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K.M. Rogers

Anthony Worsham

J Rush Pierce Jr

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# USE OF AN INTERACTIVE WEBSITE TO IMPROVE COMMUNICATION AND EDUCATION AT AN ACADEMIC HOSPITALIST PROGRAM

Kendall Rogers, MD; Anthony Worsham, MD; J Rush Pierce Jr, MD  
 Section of Hospital Medicine, University of New Mexico School of Medicine, Albuquerque

## ABSTRACT

**Statement of Problem:** The academic hospitalist section at UNM expanded by nearly 50% over just 12 months and was intimately involved with major changes in the residency ward structure. Section members repeatedly cited the need for improved communication about administrative and educational matters.

**Innovation Objectives:** To provide a readily available interactive website for use by our hospitalist section to communicate about administrative and educational matters.

**Program Description:** We established an interactive website for use by our hospitalist section through a commercial internet service. Section members were invited to register, and were allowed to contribute comments, edit existing pages, add pages, upload files, and provide links to other websites. Viewing rights to the website were unrestricted. The initial website was begun with 6 pages.

**Findings to Date:** In the first month, 16/17 of our hospitalists and 2/3 of our mid-level providers registered and subsequently make contributions to the website. In the first 90 days, 85 new pages were created and 132 files were uploaded to create a website of 120 MB. Of the first 91 pages, 47 dealt with administrative issues (such as schedules, committee meetings, minutes, credentialing, billing and coding); 27 involved specific information about the residency and new ward structure; 14 specifically addressed educational topics; and 4 addressed faculty development and research efforts. At the end of one year, 289 pages and 330 files were added, creating a website of 627 MB. Lectures by hospitalist are now recorded and uploaded to the site. The website is now frequently viewed by residents and medical students who cite the value of the educational pages and pages that deal with residency issues. 80% of surveyed hospitalists found the site to be helpful or very helpful. To date the size of the website has not exceeded the initial free service, and the Section has incurred no direct cost related to this project.

**Key Lessons Learned:** Establishment of an interactive website resulted in contributions by almost all hospitalists in our Section, has improved communication, and proved to be of value to medical students and residents with regard to education.

## METHOD

A commercial provider (PBWorks) was chosen to host the wiki. From Wikipedia, "A wiki is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser using a simplified markup language or a WYSIWYG text editor. Wikis are typically powered by wiki software and are often used to create collaborative wiki websites, to power community websites, for personal note taking, in corporate intranets, and in knowledge management systems...."Wiki"...is a Hawaiian word for "fast".

