



Enhancing Developmentally Oriented Primary Care



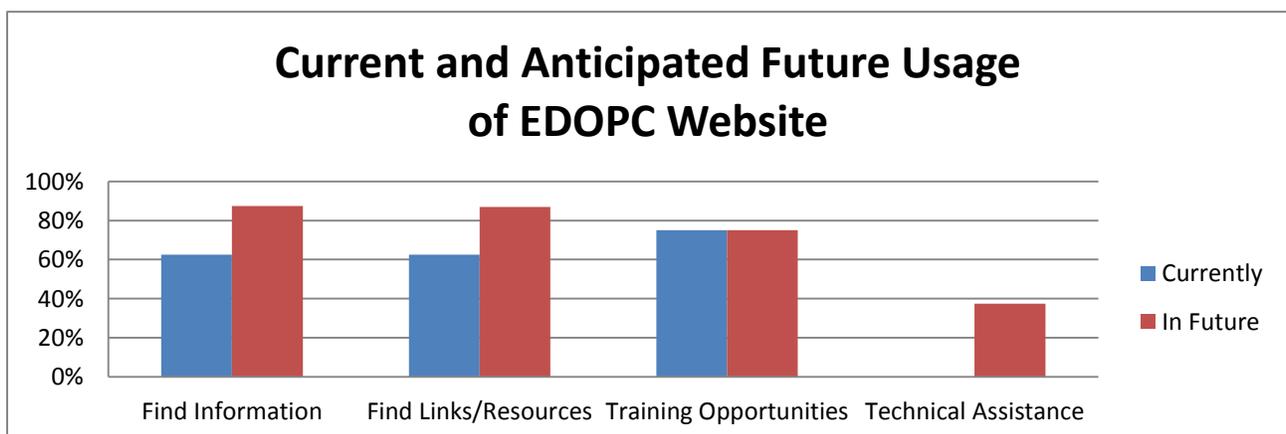
EDOPC Website Survey Report 2012

The **Enhancing Developmentally Oriented Primary Care Project (EDOPC)**, a partnership of the Advocate Health Care Healthy Steps Program and the Illinois Chapter of the American Academy of Pediatrics, works to improve the delivery and financing of preventive health and developmental services for children birth to three. We build on existing programs to develop a range of strategies that primary care settings can implement to effectively provide comprehensive developmentally oriented care.

In December 2012, EDOPC website users and other stakeholders were offered the opportunity to complete a brief anonymous survey (approximately 5 minutes) to share their current experiences using the EDOPC website, EDOPC web-based courses, and medical professional websites generally. The feedback was gathered in order to ensure end users' needs were being met and to assist EDOPC staff in planning for future site enhancements. The report includes highlights from this information-gathering.

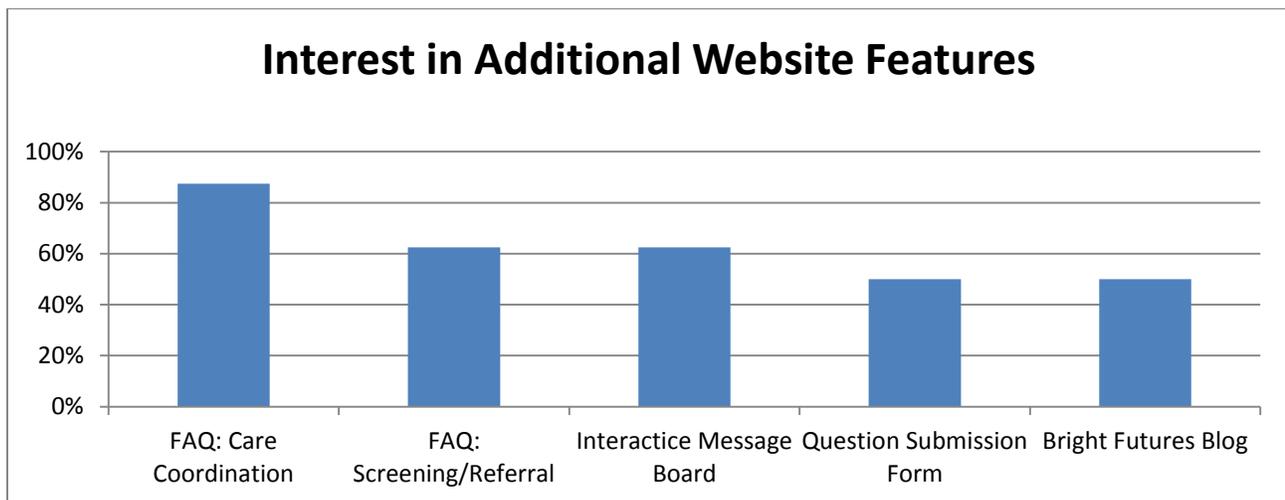
Feedback: EDOPC Website Usage

- Among respondents who had visited the website, an overwhelming majority (85.8%) were satisfied/very satisfied with the website content. A majority were also satisfied/very satisfied (62.5%) with the website format.
- Respondents cited the web-based training modules and links/resources as the most useful aspects of the site. The aspects of the site that could benefit from improvement included increasing the number of courses (there are only five web-based trainings available) and enhancing the log-in process.
- Respondents report using the EDOPC website to find information (62.5%), to find links/resources (62.5%), and for training opportunities (75.0%). Respondents indicated that in the future, they would likely visit to obtain information (87.5%), to locate links/resources (87.5%), for training opportunities (75.0%), and for technical assistance/practice management/practice support (37.5%).



