

UBC CPD'S RAPID COVID-19 CPD RESPONSE: A STORY OF LESSONS LEARNED IN UNPRECEDENTED TIMES

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Background/Purpose

UBC's Division of Continuing Professional Development (UBC CPD) is a trusted source of education for health care providers (HCPs). When faced with COVID-19, UBC CPD has been uniquely positioned to meet these challenges, adopting new educational approaches to address HCPs' urgent and emerging needs during the pandemic.

Summary of the Innovation

In response to the learning needs related to the COVID-19 pandemic, UBC CPD rapidly mobilized to develop and deliver timely, concise, and meaningful education and resources to BC HCPs. From March 2020 to September 2021, UBC CPD delivered 37 COVID-19 webinars to over 20,000 live virtual attendees, averaging 750 attendees per webinar, plus nearly 10,000 webinar recording downloads. Participant evaluation surveys and internal focus groups identified key success factors: an iterative process for ongoing needs assessments, high capacity virtual platform, with skilled moderation and ability to respond to audience needs in real time; presenter diversity and expertise; and flexible delivery formats.

Conclusion

UBC CPD pivoted to meet HCPs needs delivering timely, accessible, and much needed education. Since March 2020, UBC CPD's COVID-19 response has evolved through the implementation of rapid quality improvement cycles at all levels, including how to plan and deliver webinar education within a short turnaround time, select and train moderator and panel experts, refine topics, and identify technical solutions, learnings that the broader field of CPD can learn from. Timely and highly valued educational offerings to meet the COVID-19-related learning needs of BC HCPs has provided critical support to help them successfully manage their patients and cope with the COVID-19 pandemic.