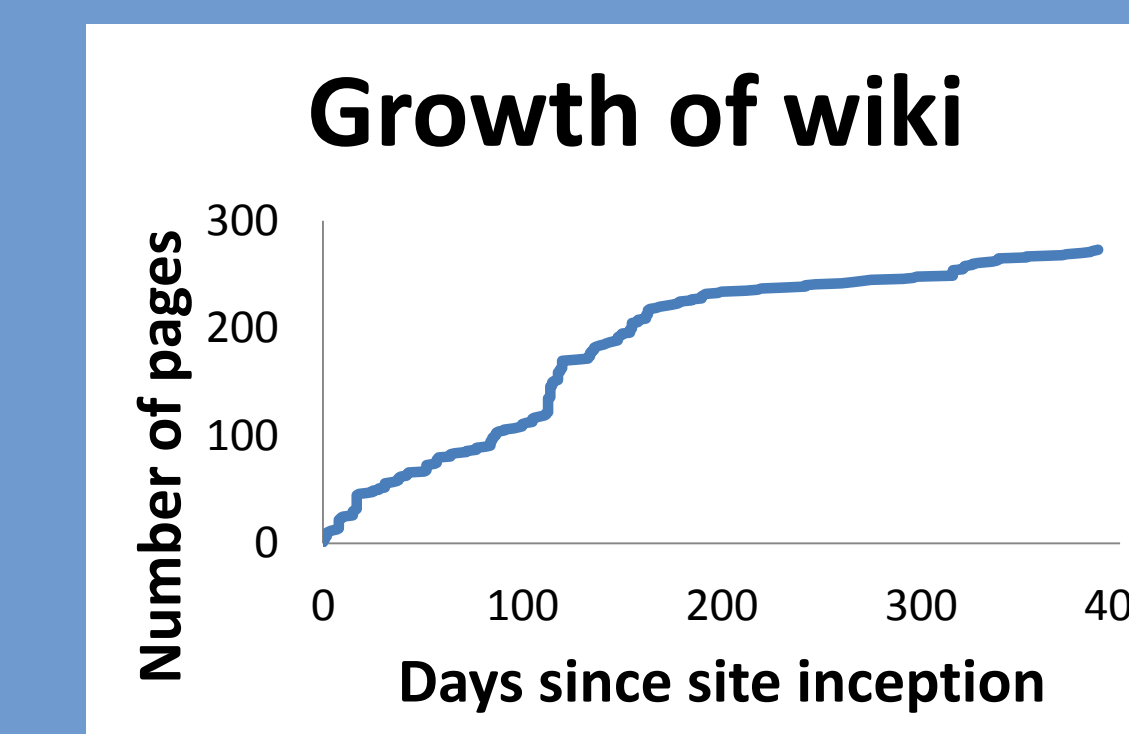
### ADVANTAGES

- Unrestricted viewing rights
- No need to know HTML or other programming languages makes it easy for anyone to edit without an administrator
- Frequent updates
- Free service
- Improved communication
- Off-campus accessibility
- Little training needed

