



 goodfellow
unit

GOODFELLOW UNIT REPORT

TO THE

GOODFELLOW FOUNDATION

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March 2010

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1.0 INTRODUCTION

This yearly report of the Goodfellow Unit has been prepared for the Goodfellow Foundation, the Dean of the Faculty of Medical and Health Sciences, the Head of the School of Population Health, the RNZCGP, and to inform the Goodfellow Unit Advisory Board.

The report provides information about Goodfellow Unit business development activities, distance learning development, contract programmes, continuing medical and health professional education, and Goodfellow Club website activities.

Three topics – research activities, postgraduate courses and programmes, and postgraduate staffing – will be addressed in the report presented by Professor Goodyear-Smith.

2.0 BUSINESS DEVELOPMENT

2.1 Goodfellow Symposium 2010

This year's theme is ***Pillars of Practice: Strengthening Patient Care through Shared Education***. The multi-disciplinary programme caters for general practitioners, primary health care nurses, pharmacists, and others working in primary health care. Delegates will be offered a wide range of topics and there will be collaborative educational sessions for all professional groups. Dr Lynn Taylor (Operations Manager, Immunisation Advisory Centre, Department of General Practice & Primary Health Care) is in the programme director role that includes sponsorship and exhibition liaison.

Registrations from doctors, nurses and other health professionals exceeded the committee's expectations. The tally to date for the symposium includes:

- Current number of registrants is 405 (550 final number including exhibitors)
- Total of 27 exhibition stands sold (24 in 2009)
- \$42 000 excl GST in Exhibition Revenue (\$40,625 final amount in 2009)
- \$73 400 excl GST in Sponsorship & Sales (\$88,000 final amount in 2009)

There is an increase in the uptake on the Goodfellow brand and the sponsorship revenue, as reflected in the breadth of sponsors. This also indicates that organisations recognise the business opportunities presented in the symposium event and in the various professional health networks of the symposium attendees. The current major sponsors of the 2010 Goodfellow Symposium include:

- ACC
- AMPA
- GlaxoSmithKline (GSK)
- Mercy Ascot
- Mundipharma NZ Ltd.
- New Zealand Guidelines Group
- Pharmac
- White Cross Group

Additional revenue and partnerships via exhibitors also indicate the symposium's potential for 2010.

2.2 Goodfellow Symposium 2011

Some preliminary discussions have been held with the New Zealand College of Pharmacists. A debrief session will be conducted following the 2010 Symposium that will include consideration of issues associated with holding the Symposium in association with another organisation. Results from that discussion, plus a continuing favourable dialogue with the Pharmacists, may result in another joint Symposium for 2011.

2.4 GFU-Mercy Hospice Auckland Visiting Speaker Programme

This programme, started in 2005, has brought six international experts to New Zealand. Each of them, specialising in different aspects of palliative care, spirituality, and loss and grief, have provided conferences and workshops that have influenced practitioners in primary and secondary care sectors.

The visiting speaker for 2010 is Professor Barbara Monroe, CEO, St Christopher's Hospice, London. Barbara has an honorary position within the Department of General Practice and Primary Health Care. She is a Programme Leader for the postgraduate palliative care programme at Kings College, London, and is a Professor in the Observatory of End of Life Care at Lancaster University. While in New Zealand, she is the keynote speaker at a *Strategic Directions in Palliative Care* Symposium, and will also provide a public session titled: *What do we say to the children? Supporting children and adolescent through serious illness, death, and loss*. Professor Monroe was interviewed for the National Radio Nine-to-Noon programme on Monday March 8th. The audio of this broadcast can be heard at: <http://www.radionz.co.nz/national/programmes/ninetoon/>

2.4 Future business development opportunities

During the past eight months, considerable effort has been invested into developing new, and enhancing current relationships with a range of organisations. This work is important as many of these organisations potentially in a strategic partnership relationship with the Goodfellow Unit. A strategic relationship plan has been developed and regular meetings are held with these organisations. Organisations include the Royal New Zealand College of General Practitioners, the Accident and Medical Practitioners Association, the College of Pharmacists, the New Zealand Association of Physiotherapists, Pharmac, the Accident Compensation Commission, The Rural Doctors Network, The New Zealand Institute of Rural Health, Mercy Hospice Auckland, and the New Zealand Guidelines Group.

