strokefoundation

eye media

Case Study

estroke.com.au

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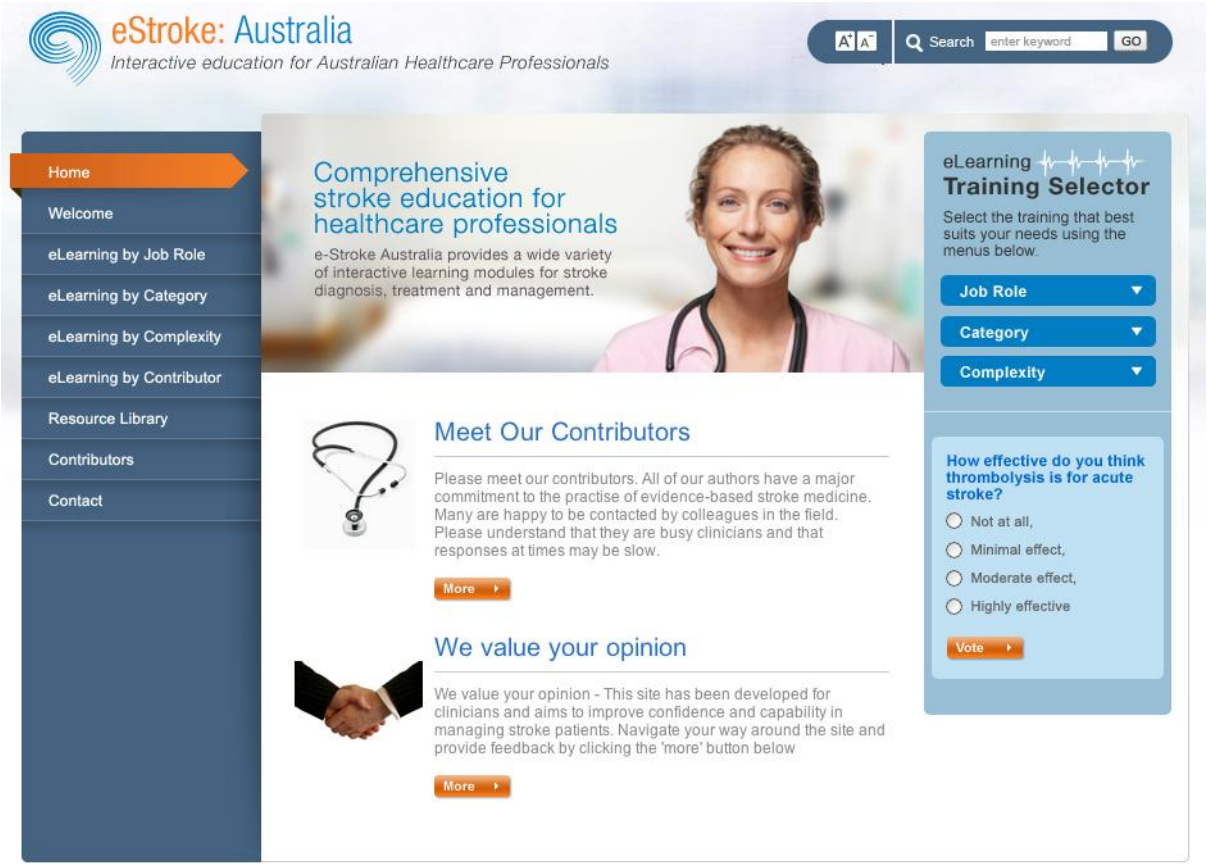
Case Study – eStroke Australia

