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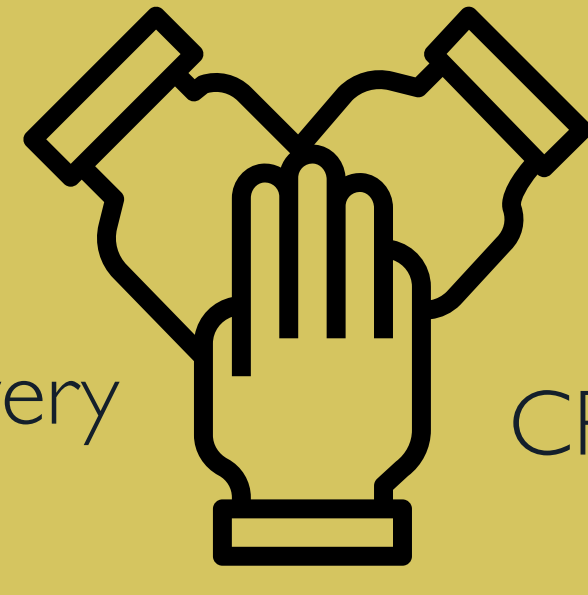
Development and evaluation of an innovative bespoke ebook to support and improve academic outcomes for Healthcare Professionals completing accredited CPD courses

Ruth Trout and Fiona Chalk - Senior Lecturers, BNU



Collaboration

- Continuing Professional Development (CPD) is essential to ensure delivery of high quality care and for patient safety.
- McGraw Hill has designed the Custom/Create tool, tailoring course-specific content from an existing collection of published titles into a single resource.
- Working with the publishers, the CPD Programme Leads developed an ebook for BNU students completing both individual CPD modules and BSc (Hons) or MSc Professional Practice in Healthcare programmes.
- This cost effective one stop resource is relevant to all students on the CPD modules and programmes - neither BNU or staff gain financially from this.
- High quality sources provide a starting point for reading around academic skills topics, and provide key references to support academic work.



Benefits to students

CPD students can be academically complex -

- They may not have studied for a long time
- They are likely to be mature students who also have caring responsibilities
- There are a high proportion of internationally trained HCPs who have not studied in a UK comparable HEI
- Often students are studying in a second language
- A majority work full time in practice, completing a single module, or an award one module at a time, so miss academic skills development
- For our students, often completion of their specialist academic studies are not their main priority, academic skills are an even lesser priority

Creating the Custom Book

The ebook was compiled using carefully selected chapters from four high quality resources published by McGraw Hill to provide a one-stop academic skills resource targeted towards CPD HCP students. It includes -

- Introduction - Fiona Chalk and Ruth Trout
- Learning about learning: why is it important to know how to learn? (Moutrey, 2020)
- Making sense of essay and academic writing (Moutrey, 2020)
- Reflection & reflective practice (Moutrey, 2020)
- What is 'critical thinking' and why is it important? (Aveyard, Sharp and Wooliams, 2015)
- What is evidence-based practice? (Aveyard and Sharp, 2017)
- Being more critical: finding the 'best available' evidence (Aveyard, Sharp and Wooliams, 2015)
- Paradigms of research (Denscombe, 2021)
- What are the different types of research and how do they help us answer questions? (Denscombe, 2021)



Student uptake

Approximately 600 students were enrolled on CPD modules/programmes for the 2023/24 academic year. Since release in Sep 2023, 22 ebooks have been purchased -

Sep 2023 - 5
Oct 2023 - 12
Feb 2024 - 2
Mar 2024 - 1
May 2024 - 2



Evaluation

Student

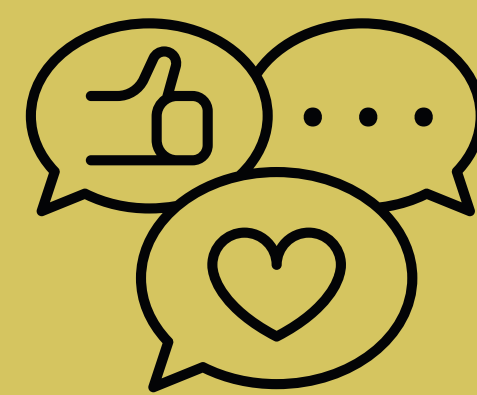
- Busy CPD students state simplification and streamlining of resource acquisition was of significant benefit
- High quality source - an easy to navigate starting point for reading around each topic, with references from key texts to support academic work
- Ebook format - available across multiple devices, though some students would prefer a physical book format
- Interactive elements - inclusion of case studies, quizzes and reflective exercises facilitate learning and practical insights
- Reflects current academic practice
- Would recommend due to comprehensive information
- Students were better able to define, understand and apply academic skills, e.g. how to write an essay and critical thinking
- The ebook offers useful features such as searchability, bookmarking and interactivity

Academic

- Ebook use has been apparent in formative and summative reference lists
- Clear evidence of wider reading, referencing the ebook
- Cost effective - this removes the classic barrier of cost

Challenges

- Despite promotion and discounts the book has seen lower than expected sales
- Self selection bias
- Online purchase mechanism has been identified as problematic at times
- Limited student feedback, as yet, to provide understanding of use and value



Quotes from Students

- "It will be my companion for my upcoming essays and research"*
- "It would have been really good for me to have read this entire book before starting my assignment"*
- "It would have been great when I was a student nurse"*
- "Critiquing! A chapter on critiquing tools would be an excellent edition"*
- "Scenarios were relevant to my practice"*
- "Section on reflection was challenging and thought provoking"*
- "It was like having the lecturer in the room!"***

The future

- Evaluation is ongoing with potential additions suggested, e.g. referencing, critiquing
- Potential to reach a wider audience
- Use 'word of mouth' to improve uptake - targeting academics and students
- Continuing collaboration between publisher and HEI strengthens the brands' reputation within the healthcare education sector
- Collaboration provides valuable insight into student preferences and learning needs

Conclusion

Partnering on the project showcases McGraw Hill and BNU's commitment to developing innovative solutions for student support. This successful project can pave the way for future collaborations, leading to ongoing mutually beneficial opportunities.



Professional Practice in Healthcare eBook
Fiona Chalk & Ruth Trout
Programme Leads

The starting point for your academic success.



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