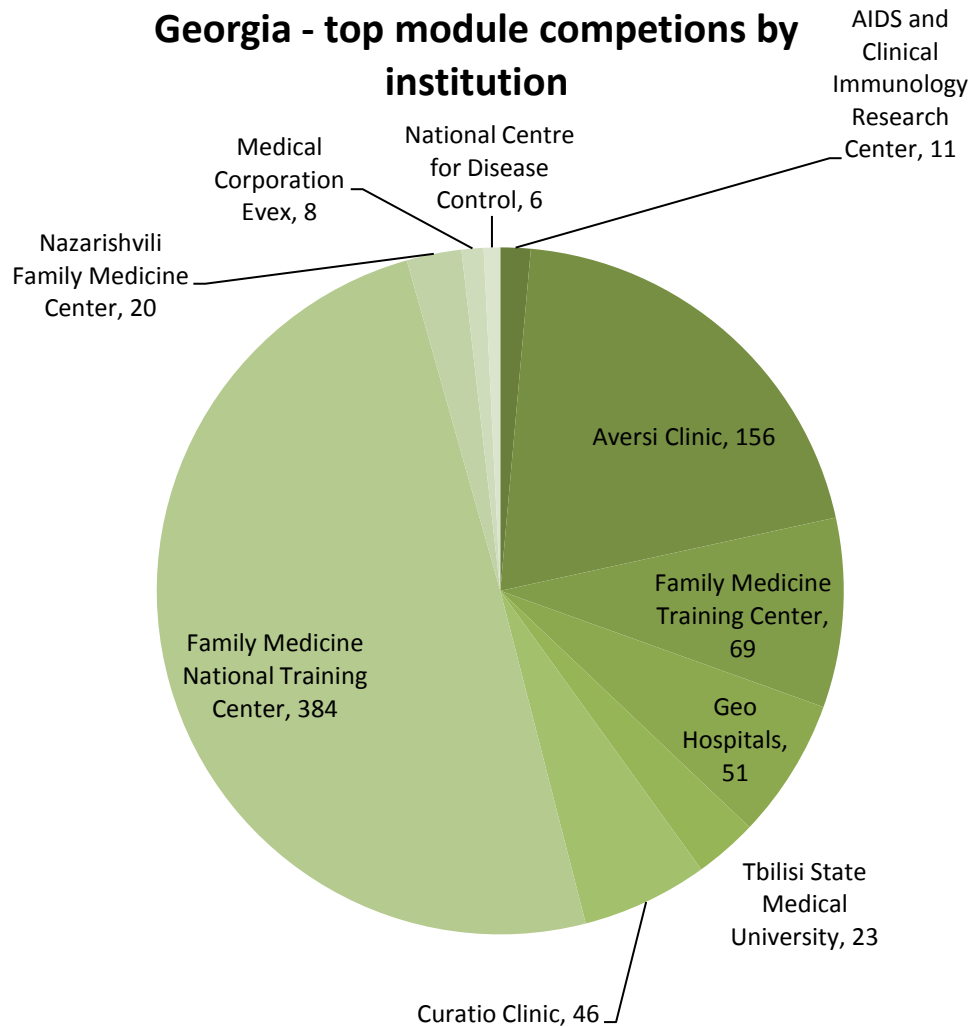


Georgia module passes

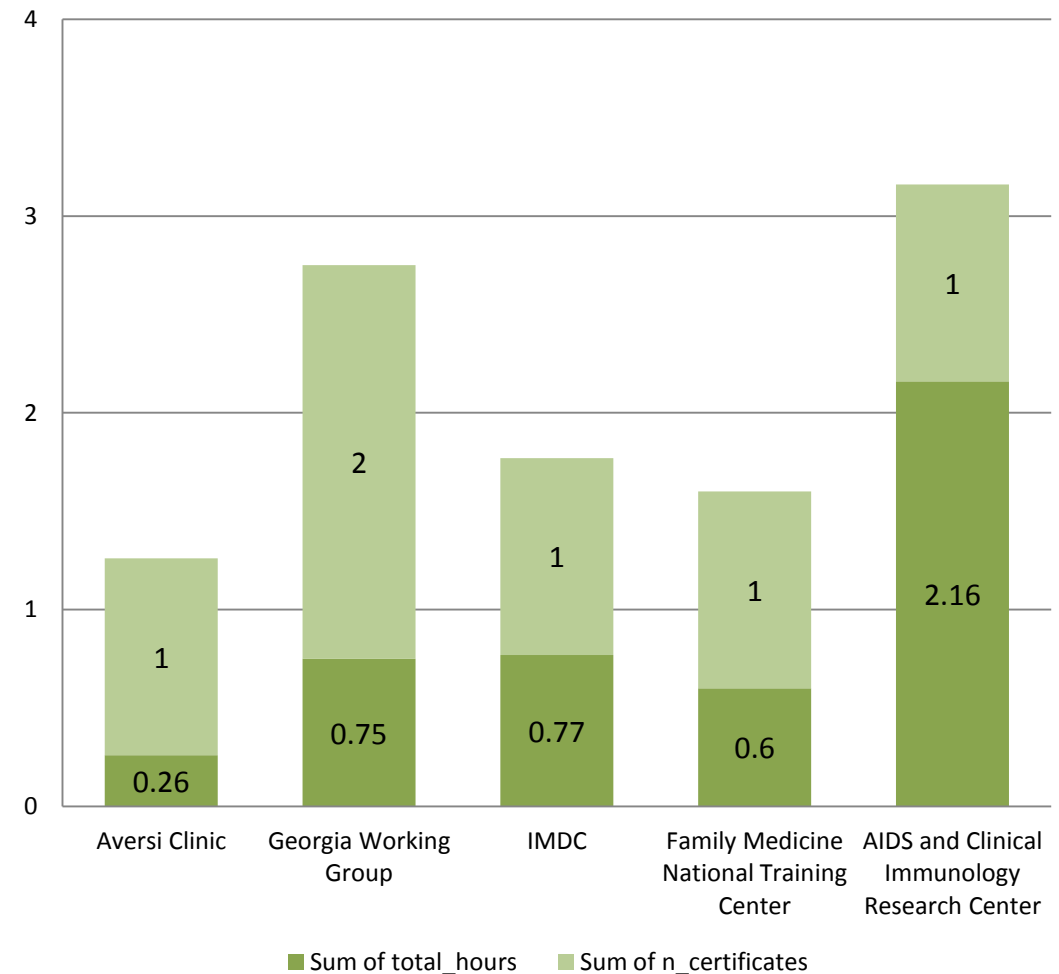


Pass rates are consistent with the module completions rate.

Performance by institution



Georgia - certificates by institution



We see a good involvement from different institutions in Georgia with the most active being Family Medicine National Training in Georgia (384 completed modules)

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