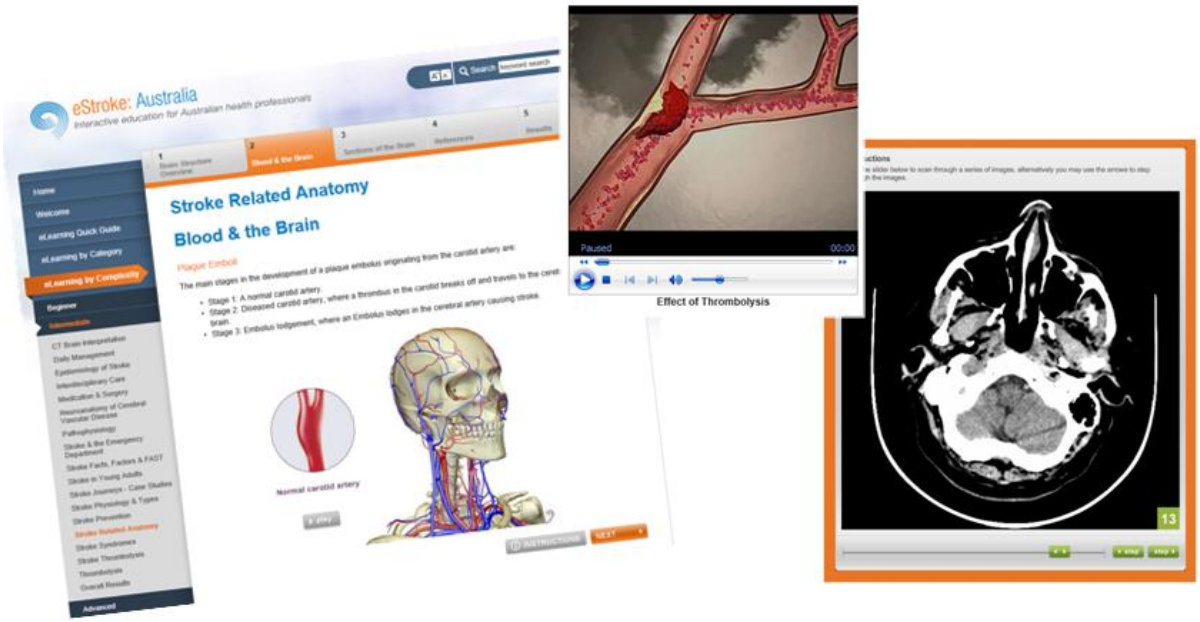
What is estroke?

eStroke.com.au, designed and built by Eye Media Australia, provides evidence-based eLearning for every category of health care worker, to enhance their ability to diagnose, treat and manage stroke. Over sixty thousand Australians each year suffer stroke, which also kills more women than breast cancer. The eStroke website was developed in response to a research study revealing that just 2 hours of specific training will save thousands of lives each year. eStroke achieves these life-saving objectives with innovative, engaging and measurable online training to over 1,000 healthcare workers each month.



Eye Media conceived and built unique features into eStroke that include a C.T. scan diagnosis simulator, areas for healthcare workers to communicate and collaborate, a wide range of eLearning courses, formal test accreditation, and ability for each person to return and refresh their training and knowledge at any time.

Eye Media's elearning system for estroke.com.au also includes a sophisticated monitoring system that pinpoints eLearning test results and weaknesses according to location, healthcare job category, individual feedback, complexity, and other factors. Using Eye Media's "WebInterprise" content and eLearning management system, which can be adapted to any website or learning project, eStroke learning courses can be updated and enhanced continuously by the website owners - the National Stroke Foundation – in response to this live data.



Eye Media Australia designed each of the more than 20 eLearning courses with a unique theme and design, to intrigue, engage and entertain specific categories of healthcare worker. Participants are challenged with a realistic simulation of a patient case study, where their actions will affect the survival and quality of life for that patient. The Emergency Room module simulates the environment, pressure and need for rapid decisions of a hospital emergency department.

Eye Media Australia can demonstrate many examples of evaluations, enhancements and management of diverse online communities. We welcome you to view our website and meet with us to share the approaches and outcomes of those projects.

eStroke – The Story:

eStroke.com.au was an initiative of the Victorian Government Department of Health through the Stroke Care Clinical Network and not-for-profit Stroke Society of Australia.

The initial purpose of the eStroke website was to address studies indicating that a mere 2 hours of evidence-based training to a variety of healthcare workers, would reduce the mortality of stroke, up to and including admission to emergency rooms, by 17% and significantly enhance the average life-outcomes of stroke survivors.

The solution to this need was determined as a sophisticated online eLearning and education website for health care professionals; rather than traditional face to face, written, video or mentor-based training.

