

ThisChangedMyPractice.com – a free online educational initiative for BC physicians

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Background

The availability of new knowledge can overwhelm a physician's ability to process information. More efficient CME approaches are needed to synthesize practice-relevant evidence into interactive physician learning.

What is being tried?

UBC CPD has developed an online educational blog - **ThisChangedMy Practice (TCMP)** that delivers quick summaries of impactful clinical studies and practice tips to physicians.



TCMP features

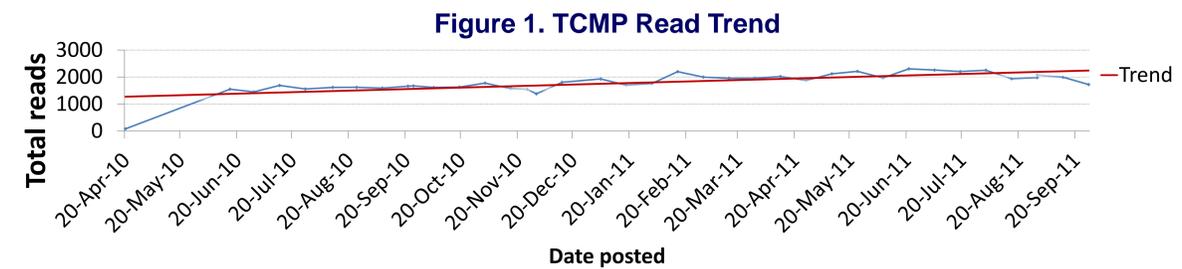
- Authored by key physician opinion leaders in BC
- A new, accredited blog posting is emailed to family physicians & specialists every 2 weeks

Blog postings

- Designed to be read in less than 3 minutes
- Easy to read format:
 - What I did before
 - What changed my practice
 - What I do now
- Promotes active learning – readers are provided with the opportunity to:
 - Comment
 - Ask questions
 - Vote on the impact on their practice

Results

The TCMP site has been immensely popular, engaging a large number of physicians (averaging over 2000 visitors per month this year) in an active learning community.



Physicians appear receptive to the TCMP format for sharing clinical trials and tips with 76% voting that they will or most likely change their practice as a result (Figure 2).

A wide range of topics has been covered by TCMP thus far and continue to be developed. For example, a recent development has been the dedication of postings to useful iPhone applications every quarter (Figure 3).

Figure 2. TCMP Votes

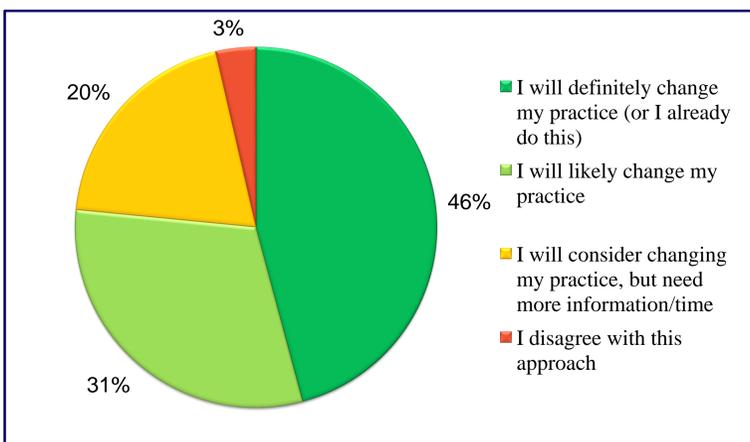
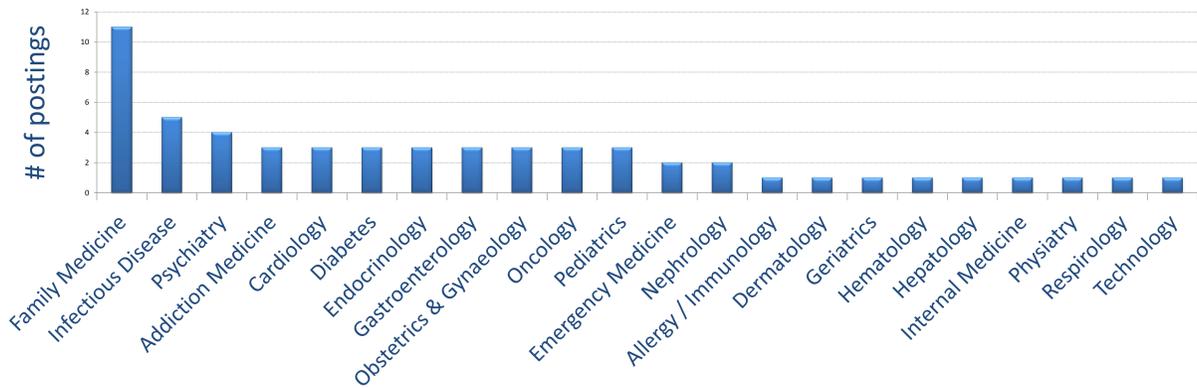


Figure 3. TCMP Topics



Lessons learned

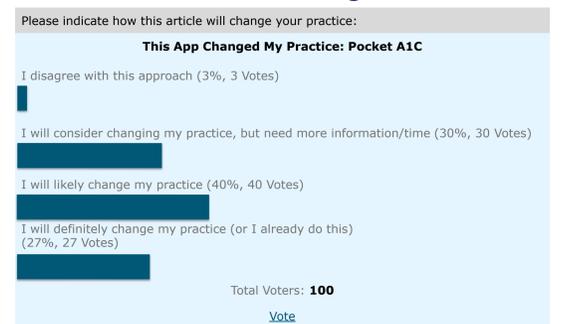
TCMP has proven to be a highly popular format for online learning and can promote physician practice improvement.

Further developments

The content and delivery format of TCMP has been designed and will continue to be adapted to meet physicians learning preferences.

Further development of TCMP will be informed by evaluation results. Evaluations will reveal the impact of TCMP and how this type of learning can promote physician practice improvement.

TCMP Voting Results Example for a Posting



Acknowledgments

ThisChangedMyPractice is authored by key physician opinion leaders in BC.

UBC CPD is grateful to the *Department of Family Practice at Vancouver General Hospital* for their generous support in funding this initiative.

Your feedback

We welcome your feedback. Please contact Dr. Brenna Lynn at brenna.l@ubc.ca