

Beyond Feedback Surveys:

Harnessing the Power of Qualtrics
in the UCSF School of Medicine Curriculum



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UCSF School of Medicine Bridges Curriculum



What do you do when the platforms and systems available at your institution don't align with the needs of stakeholders or the curriculum structure?

Innovate

- Use an existing tool
- Design or create a new tool



Is an existing
tool able to...



1) Augment or replace LMS activities outside the bounds of a course?



2) Simulate paper form submission and decision-making?



3) Customize clinical skills feedback for each student and make accessible to many on mobile devices?



4) Lead new students through a complex onboarding process; identify and support students hitting road blocks?

qualtrics^{XM}



1) Augment or replace LMS activities outside the bounds of a course



2) Simulate paper form submission and decision making

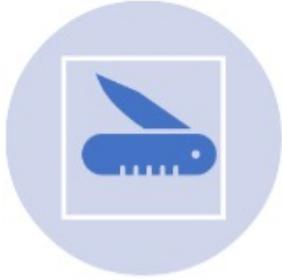


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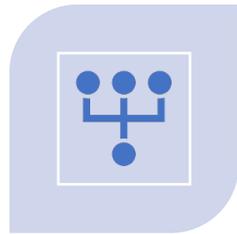
Robust, flexible tool



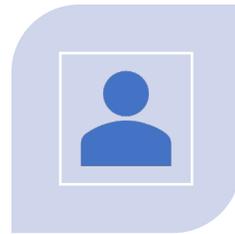
Beyond just surveys



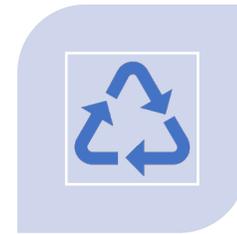
DIVERSE QUESTION
TYPES



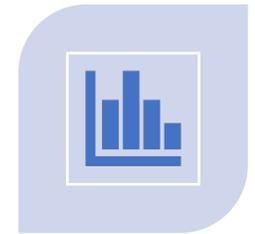
BRANCHING LOGIC



EMBEDDED DATA FROM
CONTACTS



MOBILE FRIENDLY,
RESPONSIVE DESIGN



MONITOR COMPLETION
AND PULL DATA OR
REPORTS



1) Augment or replace LMS activities outside the bounds of a course

Online Learning Modules in Qualtrics

Need:

- Convenient, effective way to deliver foundational science content during students' clinical experience

Solution:

- Develop interactive online learning modules
 - Asynchronous, mobile-friendly
 - Case study approach integrating foundational science with clinical application
 - Students work through module to promote spiral learning with immediate feedback
 - Attestation and completion tracking through a contact list trigger

Lessons Learned

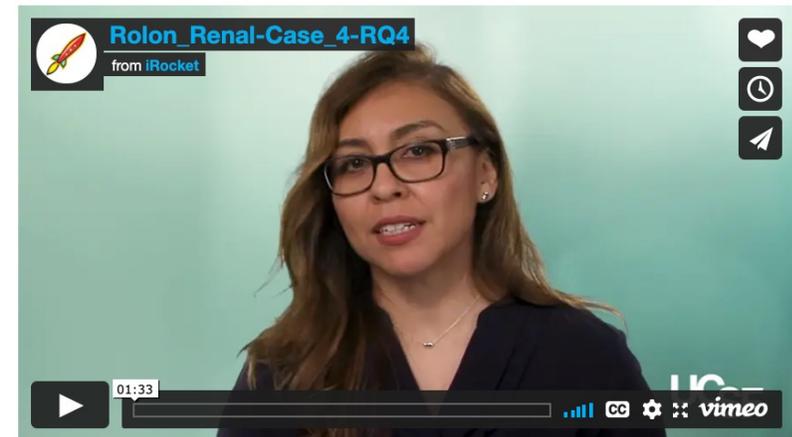
- Qualtrics met the curricular need for asynchronous online learning modules
- Empathizing with the students' clerkship experience impacted how modules were delivered, addressing time and location restraints
- Chunking content helped students
- Required a lot of development time
- Key subject matter experts needed help understanding process and time commitment



University of California
San Francisco

Sample Student

Watch this video to learn more.