Eye Media Australia was selected from an open tender process of 120 submissions to deliver the consulting, design, content, online training, education and ongoing support for the eStroke eLearning portal.

Eye Media developed the strategy for eStroke in collaboration with government and NGO stakeholders. Stages of the strategy, as always, were influenced by budget, launch deadlines, political and policy commitments, as well as achieving the core education and quality of life objectives of eStroke.

The initial strategy developed by Eye Media provided a roadmap for the initial development and delivery of eStroke. This strategy included a longer term objective, envisioned by Eye Media, that eStroke would be forced by organic demand, to evolve into a national community fostering knowledge of stroke among a diverse population of health and allied care professionals.

Due to the diversity of Eye Media Australia's capability, the activities delivered by our company embraced every aspect to bring the project to launch, including:

- Strategic plan
- Audience analysis and requirements
- Content Architecture
- Collaboration process to obtain online eLearning content from 17 nationwide academics and clinicians
- Visual design process to achieve a balance between engagement of audiences plus the requirements of government, accessibility, commercial and academic interests
- Construction of eLearning management systems and website
- Training, support and ongoing management

The initial eStroke project was dictated - and in some respects constrained - by Department of Health requirements that excluded some audience-focused deliverables, including a collaborative community environment, a proposed knowledge and information resource repository, and innovative design and engagement approaches to online courses to widen their appeal senior clinicians. Existing Departmental privacy policy also negated people being able to register on the site, retain their test results for later retraining, and ability to personalise content against individual usage patterns and preferences.

The system did deliver eight online courses on stroke diagnosis, treatment and management, including innovative features developed by Eye Media such as an interactive CT brain scan simulation to test health workers' ability to interpret scan results, and online video of actual doctor/patient consultations. Eye Media also consulted with national medical colleges and industry bodies to ensure that eStroke online training contributed to doctors' Professional Development Point requirements.

eStroke was launched at the National Stroke Conference on 1 September 2010. The site exceeded expectations for engagement and outcomes with 1,000 online eLearning courses per month being completed by healthcare workers, at a 5% per month growth rate. The system incorporated a basic level of Eye Media qualitative systems to measure, analyse and report activity such as:

- Visits by geographic location
- Visits by category of healthcare profession
- Visits by date, day of week and time of day
- Registered users by location
- Registered users by category of healthcare profession
- Registrations by date, day of week and time of day
- eLearning test results by topic and category
- eLearning test results by profession and location
- Training weaknesses based on low results
- Training weaknesses based on higher levels of people abandoning the site at each step
- Low/high training results based on geographic location
- Low/high training results based on healthcare profession

eStroke also included basic qualitative devices to measure, analyse and report on feedback submitted by users such as:

- Voluntary provision of feedback and survey at strategic points of the website
- Enforce provision of feedback and survey prior to obtaining printed certificate of eLearning course completion
- Informal user polls seeking the personal impressions and perspectives of users
- Contact Form based provision of feedback

Immediately following a 3-month evaluation of eStroke.com.au, Department of Health and the Stroke Society of Australia, in consultation with Eye Media, developed a strategic enhancement implementation plan for the site based on the thousands of elements of data collected in the site evaluation.

The inputs and analysis conducted by Eye Media embraced all aspects of the objectives, situational, qualitative and quantitative data obtained. The blueprint developed was not limited to mere content, new features, or visual design, but included lateral, wide-ranging and practical initiatives to evolve eStroke towards its objective as a national stroke collaboration and knowledge community for health care workers.

The outcomes of the analysis charted a clear future direction for eStroke:

Organisational: To achieve the life-saving and quality of life objectives, and the technology and community imperatives, a transfer of ownership from Department of Health to a suitable commercial or not-for-profit organisation was a lateral suggestion to alleviate the policy, procedural and bureaucratic constraints to eStroke, and allow it to evolve into an online community that embraced all levels of health care workers.

Audience Appeal: The initial eLearning courses were based on content and peer-review contributed by academics and senior clinicians. Virtually no budget was allocated to innovative features to engage audiences with lower motivation to gain this critical knowledge. As a result predominant users of eStroke were likewise senior clinicians, and senior nurses, with lesser engagement of junior healthcare workers, paramedics and ancillary and alternative health practitioners.

