

ProTube; ProCare Moves Towards Web 2.0

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1. Background

ProCare Health Limited has implemented an online Learning Management System (LMS), “ProTube”. The platform is based on the open source software “MOODLE” and was purposely chosen for its scalability and the fact that ADHB had recently chosen the same software for its online knowledge management.

In May 2008 the Board approved funding to implement MOODLE, which has proven very popular with learning institutions of all sizes. The core functionality of Moodle aligned with Procare’s online learning management needs, and only a few specific ProCare customisations were needed. The major customisation was to have the login integrated into the ProCare members’ site login, so members do not have to remember a new, separate login and password.

Procare took delivery of a working version of ProTube in December 2008. There were delays in the implementation of the software due to a high level of concurrent activity during this time, and the integration with ProCare’s email and Online Practice Database proved more difficult than expected.

While the LMS was being integrated with ProCare systems, recording software applications were researched; this is an area of rapid development. ProCare now has a suite of products that turn a traditional PowerPoint into a professional-looking online recording. There is now a well developed process in place to capture our best presenters and put them in a high quality format online for our members.

While we did see purpose built online course being created, our first objective was to capture and post the many quality presentations that are currently done in the evenings to small CME groups. We could see the advantages to our Doctors, Nurses, and Practice managers of having on-demand access to a presentation they may not have been able to attend live.

1.1. Present Situation

An Indian outsource company, “Tasks Everyday,” was employed for 4 hours a day to provide website administration and customisation services for ProTube, and proved to be very productive and efficient for certain tasks.

Recording and editing had to stay in New Zealand, and the Education team has perfected the process of recording an external presenter and putting this into a standard ProTube format. This process and work flow is being documented and streamlined. It uses various recording applications that produce web based training modules that “plug in” to MOODLE. There are now over 750 active members of the ProTube community. See Figure 1 for a summary of activity over three recent months.

It is estimated that the cost to produce a one hour presentation in this way will be \$300, including all labour and hosting. This compares favourably to the retail cost of \$2000 to \$5000 often quoted to produce a similar product as a one-off.

2. The Standard ProTube Template

The underlying design of MOODLE allows for a non-standard and fluid course development, with permission level functionality. However, in the first steps it was decided to keep all posted presentations in a standard format. A MOODLE course template has been created to provide a standard layout, allowing rapid recording and production of “currently existing” presentations.