Feedback: EDOPC Website Technical Assistance Opportunities

- When asked about interest in additional website features for technical assistance and practice support, respondents indicated interest in the following: FAQ regarding care coordination best practices (87.5%), FAQ about screening and referral best practices (62.5%), an interactive message board for technical assistance/practice support (62.5%), a question submission form for practice management/support inquiries (50%), and a blog to discuss Bright Futures well-child recommendations (50%).
- Less well-received new feature ideas included routine technical assistance/practice support webinars (live) (37.5%) and a blog that would contain practice management/support “tips and tricks” (25%).
- Respondents noted in both open- and closed-ended questions a preference for FAQ-style technical assistance and interactive question submission opportunities above a blog feature.



Feedback: EDOPC Web-based Courses

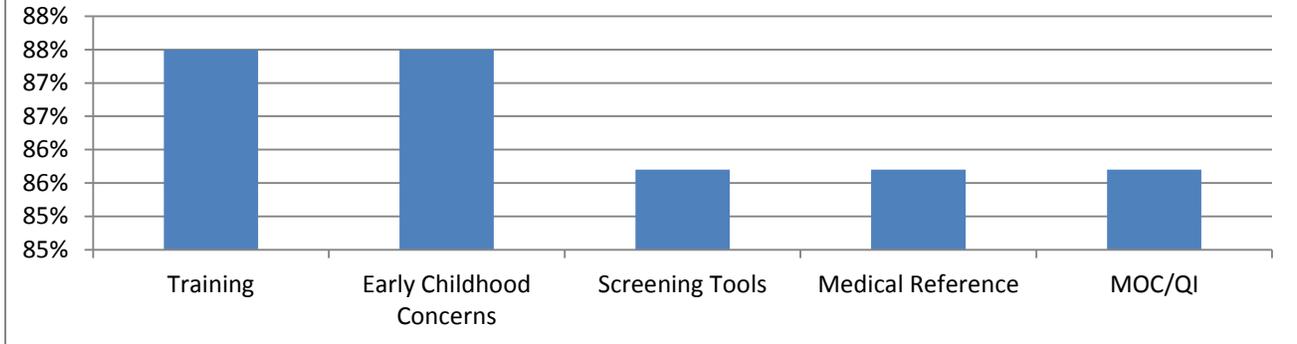
- Among survey respondents who had taken at least one web-based course on the EDOPC website, 80% had completed the Developmental Screening and Referral course. A smaller percent had completed each of the other four courses.
- Among those who had completed at least one course, 100% were satisfied/very satisfied with the course content and 100% were satisfied/very satisfied with the course format.
- Open-ended responses revealed that while all the courses were useful, some of the most useful aspects included information about referrals and developmental screening tools.

Feedback: Other

- Respondents use a range of professional websites. Those most frequently mentioned include the AAP site and other AAP-affiliated sites such as Red Book online, Bright Futures, and HealthyChildren.org. Also mentioned were NAPNAP.org, AAFP.org, CDC.gov, and the DHS website.
- Of several activities for which respondents might use websites, the most frequently cited were for: training opportunities (87.5%), information specific to early childhood concerns (87.5%), copies of screening tools (85.7%), general medical reference (85.7%), and maintenance of certification or quality improvement opportunities (85.7%).

To learn more about EDOPC, visit www.edopc.net or contact Rachel Sacks at rsacks@illinoisap.com.

Activities for which Respondents Use Professional Websites



- Most respondents who been to the website and/or taken a web-based course had also participated in other EDOPC activities, such as in-office trainings (75.0%), education teleconferences (50.0%), technical assistance teleconferences (25.0%), and policy/advocacy activities (25.0%)

Conclusions

Though broad conclusions cannot be drawn from a small survey of this nature, it is clear that the EDOPC website is used for a variety of purposes, specifically for training and finding links/resources. These uses align with those for which respondents use other professional websites, such as training, MOC opportunities, and medical reference.

During 2013, there may be an opportunity to further enhance the website to include additional technical assistance features. Survey results suggest that the enhanced technical assistance features end-users would most like to see include FAQs and the opportunity to ask questions of their own, via either a question submission form or a message board. Although technical assistance is not a reason for which respondents currently use the site, it is a reason that many indicated they anticipated visiting the website for in the future. We conclude that as providers implement information from training, additional practice support may be needed. Because technical assistance is not provided by many of the other websites cited by respondents, this may be a unique benefit that EDOPC can offer in Illinois.