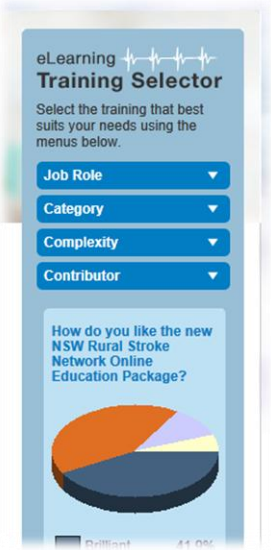
Expansion of Content and Extension of Paths to Content: The initial eStroke displayed online eLearning courses by Subject Title only. The site did not actively guide users to the right courses and depended on their knowledge and desire to follow certain pathways to information.

Engagement & Entertainment: The nature of the content provided by the contributors, plus the lack desire to change its format and budget limitations, resulted in the eLearning courses reflecting their heritage; content that appeared dry and academic to users seeking to be engaged and entertained during the education process.

Retention of Users: eStroke was fundamentally weakened by the absence of a membership and registration engine, which would provide users with an ongoing identity, personalise their experience, and allow learning to be revisited and refreshed.

Eye Media then project-managed the implementation of Phase II of eStroke. The result of the enhancements driven from the evaluation went live at www.estroke.com.au in June 2012.

The enhancements delivered from the evaluation include:



Enhancement Initiative 1.
Perceptual Navigation Paths:

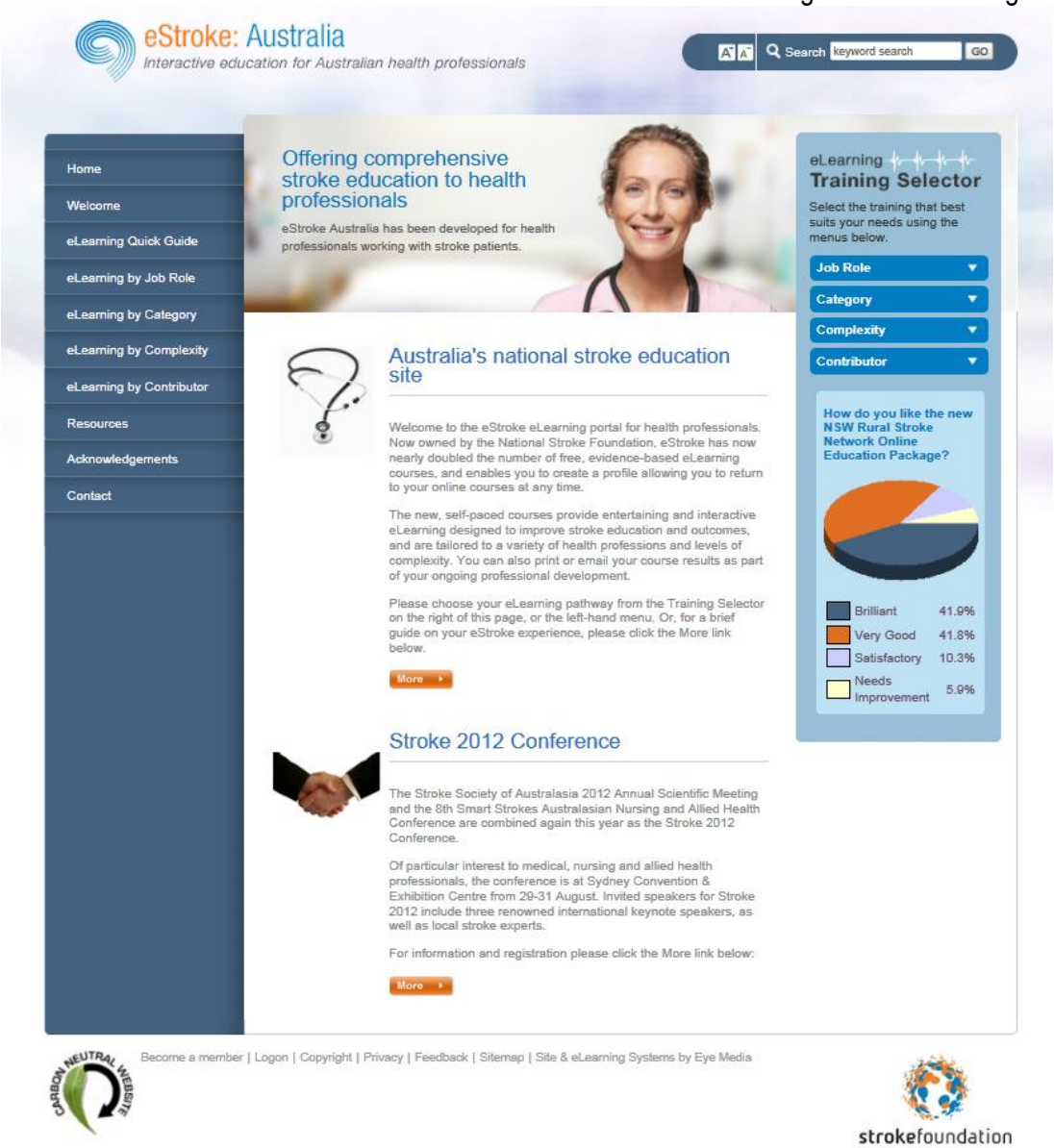
Introduction of multiple pathways to information based on each individual's self-perception and definition of themselves, rather than the single categorisation by Subject.