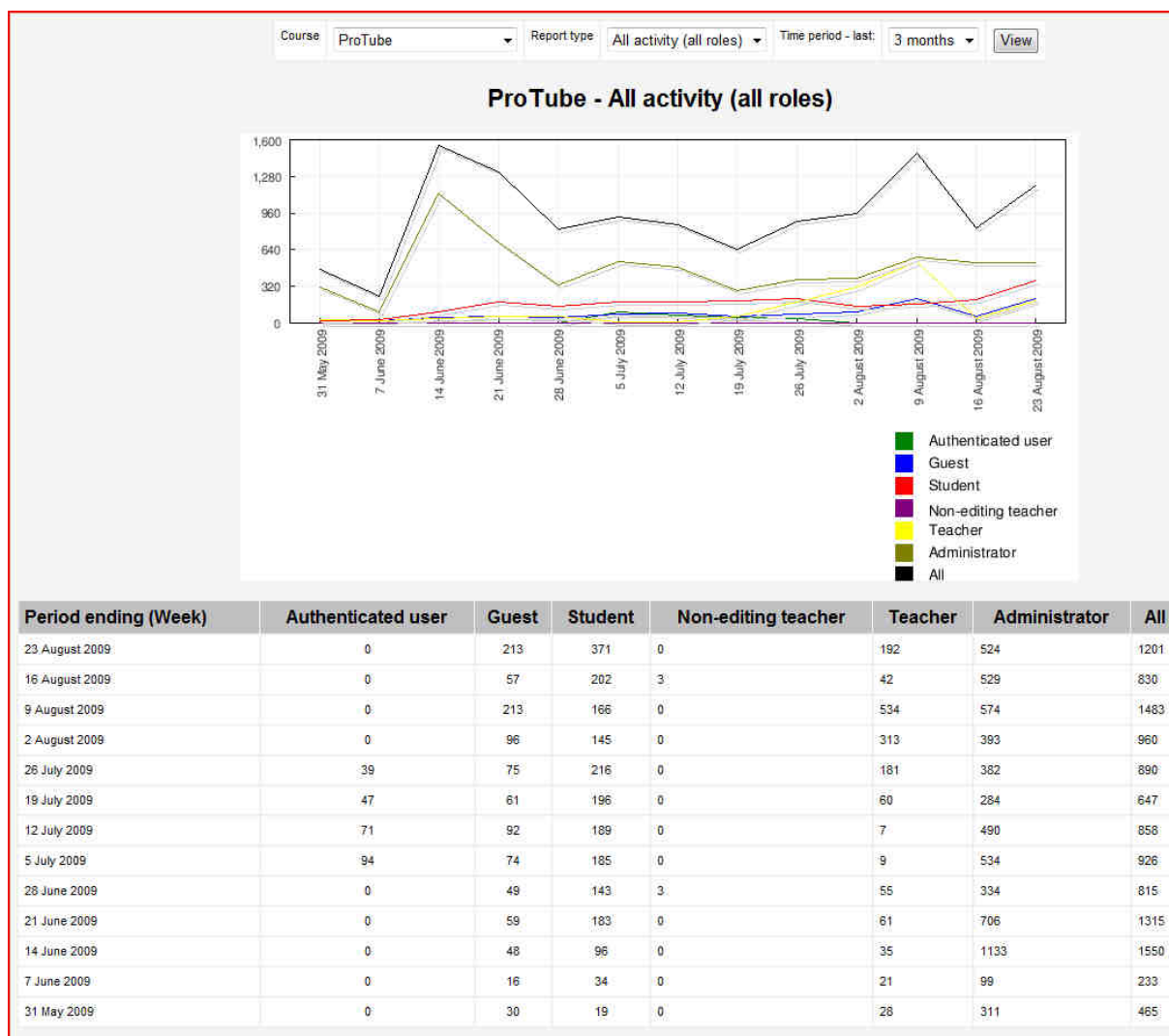


Figure 1 - ProTube activity for June - August 2009

Figure 2 shows the standard template. If you see a course you wish to view, you click to open it up and can view the PowerPoint slides with the presenter's audio and video. Presenters can now book to come into the ProCare Education Department, fill in a production form including a list of questions for the quiz, and sit down and record their presentation. This can then be produced and imported into ProTube within 48 hours.

3. The next steps

As was always the concept, various ProCare staff and departments are starting to create MOODLE course areas themselves. These are not simply recordings of popular PowerPoint presentations. They are beginning to use some of the other features inside MOODLE that the standard ProTube CME/CNE does not. Examples of these are:

1. Quality and Privacy course - aimed as an online orientation course for new staff starting in a ProCare practice
2. Mental health training for the new Engage program
3. Heart risk add-on to Predict - 4 minute training demonstration recorded

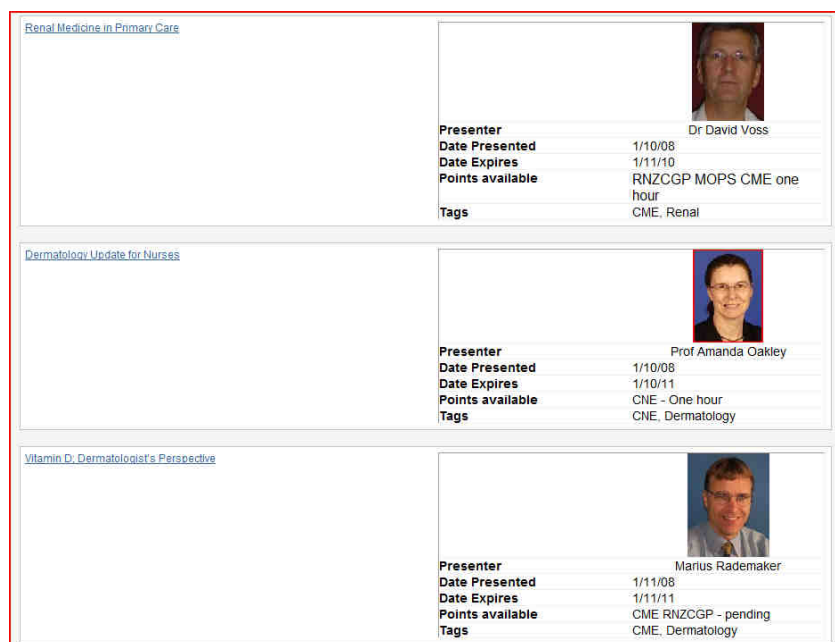


Figure 2 - Standard ProTube Template

4. Flinders model – pre workshop information and registration details
5. Sexual Health - the newly employed ADHB Sexual Health specialist has used MOODLE to create online education previously and plans to create the ProCare STI training program within the LMS.

4. Feedback

Feedback has been very positive from Cell groups and via surveys (see Figure 3). One suggestion was to have 10 minute updates about a hot clinical topic. We decided to try producing a “quick update” section. In here presenters are only allowed 5 minutes to provide a quick up date on a topic. These have proven to be very popular.