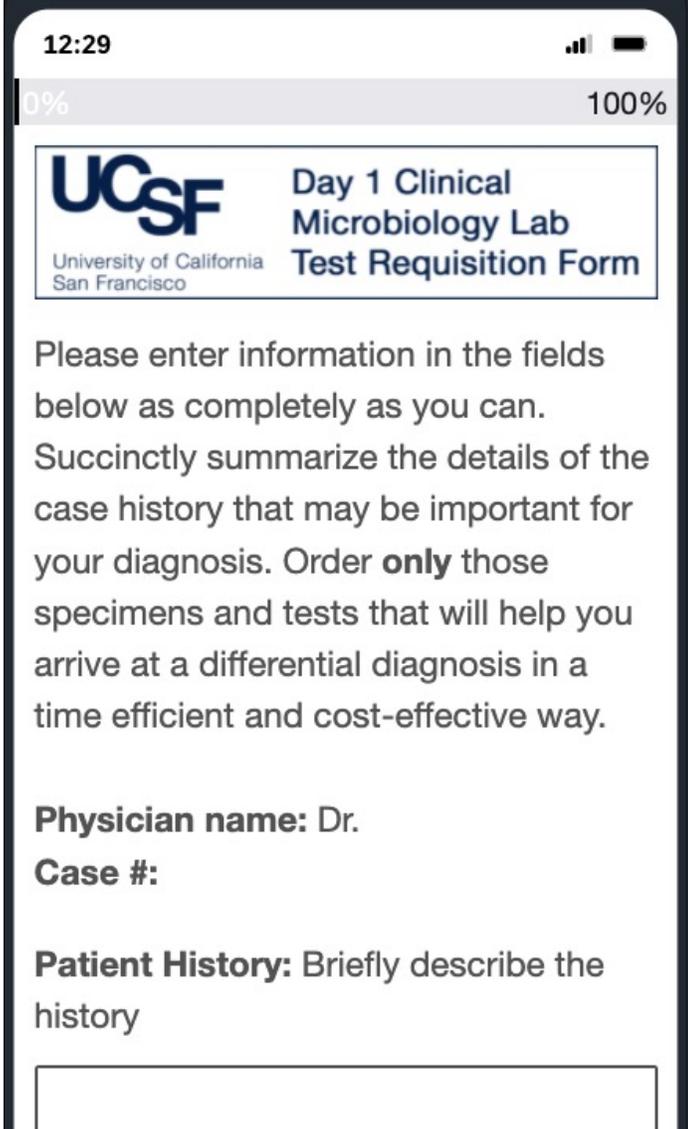
abc OEQ2: What is the reason that diabetic kidney disease has a faster rate of progression? Summarize in bullet points.



2) Simulate paper form submission and decision making

Microbiology lab simulation form

- Need:
 - In 2020, due to Covid, microbiology lab instructor had to run lab online
 - Had to replace paper form that let students order lab tests
- Solution was a Qualtrics form with:
 - Personalization
 - Display logic
 - Automated emails
 - Data spreadsheet



12:29

0% 100%

UCSF University of California San Francisco

Day 1 Clinical Microbiology Lab Test Requisition Form

Please enter information in the fields below as completely as you can. Succinctly summarize the details of the case history that may be important for your diagnosis. Order **only** those specimens and tests that will help you arrive at a differential diagnosis in a time efficient and cost-effective way.

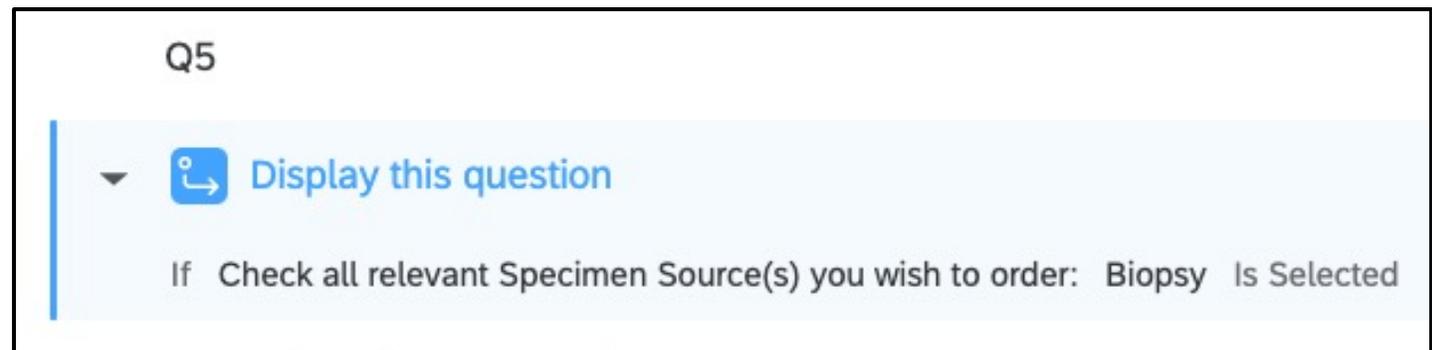
Physician name: Dr.

