



**GOODFELLOW UNIT REPORT**

**TO THE**

**GOODFELLOW FOUNDATION**

**Peter Huggard**

**Director – Goodfellow Unit  
School of Population Health  
Faculty of Medical and Health Sciences  
University of Auckland**

**September 2010**

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## 1.0 INTRODUCTION

This half-yearly report of the Goodfellow Unit has been prepared for the Goodfellow Foundation, the Dean of the Faculty of Medical and Health Sciences, and the RNZCGP.

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.

Research activities, postgraduate courses and programmes, and postgraduate staffing are addressed in the report presented by Professor Goodyear-Smith.

## 2.0 CONTINUING EDUCATIONAL ACTIVITIES

### 2.1 Goodfellow Symposium 2010

This year's theme was ***Pillars of Practice: Strengthening Patient Care through Shared Education***. The multi-disciplinary programme catered for general practitioners, primary health care nurses, accident and medical care practitioners, pharmacists, and others working in primary health care. Delegates were offered a wide range of topics with educational sessions for all professional groups. Dr Lynn Taylor (Operations Manager, Immunisation Advisory Centre, Department of General Practice & Primary Health Care) did a great job in the programme director role that included programme development, sponsorship and exhibition liaison.

Registrations from doctors, nurses and other health professionals exceeded the committee's expectations. The summarized feedback was:

- Good number of registrations – 578 (including speakers and exhibitors).
- Successful association with AMPA – specialist sessions generally were the most highly attended and often listed as the topic of most interest.
- Favourable feedback about the palliative care theme, topics and speakers.
- The programme met the attendees expectations and provided a good variety of topics.
- Key note speakers - generally positive comments.
- Very positive comments about the 'hot topics' sessions provided by our department staff.
- Suggestions for future topics are varied. Strong requests coming through for evidence based short updates and practical application in a practice setting
- Langham Hotel – generally positive (except for cold rooms, lack of signage, eating arrangements and parking)
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#### Suggestions for 2011:

- Offer some split GP and Nurse sessions
- Reconsider having several Pre-Conference workshops as they were poorly attended, with the exception of the ACLS course.
- Have a 2-hour session in the programme of short sharp 'what's new – evidence and research' from the Dept of General Practice & Primary Health Care team
- Specialist Q&A interactive workshops

## **2.2 Goodfellow Symposium 2011**

Following discussions with the Pharmaceutical Society of New Zealand, the CEO of the Society has agreed to endorse the Symposium to the Society members. Their CEO has requested that separate sessions and stream do not need to be provided as the Society wants Pharmacists learning with their GP colleagues. The Accident and Medical Practitioners Association were very happy with the 2010 Symposium and have requested that they again work in association with the GFU for the 2011 Symposium. I raised the issue of the appropriateness of working in association with AMPA for the purposes of the Symposium at a recent Auckland Faculty Board (RNZCGP) meeting. The discussion concluded that the GFU continue to have this association with AMPA for the purposes of the Symposium.

Dr Tana Fishman has provided input into the programme design and additional discussion has been had with College staff. As appropriate to the topic, we will be asking all presenters to provide at least two key references relating to their topic and, if permitted under our copyright regulations, these will be provided via the Symposium website.

One keynote speaker confirmed for the 2011 Symposium is Professor Barbara Fredrickson. Professor Fredrickson is a professor in the department of Psychology at the University of North Carolina at Chapel Hill, where she is the Kenan Distinguished Professor of Psychology. She is a social psychologist who conducts research in emotions and positive psychology. Her main work is related to her broaden-and-build theory of positive emotions, which suggests that positive emotions lead to novel, expansive, or exploratory behavior, and that, over time, these actions lead to meaningful, long-term resources such as knowledge and social relationships. She is the author of *Positivity*, a general-audience book that draws on her own research and that of other social scientists. The focus of her presentation will be on reframing the therapeutic relationship and examining the way in which clinicians relate to their patients. Professor Arroll has secured a Hood Visiting Fellowship for Professor Fredrickson.

## **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.

Professor Barbara Monroe, CEO, St Christopher's Hospice, London, was the first visiting speaker for 2010. She was the keynote speaker at a *Strategic Directions in Palliative Care* Symposium.

The second visitor for 2010 has, unfortunately advised us two weeks ago that she is unable to travel to Auckland later this month. She is Professor the Baroness Ilora Finlay of Llandaff. Baroness Finlay is the director of the palliative care programme at the University of Cardiff and was visiting New Zealand to teach a short course for her international students.

Professor Jean Watson, Director of the Watson Caring Sciences Institute in Boulder Colorado, and a leading Nursing theorist, has agreed to travel to New Zealand as a GFU-Mercy Hospice Visiting Speaker in November 2011.

