

Development of Strategy and Tools for the Evaluation of the *Genetics through a Primary Care Lens* Website

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Background

A national faculty development initiative, *Genetics in Primary Care* (GPC), has developed teaching tools on genetics for primary care physicians. The initially developed tools have been previously evaluated through a physician workshop and a physician survey on their content and usability, on the degree of physician satisfaction and their impact on clinical practice. Since this evaluation and based on its results, the teaching tools have been modified and are being put on the Gene Tests website, as *Genetics through a Primary Care Lens*.

Purpose

The purpose of the practicum project was to develop a strategy and the necessary tools to evaluate primary care physicians' satisfaction with the content, format and usability of the website.

Program Theory

We developed cause-effect and implementation program theories. (see figures)

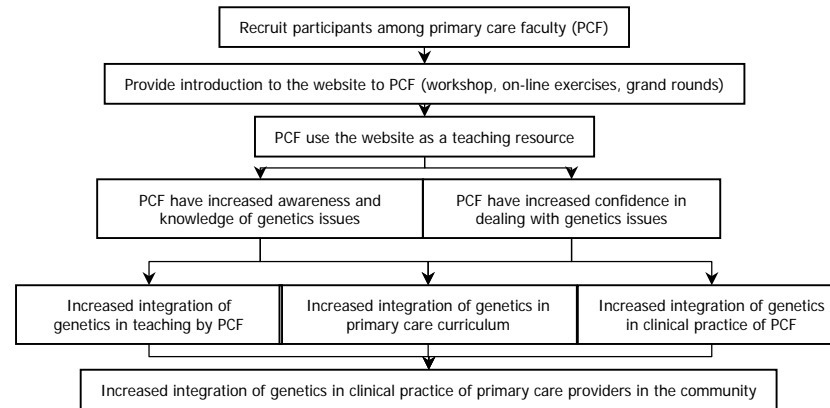
Description of the program

The program is directed at primary care faculty (PCF). Introduction of PCF to the website should immediately improve their genetic knowledge. Within 6 months, it should also lead to an increased integration of genetics into their teaching practices and increased confidence in their ability to deal with genetics issues.

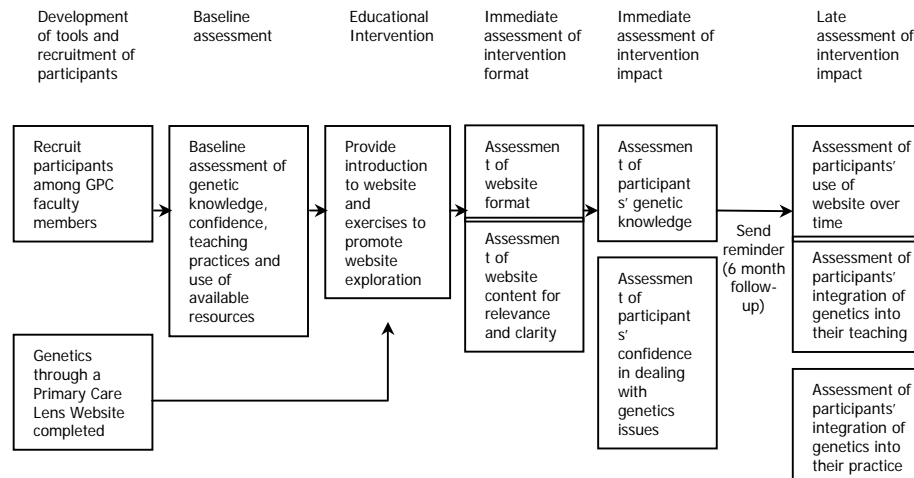
Program objectives

- Recruit participants among PCF
- Assess relevance and clarity of website for PCF.
- Increase PCF's knowledge of genetics issues
- Increase PCF's confidence in their ability to deal with genetics issues
- Increase PCF's integration of genetics in their teaching
- Increase PCF's integration of genetics in clinical practice
- Increase genetics content in primary care education
- Increase integration of genetics in clinical practice of primary care providers in the community

Theory of Cause and Effect for Website



Theory of Website Evaluation Implementation



Development of Evaluation Tools

Introduction of PCF to the website can occur through any of 3 different educational interventions: individual on-line exercises, group workshop or grand rounds presentation. Previously used examples and exercises are available for each approach.

Questionnaires were developed for all 3 approaches:

- Individual on-line exercises and group workshops:
 - Pre-questionnaire (demographics, baseline data on genetics in their practice)
 - Post-questionnaire (website format and content, predicted impact of website use on their practice)
 - 6-month post-questionnaire (impact of website use on their teaching and clinical practice)
- Grand rounds:
 - No pre-questionnaire
 - Special post-questionnaire (demographic, website relevance, general content and format, predicted impact on their practice)
 - 6-month post-questionnaire (impact of website use on their teaching and clinical practice)

Future Directions

Now that the evaluation strategy is well defined and that the evaluation tools have been developed, the next steps are:

- Update tasks and exercises for each of the website introduction approaches
- Recruit PCF participants
- Start introducing PCF to pilot website
- Start evaluation process and data collection
- Analyse data
- Make necessary changes to website
- Make website widely available to primary care providers