A new "eLearning Training Selector" enables people to follow an information pathway based on their Job Role, Category, Complexity, or by Contributor. These additional pathways are now also reflected in the main site navigation.

Enhancement Initiative 2
Transfer of Website Ownership & Perceptual Shift:

The ownership of the eStroke site was transferred from the Department of Health, to the National Stroke Foundation (NSF) via a Tripartite legal agreement between Eye Media Australia, NSF, and the Victorian Government. Eye Media provided legal and logistical input to the open Expression of Interest process to find a new owner for the site. Eye Media also implemented a transition plan to provide training, logistical support and rebranding of the site to its new owners. The re-design also including subtle colour and design elements to break the site from its "academic/government" visual perception, to one that is more open, free, and accommodating.

Original eStroke Design



Subtle design shift to reflect openness, inclusion, and evolution.

Enhancement Initiative 3
Broaden the Number and Appeal of eLearning Courses:

The influence of eStroke needed to move its academic and senior clinician primary audiences and appeal to all levels of health and allied people to maximise the life-saving potential of the knowledge it provides.

Eye Media developed a range of new courses that doubled the existing online curriculum. Each of the new courses had a new twist, approach to learning or feature, so that each new learning module was a fresh, interesting experience. Breaking with conformity, the new courses broke with the prevailing dogma that they must be "consistent". Instead, the incentive was more like changing channels on a TV – each course was a different "show" and experience.

The shift in user experience was from "see and read" to "experience and learn", as illustrated in the following examples:

Example: Content providers required a course that provided understanding of the role of the hospital emergency room and the critical activities from first symptoms, to triage of the patient and the order and correct timing of diagnosis and treatment within the emergency room. Eye Media transformed the document-style content into a visual experience where health care workers are scored based on the timing and order of the key steps of emergency stroke diagnosis and treatment.