## **2.4 Evening Seminars**

In association with our Symposium principal partner Mercy Ascot, we have provided four evening update seminars for general practitioners this year since the March Symposium. Topics have been gastroenterology, joint assessment, and endoscopy. Over 200 GPs have attended these sessions. A 5<sup>th</sup> session on urology is planned for later this year.

## **2.5 DVD Toolkits**

Two further toolkits have been funded by the Auckland Faculty Board of the RNZCGP and will be developed during 2011. One will provide education on allergies and immunology and the second, and possible further topics, will be determined following a survey of Auckland Faculty Board members. Diagnosis and management of sleep disorders in general practice has been suggested as a topic.

## 2.6 Waitemata District Health Board (WDHB) – CALD Project

Module 1 of the Culturally and Linguistically Diverse (CALD) programme developed for WDHB went live in March 2010, and Module 2 earlier this month. Modules 3 and 4 will be completed and go live by March 2011. We are preparing proposals for modules 5, 6, and 7.

CALD Module 1 was a successful prize winner at the recent WDHB Health Excellence Awards. The programme was the Overall Winner and received a Highly Commended award for workforce development. These successes are largely due to the work by Perrin Rowland.



## 2.7 Fiji School of Medicine (FSM)

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. The GFU arranged a series of training workshops on podiatry in Fiji in June 2010. These were funded by the FSM. Ms Belinda Ihaka, a lecturer in the Podiatry Department of the AUT, and a specialist in the management of the high risk foot in diabetes, travelled to Fiji and provided a workshop on this topic at

the Fiji College of General Practitioners Conference and two further workshops for staff and senior students at the FSM.

The GFU has been approached by the National Diabetes Centre in Fiji to arrange a visit to Auckland for medical and nursing staff from the centre.

## 2.8 Primary Mental Health Short Courses

Nelson-Blenheim PHO has again contracted the GFU to provide a series of short courses in primary mental health. These will be provided later this year. A marketing flyer is being prepared to circulate to other PHOs describing short course available through the GFU. This contract was initiated by Dr Fiona Moir.

## 2.9 New Business

The Northern DHB Support Agency (NDSA) has recently released a tender for the development and implementation of e-learning solutions for forensic mental health services. The GFU, in association with Dr Iain Doherty of the FMHS Learning Technology Unit, will submit a proposal. The RFP indicates a sum available of up to \$80,000. The NDSA has sighted the CALD (Cultural and Linguistic Diverse) software developed by the GFU as an excellent example of what they are looking for.

## 3.0 STRATEGIC PLANNING DAY

A Strategic Planning Day was held in May 2010. A summary of actions from that meeting is:

ACTION	PROGRESS
Prepare a market research brief within one month to consult with the market (Peter/Mary by 30 Jun)	<ul style="list-style-type: none"> <li>• Brief prepared</li> </ul>
Obtain statistics on the number of certificates for quiz completions (Cherry by 30 Jun)	<ul style="list-style-type: none"> <li>• Obtaining statistics is difficult</li> <li>• Of the more recent quizzes developed for the Club (2008/2009/2010):               <ul style="list-style-type: none"> <li>○ 5160 quizzes commenced</li> <li>○ 2807 quizzes completed</li> <li>○ Completion rate 55%</li> <li>○ Top 3 quizzes completed (all 3 were ACC funded "Nurse" quizzes):                   <ul style="list-style-type: none"> <li>▪ Acute low back pain (71.4%)</li> <li>▪ Soft tissue knee injuries (68.3%)</li> <li>▪ Wounds and bites (70%)</li> </ul> </li> <li>○ Top "Doctor" quiz completed (ACC funded):                   <ul style="list-style-type: none"> <li>▪ Non-melanoma skin cancer (66.5%)</li> </ul> </li> </ul> </li> </ul>
Make recommendations for Goodfellow Club content management (Iain D by 31 Jul)	Iain Doherty preparing proposal for an FMHS content management solution that will provide requirements for the GFU
Arrange a meeting with Procure about potential partnership opportunities (Peter or nominee by 30/7)	<ul style="list-style-type: none"> <li>• Not yet arranged</li> </ul>
Engage with HOD to address Goodfellow staff roles and where these fit within the Department	

of General Practice and PHC (Felicity by 31 July)	
Undertake market research (July /Aug - tbc)	<ul style="list-style-type: none"> <li>• Survey not undertaken while discussions with the LTU underway</li> <li>• Iain Doherty and Peter Huggard to now review the brief and reconsider process in light of new GFU-LTU relationship (see para. 4.4 below)</li> </ul>
Identify funding needs and sources (Peter or nominee by 31 Aug)	<ul style="list-style-type: none"> <li>• Yet to be done. Iain Doherty and Peter Huggard to now review this in light of new GFU-LTU relationship commencing in 2011 (see para. 4.4 below)</li> </ul>

#### 4.0 LEARNING TECHNOLOGY DEVELOPMENT

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

The Website has yet to 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.