Case #:

Patient History: Briefly describe the history

Lessons learned

- Met regularly with instructor for feedback
- Built & tested form, one feature at a time
- Could pipe in data & use display logic to customize forms
- Automated emails provided notifications & data record
- Could export data as Excel spreadsheets
- Advanced features made the form better than paper version





3) Customize clinical skills feedback for each student and make accessible to many on mobile devices

Formative Assessment and Completion tracking for clinical experiences

Need: feedback and time-tracking for hundreds of students in hundreds of locations from hundreds of preceptors



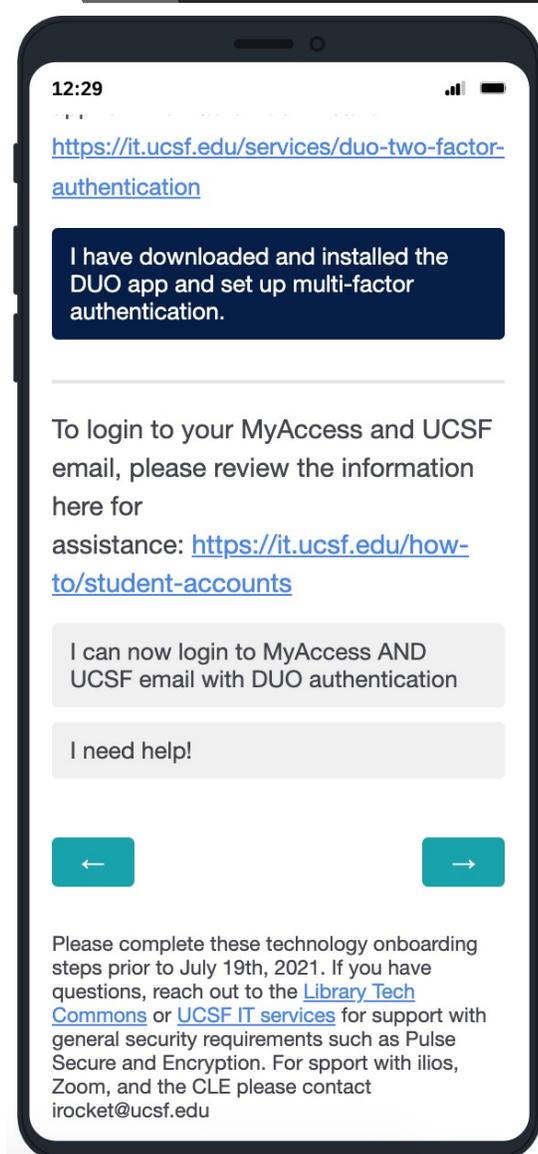
Solution:

- Mobile-friendly
 - Personalized URL or QR Code
 - Embedded and Piped Data
 - Email notification triggers
 - Data pulled into Student Dashboard from Qualtrics or updating contact data within Qualtrics
-
- Lessons learned: make it simple for users!



4) Lead new students through a complex onboarding process; identify and support students hitting road blocks

Technology Onboarding & Orientation



Need:

- Virtually guide new medical students through UCSF network, security, and technology system onboarding process
- Provide opportunities to schedule one-on-one virtual support appointments if needed
- Track which students have completed required technology onboarding

Solution:

- One survey to all incoming medical students, walking them through the onboarding process
- Branching to different instructions for different system requirements (Mac vs. PC)
- Unique links to track progress and completion
- Opportunities within to schedule one-on-one support sessions if necessary
- Attestation questions for required policies & “Test Your Knowledge” questions along the way

Technology Onboarding & Orientation



Lessons and Conclusions

- Vast majority of students (>80%) completed onboarding without requiring a one-on-one support session
- Can reuse survey with minor changes in future years
- Several students wanted to retake survey to confirm answers, for whom we provided an anonymous link
- Dependent upon outside documentation to be up-to-date and accurate

Q & A

How does your campus innovate or hack?

What are some situations that don't fit your campus's current platforms or systems?

What might Qualtrics do for your institution that falls outside of a survey?