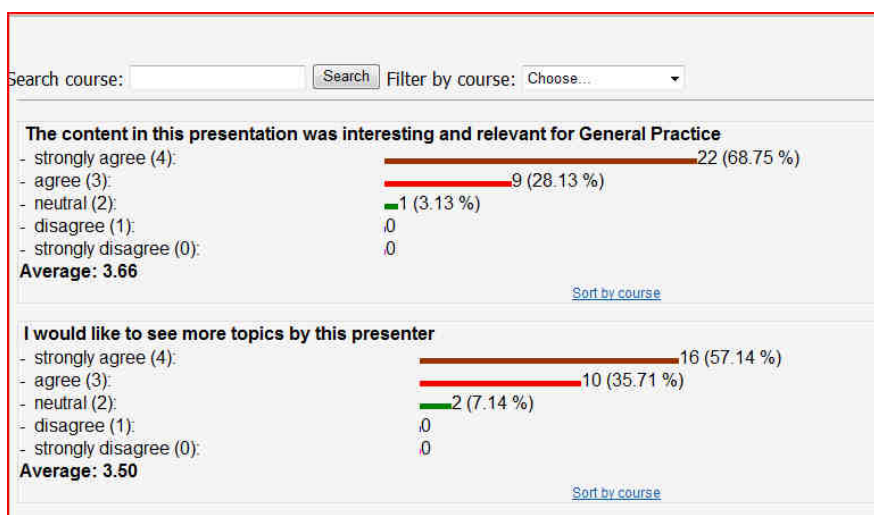


Figure 3 - ProTube Feedback

5. Summary

ProCare Health Limited now has a platform that allows the rapid capture and hosting of presentations in high definition video. The technology is a significant step forward for ProCare and the general practices it serves. In the next 6 months the Education team will concentrate on streamlining the rapid production of recordings of high quality presenters into ProTube. Concurrent with this, internal staff will be given more training on how to leverage the technology for clinical program training and business support training programmes.

The quality and relevance of the material available in the video library, our enhanced ability to support practices, and more flexible CME, are considered attractors for general practice. ProCare is now better placed to move towards other web 2.0 collaborative developments. At present we are probably only using 20% of MOODLE's web 2.0 features. For example, a team of 15 ProCare GPs could work collaboratively on a course hosted inside MOODLE, all from their own workplaces.

Summary points

- ProTube has been integrated into the ProCare members' site;
- The process for rapid production and posting of recorded endorsed presentations has been developed ;
- The "five minute" quick update format has been the most popular feature;
- That content focuses on locally relevant topics that can be rapidly produced and does not aim to compete directly with the likes of BMJ learning online
- The Education team's focus for the next 6 months is on expanding the recorded content in the library as rapidly as possible;
- ProTube is based on MOODLE, an open source product, and it more than meets the needs for all ProCare's online and blended training.

6. Appendix - MOODLE

MOODLE is a Learning Management System which is modular by design (see Figure 3) and is programmed in a way that features and functions "plug in" and are easily added or changed. As well as the standard forums and quizzes there are over 500 plug in modules available. The standard ProTube CME recording uses a small subset of these features. However, future training courses can easily use them, allowing for both depth and breadth, with the scalability of being hosted via the Enigma data centre.

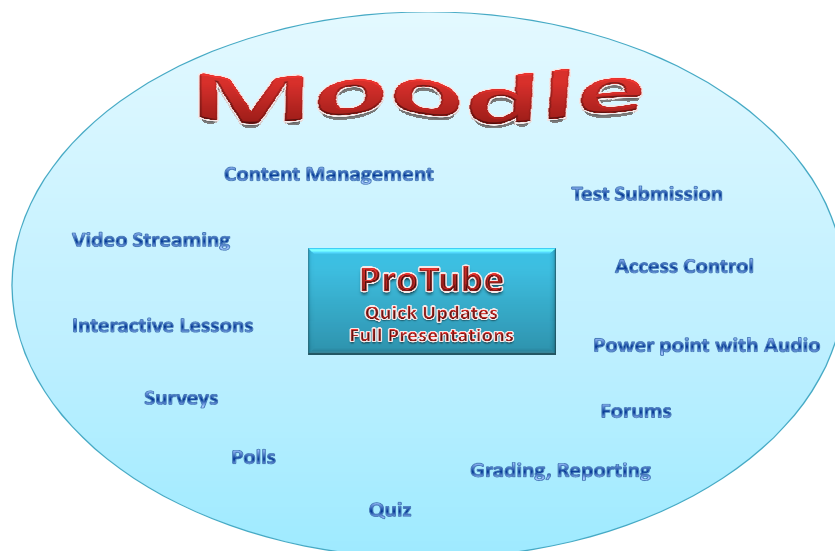


Figure 4 - MOODLE