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

Currently, there are almost 4000 Club members. This represents a significant increase over the past two years and a growth from 2000 at the Goodfellow Symposium in March 2009. Most of the recent growth of club members are nurses.

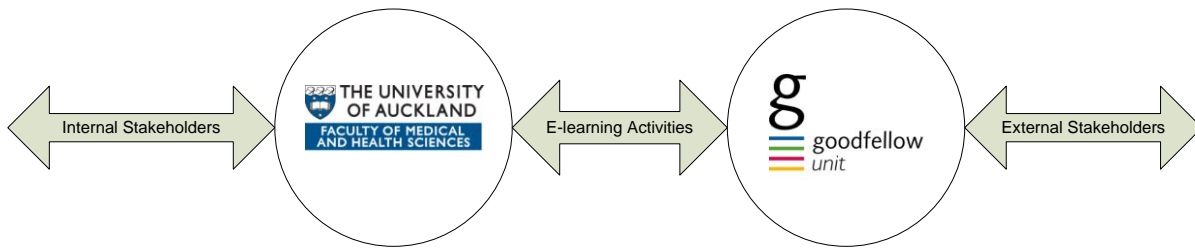
Several high-quality quizzes have been developed this year by postgraduate students in the SOPH as part of their assessment requirements for postgraduate courses.

##### 4.3 FMHS Learning Technology Unit (LTU)

I have met several times recently with Dr Iain Doherty (Director, LTU) for the purposes of exploring further relationship opportunities between the GFU and the LTU. These discussions have been driven by my increasing concern that the current development model for e-learning continuing education is not sustainable as well as potentially isolating our activities from other Faculty and University developments. The GFU was ahead of its time earlier on in the development of e-learning. However, other Faculty and wider University developments have overtaken where the GFU is at and this leaves the GFU at risk of difficulty in achieving further growth.

Dr Bruce Goodfellow, Paul Keeling, and I recently met with the Dean, Professor Iain Martin, to discuss my proposal that the e-learning development activities of the GFU merge with those of the LTU. The proposal was supported and I was asked to continue discussion with Iain Doherty and develop an MOU between the two Units. This is underway. Potential benefits from such development include:

- Sharing of expertise to develop e-learning solutions for both internal and external markets
- Developing shared learning networks to connect students, professionals and patients at an undergraduate, postgraduate, and continuing education level
- Combining research expertise to increase research outputs on emerging online collaborative technologies
- Sharing responsibility and expertise to provide service – e.g. advisory boards, committee membership – to both internal and external stakeholders
- Sharing resources to provide additional access for both Units to assets, software, equipment, and technologies, particularly at a wider University level



This will facilitate strengthening the linkage between one of the main common factors – the e-Learning platform to be adopted by the FMHS.

The specifications for whatever e-Learning platform is adopted for the FMHS will include those requirements for the GFU.



## 5.0 GFU STAFFING

Cherry Hsu (full time learning technologist) left the Unit in May to take up a position as Webmaster at the Werry Centre, Department of Psychological Medicine. Her Foundation funding ceased prior to her departure date. Perrin Rowland continues in her 0.6 FTE Foundation-funded position with 0.4 FTE funded by contacts. Her position changed recently from being a General Staff appointment to an academic appointment as a Professional Teaching Fellow (PTF). This is a new academic grade replacing the 'Tutor' role. Ten hours per week of technical support is being provided by a BHSc student, Preet Bhandal. This position is funded out of contract income.

The GFU is providing 12 months of funding for 0.3 FTE (50%) of Professor Goodyear-Smiths research assistant.

Other than the Director, the PTF, and karen Hoare (Nurse Practitioner) all other personnel involved in GFU activities are employed under Contracts for Service managed through Uniservices and paid for from contract income.

## 6.0 GFU FINANCIAL REPORT

Salaries for the Director and the Professional Teaching Fellow (PTF) are managed through the School of Population Health University payroll system. In the case of the PTF, her salary is recovered from the Foundation and Uniservices Ltd. Uniservices manages the financial system for the income from contracts and other teaching activities.

The Uniservices chart of accounts is structured on a project basis and, at times, identifies income streams at too detailed a level. For example, a sale of a single DVD is recorded as a separate “project”. These separate “projects” are being consolidated into one account.

The Memorandum of Understanding between the Goodfellow Foundation, the University of Auckland, and the RNZCGP indicates that 10% or the 12.5% of funds returned to the Faculty are then returned to the SOPH specially for the use by the GFU. This does not appear to be happening and a request has been made for the Head of School to meet with the Dean about this.