By partnering with other professional groups, such as the Rural GP Network and the Institute for Rural Health, the Goodfellow Unit is in a good position to support CME/CPD for new graduates, as well as trained overseas health professionals recruited to 'hard to staff' rural areas.

There is still much anticipation as the government identifies and hones its strategies that shape government-funded health research and education projects. The Ministry of Health's (MOH) current decisions to seemingly focus on "front lines" services and a diminishing commitment to long term health promotion and education will shape business development opportunities in the near future.

3.0 CONTRACTS AND AGREEMENTS

3.1 ACC contracts

GP Contract

The GP contract was completed successfully in June 2009. Five high quality case studies were produced along the Occupational Disease Series guidelines. These included the Occupational Causes of Non-Melanoma skin cancer; Cancers of the trachea, bronchus and lung; Contact dermatitis; Malignant neoplasms of lymphatic and haematopoietic tissue; and the Occupational Causes of Bladder cancer.

Over 500 GP's participated at the time of final report to the ACC, and the number of participants has grown beyond 700 to date. The contract was on a trial basis, in order to ascertain if such a method is the best route for disseminating information about ACC reviews. The Club quizzes were found to be excellent in terms of providing accreditation and the dissemination of learned resources, even though the ACC expected a larger spread. As the Club site increases in popularity and conducts a technological refit, the Goodfellow Unit could be more adept at pushing information out to PHC clients in ways other than just multiple choice quizzes. The trial indicated that the potential for such opportunity is very promising. This contract was on schedule and well managed within budget.

Nurse Contract

The Nurse contract concluded at the end of January 2010. There are five high quality evidence based quizzes: Wounds and Bites, Hip Fractures in the Elderly, ALBP, Knee and Shoulder Injury.

This initiative has generated huge responses from the primary health care community, including nurses, pharmacists and physiotherapists. Also, GP's have found that nursing education has contributed greatly to multidisciplinary education, as well as provided positive examples of the importance of web-based education for Nurses and other PHC disciplines. Between June 2009 and January 2010, most participants engaged with three out of the five quizzes, with 1105 'quiz visits' occurring. Feedback from the funder and participants has been positive.

3.2 Pharmac Contract

Pharmac commissioned a multidisciplinary quiz for the Goodfellow Club on heart disease aimed at GP's, Nurses and Pharmacists. This is the first attempt at a single multidisciplinary project and it will provide some exciting challenges in managing a large content development project. Professor Norman Sharpe – Medical Director for the New Zealand Heart Foundation, and Dr Sue Wells, were the lead content providers on this project. To date, over 130 nurses and doctors have taken the quiz.

3.3 Toolkits (Auckland Faculty Board)

The Auckland Faculty Board's (AFB) funded the development of a diagnostic toolkit about immunology and allergies in primary health care. The toolkits will build on the successes of the previous toolkits that were designed to facilitate peer group discussion, and undergo development during 2010.

3.4 Fiji School of Medicine

Further liaison between the School of Population Health and the FSM has focused on developing a strategic document covering a range of educational, research, and staff development initiatives. This is progressing favourably.

4.0 LEARNING TECHNOLOGY DEVELOPMENT

4.1 Waitemata District Health Board (WDHB)

Culturally and Linguistically Diverse (CALD) healthcare providers require specific communication and practical skills in order to provide safe, effective and satisfactory health care. The WDHB has a very successful face to face educational program that is currently teaching these skills. In order to answer the call from clients and patients, there is a great initiative to take this learning online via e-learning method and principles. The Goodfellow Unit is managing and providing the instructional design efforts with a new technology partner, InTuto. Session 1 of this ambitious project went live on March 1, 2010.

