MAKING GME SCHOLARLY ACTIVITY VISIBLE ON YOUR RESIDENCY PROGRAM WEBSITE USING A CLOUD-BASED SCHOLARLY TOOL

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INTRODUCTION / BACKGROUND

MAKING SCHOLARLY ACTIVITY VISIBLE
- ACGME's common program requirements - effective July 2019 - reflect a broadened definition of scholarship
  - To be SCHOLARLY = SYSTEMATIC APPROACH to inquiry in an area
- Endurable scholarly products/artifacts now go beyond PMID publications and grants to include:
  - Posters, workshops, QI presentations
  - Non-peer-reviewed print/electronic resources
  - Contributions to professional committees and/or educational organizations
- GME programs at Independent Academic Medical Centers produce an array of scholarly products
- Yet residency applicants to independent academic medical centers may worry that our programs do not engage in scholarly activities
- Maintaining accurate, up-to-date lists of recent scholarly activity on residency websites can be time consuming and, when out of date, confirm applicants' perceptions regarding our scholarly activity

PROJECT AIM
To utilize a dynamic, cloud-based technology publishing tool, linked to residency program websites to showcase residency programs’ scholarly activity

METHODS: MAKING SCHOLARLY ACTIVITY VISIBLE

DYNAMIC CLOUD BASED SOLUTION
- Academic social-networking sites (ASNS) and platforms (ResearchGate, Academic.edu) allow individuals to:
  - Upload academic articles, abstracts, links to published articles
  - Track demand for published articles
  - Engage in professional interaction – networking & collaboration
  - Individuals must maintain the site but limited options for groups and/or ACGME ADS criteria report downloads
- Librarians identified a dynamic cloud-based application that met our needs and was already available - SelectedWorks from bepress™
- Piloted Family Medicine residency program to determine feasibility with phased roll out to our other programs
  - GROUP PROFILE FOR RESIDENTS linked to program website “resident scholarship”
  - INDIVIDUAL FACULTY PROFILES, each linked to faculty listing on program website

RESULTS: GME AND PROGRAM

PROGRAM
- 14 GME Group Profiles and >75 faculty profiles
  - All profiles are linked from their external websites
  - Programs highlight links to applicant interviews
  - Program Directors report SelectedWorks profiles have “adjusted” applicants’ attitudes about the quality and number of scholarly activities

METRICS – GOOGLE ANALYTICS

TRACKING VIA GME PROGRAM WEBSITES - HOME PAGES
- Peak timeframe for new users:
  - Nov 2018 - Jan 2019 for recently added profiles
  - Starts Sept 2018 for established program (FM)
  - # Sessions = Single visit to the profile
  - Bounce Rate = % of sessions with a single page viewed
  - Page Views = Average # of pages viewed x session

WHAT WE ARE LEARNING
- Partnering with your librarian to showcase your GME faculty and program scholarship can be a win-win
  - Brings visibility to individual GME faculty and programs within and outside your organization
  - Additional platform features are being explored: world map highlighting # downloads, fast access to faculty development resources
- Training lead GME program coordinators to maintain profiles to keep them vibrant/up to date
- Google Analytics are essential to evaluate next steps