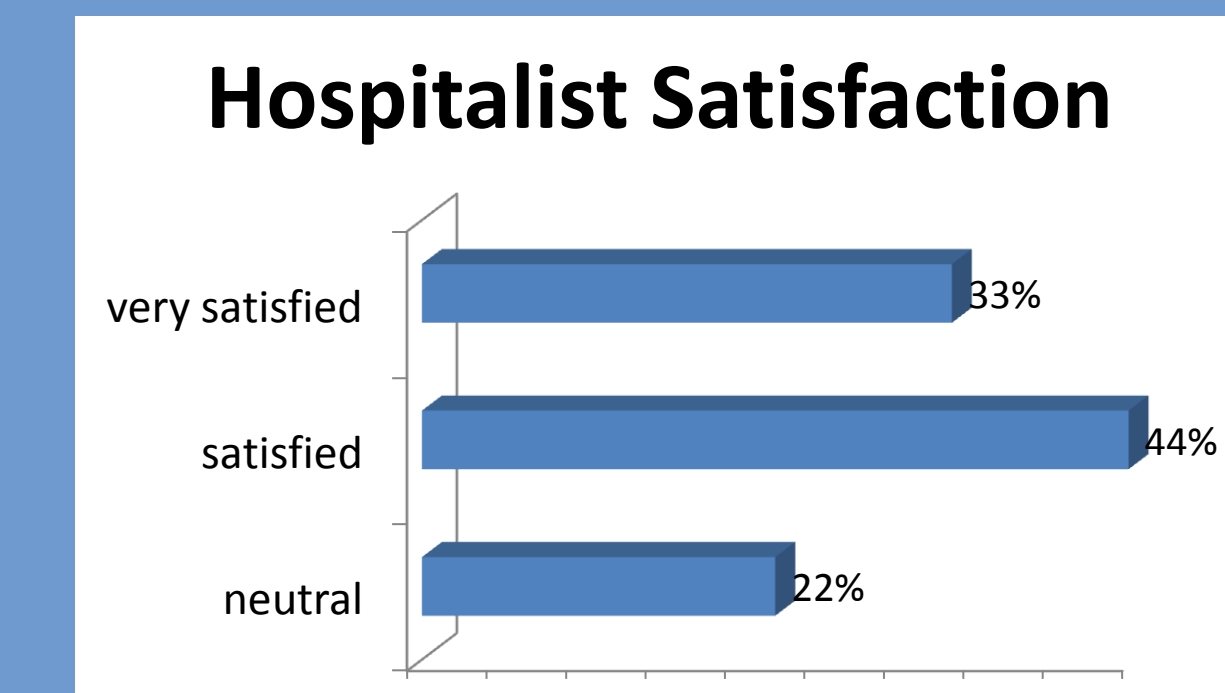
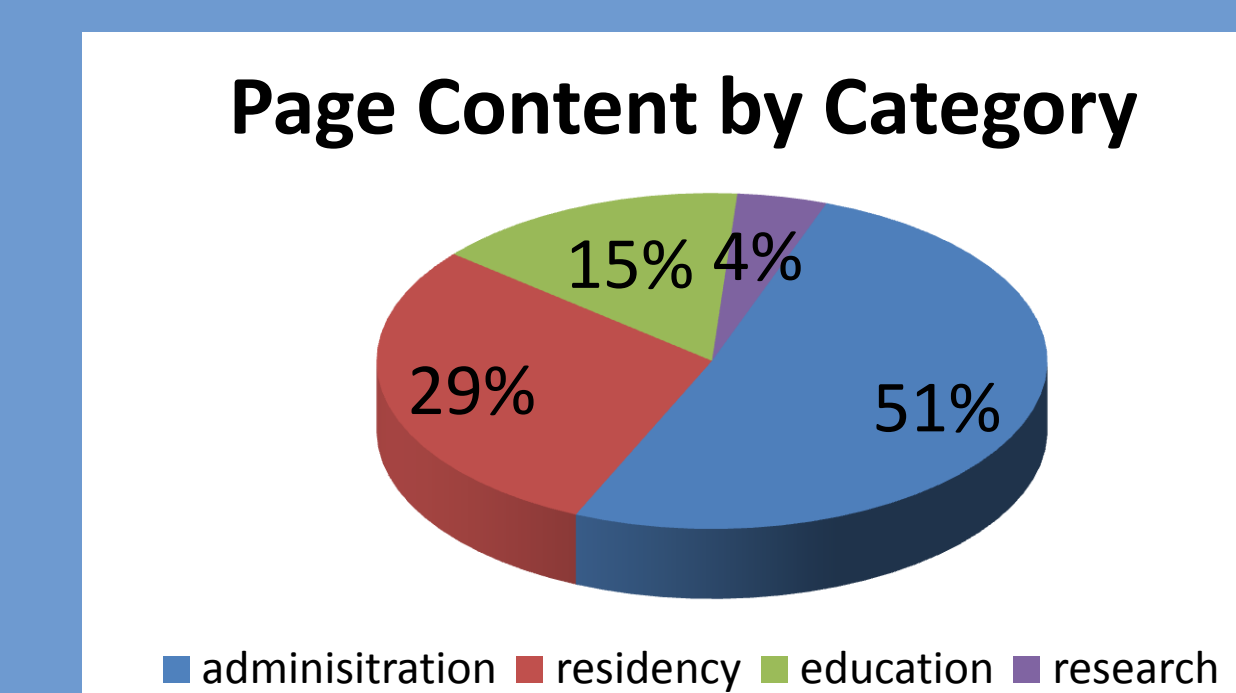
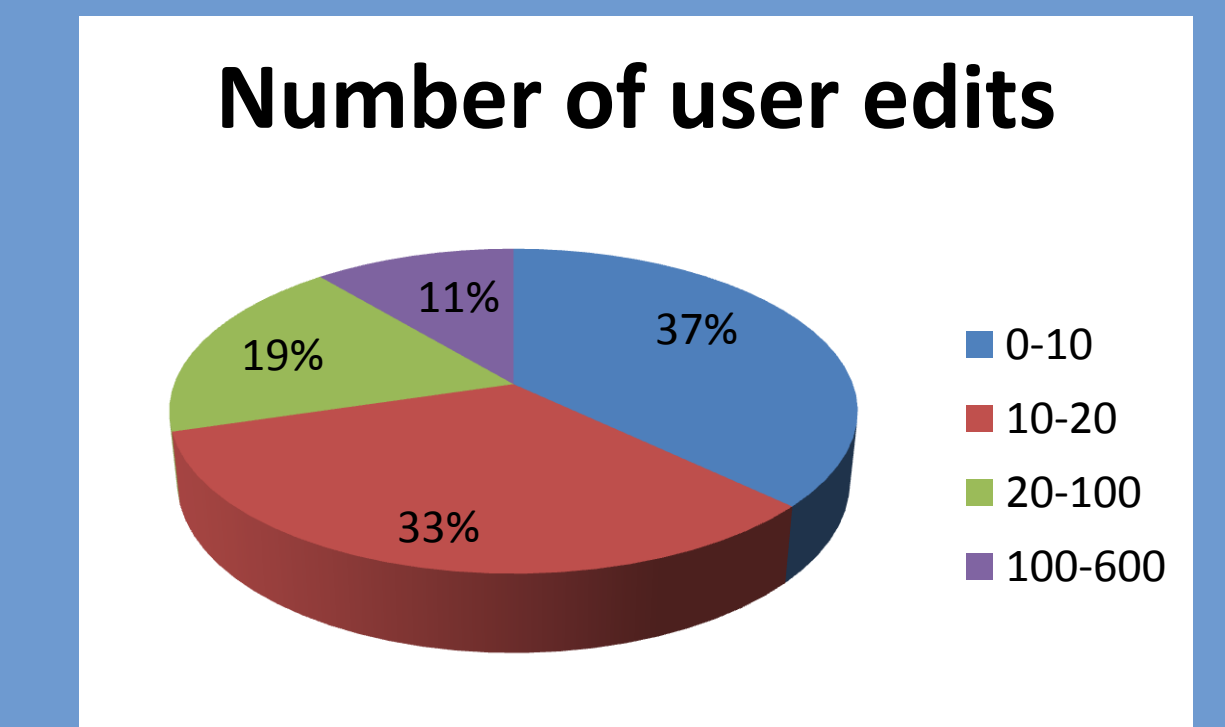
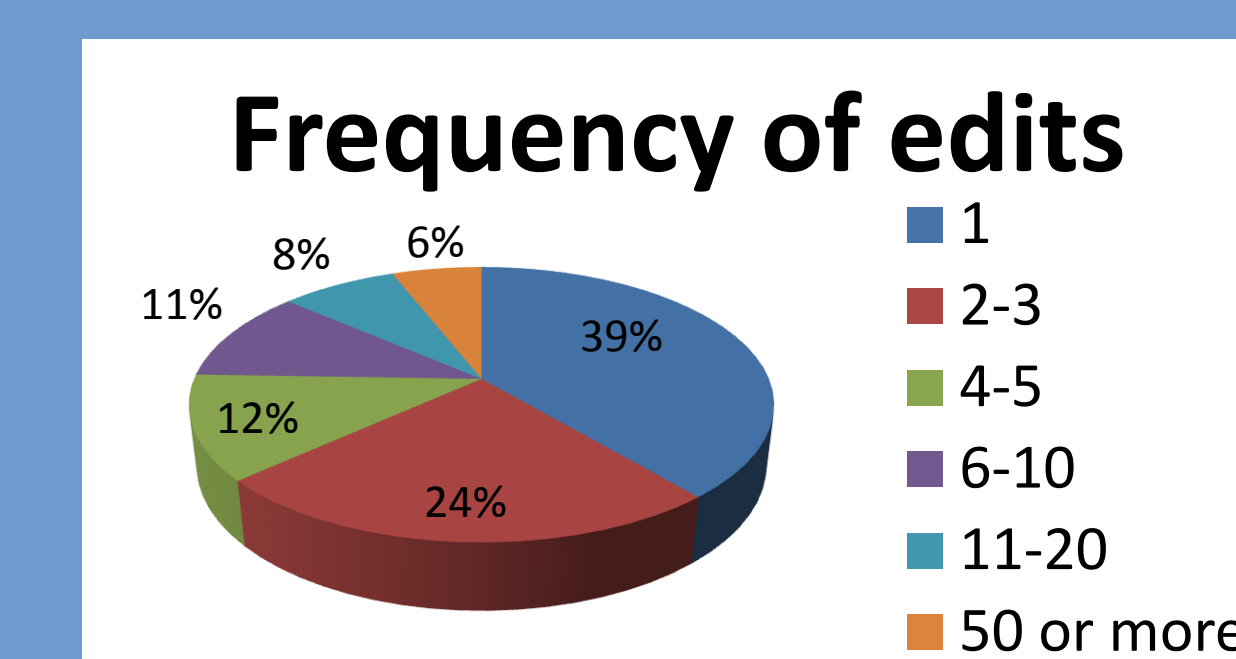
### DISADVANTAGES

- Inability to use HTML makes page layouts somewhat difficult
- Security
- Intra-hospital legal ramifications
- Little technical support available
- Poor selection of widgets
- Difficulty discriminating importance of new information or edits
- Site structure and format not uniform

## RESULTS



289 text pages  
 132 uploaded files  
 664 MB used out of 2 GB  
 27 content editors  
 30 best practices



## SCREENSHOTS

## MOTIVATION

Need to communicate group policy and changes given:

- New ward structure implementation
- Nearly 50% growth of hospitalist section in just 12 months
- Frequent changes to policy
- Multiple stakeholders (hospitalists, midlevels, residents, nurses, other specialties)
- Need to incorporate best practice and educational materials



## CONCLUSIONS

An interactive website was established to improve communication and establish a place for section policy and educational materials. The site is a success based on:

- Continued growth as measured in number of pages
- Frequent material updates
- Compendium of hospitalist policy
- High hospitalist satisfaction
- Collaboration between the Section, residency, nurses, and other groups
- Support of educational efforts like best practices
- Easy availability of administrative materials (schedules, committee minutes, orientation materials, etc.)