Providing online clinical information as an educational module proved to be a difficult process. Utilising conceptual material and demonstrating it in a dynamic, interesting, practical, and collaborative approach was even more challenging. The Goodfellow Unit is in the final stages of negotiations in engaging our services for the remaining three sessions. In addition to the request for proposal for session 2, 3, and 4, the GFU has had a proposal accepted for an extensive long-term evaluation of health professionals' attitudes and behavioural changes following CALD training. This project is jointly undertaken by the GFU and the Centre for Medical and Health Sciences Education (CMHSE). The Co-Investigators for this evaluation proposal are Dr Boaz Shulrif from the Centre and Dr Peter Huggard.

4.2 Goodfellow Unit Website <http://www.fmhs.auckland.ac.nz/soph/centres/goodfellow/>

The Website will shortly be migrated to a more secure service complex operated by Uniservices and housed within the Graduate School of Business. This will provide a more secure environment with 24/7 monitoring along with an improved level of support..

4.3 Goodfellow Club site <http://www.goodfellowclub.org/>

Currently, there are over 3300 Club members. This represents a significant increase over the past two years and a growth from 2000 at the Goodfellow Symposium in March last year.

Due to the increased popularity of the Club site, the Goodfellow Unit continues to offer support to other organisations such as DHB's and NGO organisations, to assist them on the development of their respective e-learning projects.

The increased brand awareness of the Goodfellow Club has also led to new strategic partnerships. Discussions are continuing with the Auckland University of Technology (AUT), and the New Zealand of Sports Physiotherapy, to establish a sustainable physiotherapy section of the Club site. This developing relationship with AUT has resulted in us being able to offer specialist elective courses in our sports medicine postgraduate programme. The Hive (the MOH discussion community in NZ), hosted within the National Institute for Health Informatics, and the GFU are working together to increase primary health care membership across both websites.

4.4 IT Infrastructure Project

The IT infrastructure scoping project conducted by Calibre Management Resources Ltd helped define the Goodfellow Unit's digital strategy for the Goodfellow Club. This process also identified that some revision is required to the Goodfellow Unit's strategic plan. This plan, developed in 2006, requires some revision. This process will be commenced this year.

4.5 FMHS Learning Technology Unit (LTU)

The GFU Director, the Director of the LTU, and the Goodfellow Chair - Professor Felicity Goodyear-Smith - have a good working relationship. The Director of the LTU, Dr Iain Doherty, provides the GFU Director with support and review of some of the IT developmental activities, as well as working closely with the Chair in relation to postgraduate education.

Responsibility for the development of flexible and distance learning objects for postgraduate courses has now been transferred to the LTU.

5.0 GOODFELLOW UNIT CLUB SURVEY

In the latter half of 2009, the survey was developed by members of the Goodfellow Unit staff following discussion regarding the information most helpful to improving the usability of the site. The survey was conducted in the context of a celebration of the Club membership having exceeded 2500 members. To maximise participation the survey was short, easy to complete on line, and respondents went in a draw for an iPod-touch. Professor Goodyear-Smith analysed the data obtained from the survey and produced the report (Full report - Appendix).

Purpose of the survey:

- To obtain feedback from members of the Goodfellow Club as to who is using the site, any barriers to its use and suggestions for improvement
- To provide a benchmark for future evaluations of the site
- To inform development and implementation of a new web platform

There were a total of 606 respondents. The total number of registered members at the start of the survey (4 August 2009) was 2655 and by the close of the survey it had reached 2906. This means that 21 to 22% of the membership participated in the survey. Just over half of the respondents (53%) were nurses and a further 35% were medical practitioners. Other respondents were physiotherapists (5%) and pharmacists (2%) with the remaining 5% identifying themselves with a number of other occupations including practice manager, chiropractor and osteopath.

