

Providing a solution to manage consistent learning for clinical trials



eCom Scotland

Setting the Scene

The AFFIRM research study team wished to commission an organisation with relevant expertise, and experience of working within the NHS technological landscape, to produce an attractive and interactive electronic learning resource. It is intended that this resource will be used by up to 8,500 health professionals, including community and hospital midwives, General Practitioners, obstetricians, obstetric ultrasonographers, physiotherapists and other clinical disciplines.

The study team required data to be gathered about the health professionals who access the resource for future statistical analysis. The content for the eLearning resource was developed by a multidisciplinary group of subject experts, and the eCom team was commissioned to use their eLearning design and development skills to produce the resource.

The Challenge

Our creative design team took the content produced by the subject matter experts and put it through an interactive storyboarding process in order to develop a course which would appeal to a range of learner styles. The impact of intervention was to be assessed on both a local and national basis, and the number of study sites in Scotland and across the wider UK determined the need for a single support portal.





The Solution

The solution was to build a bespoke eLearning course, with a blend of instructional techniques including:

- graphical presentation of statistical information
- further information links for deeper access to underpinning theory
- video elements of study team, bringing context to the content
- best practice video
- aide-memoire takeaway information for use in the workplace.

eNetEngage was used to provide the following services a cloud-based learning portal, supplementary resources, project news features as well as admin and reporting functions. eCom are providing ongoing support to the AFFIRM project team to assist them with tactical rollout plans on an as-required basis.

The Benefits

The main benefits of this eLearning resource are to prepare staff in the participating study sites. This provided all pregnant women with consistent evidence-based advice about fetal movement awareness as well as consistent care to all women presented at maternity units with reduced fetal movements.



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Customised Learning
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