CONQUERING TIME AND SPACE WITH WEBINAR TECHNOLOGY

Effects of adding webinar option to nursing grand rounds

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**Background**

- UW Health is a regional health system of 6 hospitals and 80 outpatient sites in Wisconsin and Illinois.
- Nursing Grand Rounds (NGR) is a monthly series and is a forum for nurses at all levels to learn about advances, innovations and experiences in healthcare, and strategies to implement these ideas into practice across the healthcare continuum.
- (NGR) are presented in person at University Hospital in downtown Madison.
- Nursing contact hours are offered for NGR attendance.
- Topics are selected during an annual application process.

**Baseline Conditions**

- Historically NGR had been held on the same day as nursing shared governance council meetings. Changes to nursing shared governance meeting times led to fewer nurses scheduled out of staffing on NGR day.
- This project was prompted due to minimal attendance at NGR by direct care nurses, often due to challenges such as:
  - NGR location at University Hospital has limited parking for nurses working at off-site locations.
  - Nurses unable to leave patient care to attend.
  - Reluctance to commute to NGR site for a short presentation.

**Goal:**
Increase access to and attendance at nursing grand rounds

**Revised Process**

- Two viewing times per month for NGR with both live webinar and in-person options.
- Enhanced communication with webinar links emailed to all RNs across the organization.
- An increased variety of speakers & topics from inpatient and outpatient settings.
- Presenters coached to address care across the continuum, and include key concepts for immediate use.

**Results**

- Viewer Distance from Grand Rounds Site
  - Distance in miles from UW Hospital
  - >20 miles
  - 10-20 miles
  - 0-10 miles

**Direct Care Nurse Attendance**

<table>
<thead>
<tr>
<th>Year</th>
<th>Inpatient</th>
<th>Outpatient</th>
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<tbody>
<tr>
<td>2016</td>
<td>208</td>
<td>43</td>
</tr>
<tr>
<td>2017</td>
<td>127</td>
<td>173</td>
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**Evaluation**

- Increased overall attendance by 24%.
- Increased number of sites attending from one live site to 28 individual locations.
- Inpatient attendance decreased, likely due to change in council meeting day.
- 56% attended via webinar.
- Overall course evaluations regarding webinar were positive:
  - Remote viewers appreciated the opportunity to participate.
  - Participant quote: “Greatly appreciate being able to view (webinar) at 1200 time, it works best for clinic staff. Great to have these options for NGR!”

**Unexpected Gains**

- Utilizing webinars for other course offerings.
- Technology integrates recording, simplifying the process.
- Interdisciplinary attendees: Social work, case management, human resources, pharmacy, spiritual care, and child life.

**Future Improvements**

- Increased advertising efforts:
  - Sharing information directly with managers monthly
  - Posting on hospital intranet
- Increase inpatient staff nurse attendance
- Presenters visible to webinar audience
- Partner with physicians to offer joint Grand Rounds

**References:**
