

Our Challenges:

- Tremendous amount of paperwork and time spent on copying, and tallying evaluations.
- Slow turnaround on result dissemination.
- Physical mailing of certificates; tracking addresses/emails a manual process.

Processes improved:

- In collaboration with the CE Educational Nurse Specialist lead, Instructional designer developed the following:
- Standard workflow for all evaluation creation processes, dissemination, & collaboration.
- Evaluations for conferences and several "in house" CE programs.
- Protocols for using Qualtrics features such as library, messages/redirects, and email trigger confirmations so that the our clients have an optimal experience with online evaluations.

Professional Development and Education for Nursing (PD&E)
<http://www.med.umich.edu/i/nursing/proDev/>

Using Qualtrics for Program Evaluations

- ✓ Using Qualtrics for evaluations allowed us to streamline tracking, evaluation, and certificate processes for CE conferences
- ✓ Several programs in our department use Qualtrics for various data collection, including evaluations & self-assessment

The collage shows the Qualtrics workflow: 1) A dashboard listing surveys like 'CALL FOR ABSTRACTS - SICU 2014' and 'SURVIVAL FLIGHT DAY 3'. 2) An email invitation from the University of Michigan Health System asking participants to complete an evaluation. 3) A 'Thank you' email with a link to download an 'Ambulatory Care Certificate'. 4) A 'Send Triggers' window for the 'SURVIVAL FLIGHT-DAY 3' survey, showing email addresses and subject lines.

Goals:

- ◆ Immediate collaborative access to data for project leads
- ◆ Timely dissemination of evaluation reports to clients and project leads
- ◆ Quick access to attendance certificates by the clients

Questions?

Irene Knokh, MA., M.Ed, iknokh@med.umich.edu
 Dorothy Nagle MSN, RN-BC, dorothy@med.umich.edu

Results:

- One hundred percent immediate access to data.
- Timely result dissemination to the clients (2 business days vs. several weeks).
- Quick turnaround (within 24 hours or less), to client requests for certificates if needed (lost email confirmation, forgot to download/save certificate).

What we learned:

- Customize evaluation introduction, email, and confirmation messages. Verify everything. The information should "pop" at the users.
- Technical environment (MiChart installation on a PC), will not allow for certificate printing.
- Be prepared for various technical levels of users.
- Test, Test, Test!

Future Developments:

- Create evaluation video tutorials.
- Leverage Qualtrics for other projects.
- Share our experience with other Qualtrics users & our colleagues.