The “Development Account” has been generated from residual money from contracts. Other accounts are created as required and relate to specific projects. The following summary chart shows the current accounts with opening balance plus anticipated expenditure.

<b>GFU UNISERVICES ACCOUNTS</b>		
<b>ACCOUNT</b>	<b>CURRENT BALANCE</b>	<b>ANTICIPATED FUTURE EXPENDITURE</b>
GFU Development Account	\$35285	Project ongoing
GFU Symposium Account	\$54994	\$25,000
GFU Palliative Care Conference (GFU-Mercy Hospice programme)	\$6412	Project ongoing
CD Sales	\$1128	Project ongoing
DVD Toolkit Development	\$15525	Project ongoing
CALD 1 Development	\$(7)	Project completed
CALD 2,3,4 Development	\$120,000	Project ongoing
CALD Evaluation	\$101,140	Project ongoing
Health of the Health Professional Conference	\$35,000	\$35,000

**Notes:**

“Project ongoing” showing in the “Anticipated Future Expenditure” column means that application of these residual funds has not yet been determined or the project is not yet completed.

The FMHS receives 12.5% of money generated from all Uniservices contracts. Under the GFU MOU with the Foundation, the University and the RNZCGP, 10% of this is to be applied to covering the operating costs of the GFU with the balance made available for GFU activities consistent with the role of the Unit. This additional funding stream may not have been realised in the past and enquiries about this are ongoing.

GFU Development Account

The research assistant (0.3 FTE) is being part-funded from this account with the balance retained for probable contribution towards new server platforms and learning management system software.

GFU Symposium Account

Approximately \$25,000 will be required for costs associated with the development of the 2011 Symposium, and leading up to the time income is received from registrations, sponsorship and exhibitions. In addition, and in discussion with the Learning Technology unit, these funds will be used to develop a number of e-Learning opportunities in 2011.

### GFU Palliative Care Conference

This balance has resulted from previous palliative care conferences and seminars provided in association with Mercy Hospice Auckland and provides a buffer amount underwriting future Visiting Speakers.

### CD Sales

This money is from the sales of training CDs (dermoscopy, spirometry, pain assessment, etc) for PHOs and individual GPs outside of the Auckland Faculty Board region (The AFB funded development so that CDs are free to those GPs in the AFB region).

### DVD Toolkit Development

An additional \$20,000 has been granted by the Auckland Faculty Board for the development of a second Toolkit during 2011.

### CALD 1 Development

This project (\$55250) was completed with a \$7,000 overrun. This overrun will be met from residual earnings in the CALD 2,3, and 4 development.

### CALD 2,3, and 4 Development

40% of the PTF salary is funded from this account. We anticipate approximately 10% residual remaining on completion of these projects after covering the \$7,000 overrun.

### CALD Evaluation Project

Project ongoing.

### Health of the Health Professional Conference

The \$35,000 amount is required for anticipated expenditure leading up to the conference income from registrations, sponsorship and exhibitions being received. This expenditure will be recovered from income.

## **7.0 "RISKS AND REMEDIES"**

### **7.1 Vulnerability of the GFU IT Systems**

The GFU website is still to be migrated to a more secure site operated within Uniservices.

### **7.2 GFU Staff**

As indicated in the March 2010 GFU Report, a review of staffing was to be held. With the departure of Cherry Hsu, the formal review of the Learning Technologist positions was no longer required and Perrin Rowland's position was changed to that of a Professional Teaching Fellow. This move, plus the association with the Learning Technology Unit, will provide a more secure and expansive base for GFU e-Learning development activities.

### **7.3 Funding**

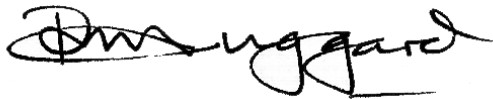
Funding for GFU activities is generally provided from two main sources – the Goodfellow Foundation and specific contracts. With the move to merge the e-learning activities with the LTU, a broader base of funding is possible. Additionally, the GFU should be able to collaborate with LTU staff on a wider range of development opportunities – both for internal as well as external clients.

## 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 Head of the Department of General Practice and Primary Health Care – Professor Bruce Arroll, the Head of the School of Population Health – Professor Alistair Woodward, the School Manager – Ms Peggy McQuinn, Uniservices staff, our Principal Symposium Partner – Dr Andrew Wong, CEO, Mercy Ascot, - Jan Nicholls and staff at Mercy Hospice, and to Professor Felicity Goodyear-Smith.

A handwritten signature in black ink, appearing to read 'Peter Huggard', with a stylized flourish at the end.

Dr Peter Huggard EdD MPH(Hons) MEd(Couns)(Hons) ACIS  
Director – Goodfellow Unit  
Department of General Practice & Primary Health Care  
School of Population Health  
University of Auckland