Summary of Survey Results:

- The most popular other websites mostly nominated by GPs for doing CPD were named as Medscape / eMedicine, BMJ Learning and BPAC / Best Practice. These are predominantly medical sites and the RNZCGP provides free access for GPs to BMJ Learning.
- Results indicated that there are no alternative on-line CPD resources for nurses.
- A diverse range of possible topics for future quizzes were named, and many of these were discipline-specific especially for nursing. Overall women's health was especially popular, particularly sexual health, which was also identified as a topic with adolescent health, and sexually transmitted infections also featured under infectious diseases.
- There was a request for more quizzes in the various disciplines, especially physiotherapy and nursing.
- Many respondents expressed their gratitude for the site and were happy with what is available, and a number of useful suggestions were also made.
 - there is a need to be able to park a quiz and return to finish it later. This is consistent with the main reasons for not completing quizzes, which are getting called away, being distracted or running out of time.
 - there needs to be the ability to review all the answers (both correct and incorrect) with their rationales simultaneously.

The results of this survey will help inform the future digital strategy and possible development of a new platform for the site with improved capabilities for the Goodfellow Club.

6.0 "RISKS AND REMEDIES"

6.1 Vulnerability of the GFU IT Systems

As reported above in para. 4.2, the GFU website will soon be migrated to a more secure site operated within Uniservices. The next stage will be to revisit the GFU Strategic Plan (para. 4.4 above) and use this process to guide decision-making around software required for the GF Unit and Club operation.

6.2 GFU Staff

The GFU is a small unit with the IT staffing provided by approximately 2 full time equivalent staff. In order to review our staffing requirements, sign-off has been obtained from the Head of the SOPH for a staffing review of the Unit. This request, once approved by the Dean, will commence immediately.

6.3 Market Niche

The GF Club resources provide a useful product within the primary health care sector in New Zealand. Internally, support for the activities come from the FMHS Learning Technology Unit, and the Centre for medical and Health Sciences Education. Externally, our focus is on strengthening existing relationships (e.g. with the RNZCGP, ACC, Pharmac) and building new relationships (e.g. with the New Zealand College of Emergency Nurses, Palliative Care Nurses New Zealand). A review of strategic partners will be included in the revisiting of the strategic plan.

6.4 Goodfellow Symposium

The 5th annual Symposium is being offered at the end of March, 2010. Feedback from previous Symposia has been positive and the event appears to be providing what the participants want by way of continuing professional development opportunities. However, as a Unit, we must avoid complacency in regard to the format and content. Following the completion of this years' Symposium, feedback will be obtained that will focus specifically on these two factors. This feedback process will also survey the issue of providing the Symposium in association with other organisations.

7.0 GOODFELLOW FOUNDATION STAFF SUPPORT

The following Goodfellow Unit staff members are funded by the Goodfellow Foundation:

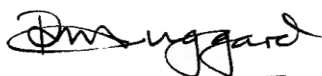
Felicity Goodyear Smith	0.3 FTE and 0.3FTE underwrite until 31 Dec 2009
Perrin Rowland	0.6 FTE until 17 Nov 2011
Cherry Hsu	1.0 FTE until 31 May 2010
Karen Hoare	0.6 FTE until 12 Dec 2010

THANKS

My thanks are again conveyed to the Goodfellow Foundation for their continued and generous support, and to the other partners contributing to the governance of the Unit; namely, the Royal New Zealand College of General Practitioners and the University of Auckland.

I also wish to extend my thanks to the talented staff working in, and associated with, the Goodfellow Unit.

My thanks also to the Acting Head of the Department of General Practice and Primary Health Care – Associate Professor Stephen Buetow, the Head of the School of Population Health – Professor Alistair Woodward, and the School Manager – Ms Peggy McQuinn, and to Professor Felicity Goodyear-Smith, recently appointed to the Goodfellow Chair in Postgraduate Education.



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