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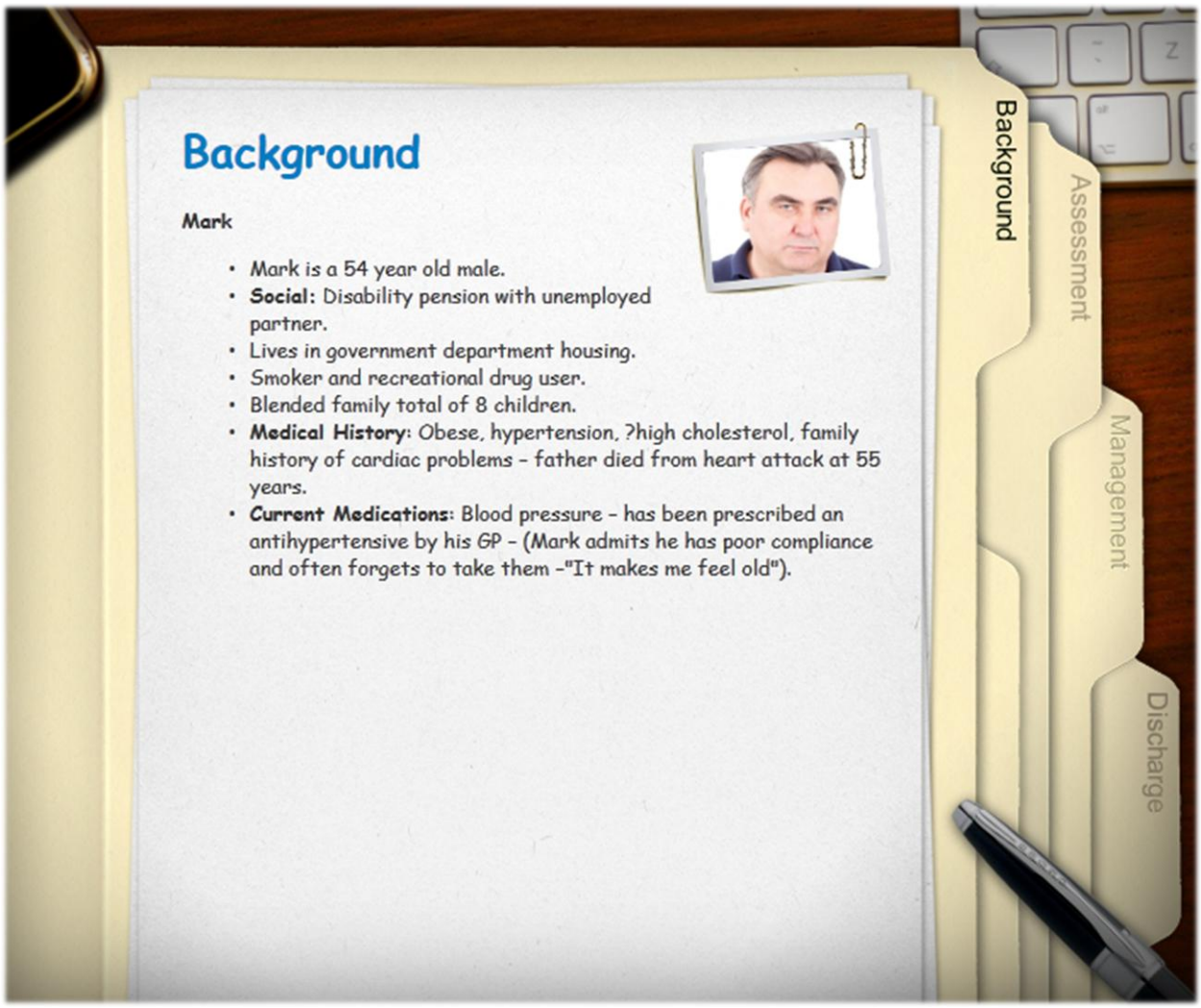
Stroke & the Emergency Department

INSTRUCTIONS

Example: Another major new information area is Case Studies, where the objective is to present various patient scenarios with information and testing on appropriate individual diagnosis, treatment and management. Eye Media transformed this content into the real-life challenge of being presented with a complete patient file which the user could read as much or little as they wished. User have options to view links to a reference library or seek more detailed information, prior to taking the test to see how well the patient would respond based on the knowledge they acquired. This Case File approach was designed to add realism, tension, and a sense that the user is responsible for their "patient outcomes".



Enhancement Initiative 4
Implement User Registration and Membership:

The transition from Victorian Government ownership enabled eStroke to take an important step on its path to become a national community of healthcare professionals. The new membership engine implemented by Eye Media is currently in the first phase of its implementation – the

ability for people to register, return to a course, retain previous test results, and focus on areas of individual learning weakness.

The next phase of the enhancement, planned to commence in August 2012, will expand to include personalisation of information based on user profile, collaboration areas between healthcare practitioners, community contributions to an ever-expanding knowledge and resources library, and information sharing between various job categories.