



BUCKINGHAMSHIRE NEW UNIVERSITY

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An innovative approach to meeting Nurses' academic development needs – development of a bespoke e-book to support and improve academic outcomes for Healthcare Professionals completing accredited CPD courses

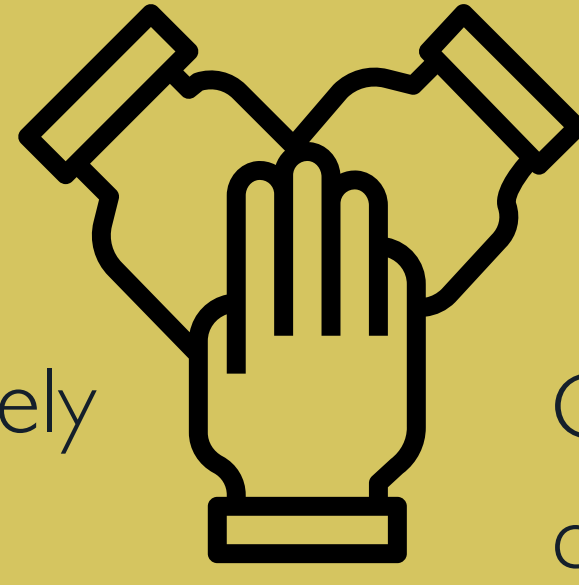
Ruth Trout and Fiona Chalk - Senior Lecturers, BNU
Sam Crowe - Executive Editor, McGraw Hill



Publisher Background

Custom/Create enables us to use an existing content library to create entirely new resources representing a low-cost investment opportunity. It allows -

- Education partners to create tailor-made solutions for specific student groups, modules and programmes, such as the Continuing Professional Development (CPD) courses at BNU. This is a key element of how we work with Higher Education Institutions (HEIs) as a partner in education
- Stronger relationships with educators/decision-makers within the healthcare professional (HCP) education sector
- Valuable market insight to inform future content development strategies.
- A high potential for financial scalable benefits



University Background

CPD is essential to ensure high quality care delivery, however it is a challenge to deliver. CPD students can be academically complex -

- may not have studied for a long time
- mature students who also have caring responsibilities
- high proportion of internationally trained HCPs who have not studied in a UK comparable HEI and/or students 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 students, completion of their specialist academic studies are not their main priority, academic skills are an even lesser priority

Creating the Custom Book

The e-book 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 and 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: How you can find 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 e-books have been purchased -

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



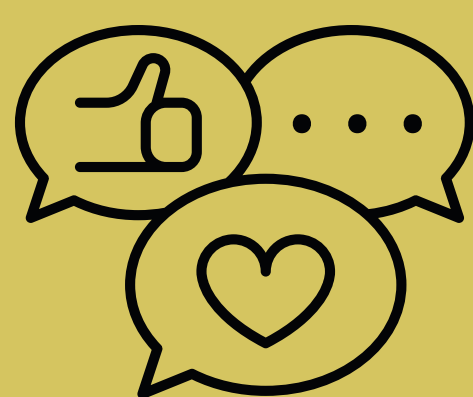
Evaluation - Student, Academic and Publisher

Student

- Busy CPD students state simplification and streamlining of resource acquisition was a 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
- E-book 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

Academic and Publisher

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



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"*
- "It was like having the lecturer in the room!"*

Obstacles and Challenges

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



The future

- Evaluation is ongoing with potential additions suggested, e.g. referencing, critiquing
- Scalability - potential to reach a wider audience
- 'Word of mouth' promotion to academics and healthcare students to improve uptake
- Continuing collaboration between publisher and HEI strengthens brands reputation within the healthcare education sector
- Collaboration provides valuable insight into student preferences and learning needs to inform future content development strategies for BNU and McGraw Hill

Conclusion

Partnering on the Custom/Create 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.

