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GP CPD Highlight Report 2016-17

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GP CPD Study Days

After a successful pilot in 2015–16, the GP Study Days programme continued in 2016-17 and were delivered by [Revalidation Support Unit, Wales Deanery](#).

The face-to-face study days are designed specifically for GPs to enhance and update their clinical knowledge and learning. They provide an excellent opportunity for GPs to:

- ⇒ Cover a broad range of topics and update their knowledge
- ⇒ Gain information and advice from leading expert clinicians
- ⇒ Network with other clinical professionals
- ⇒ Learn more about local policies and procedures
- ⇒ Q&A sessions for additional advice or guidance
- ⇒ Enhance quality of service
- ⇒ Improve their practice
- ⇒ Maintain & improve the quality of care they give to patients
- ⇒ Meet the requirements for [revalidation](#)

A total of 897 delegates attended the study days in 2016-17 (inc. GP Specialty Training (GPST) Trainees & Advanced Nurse Practitioners (ANPs)):

North Wales – 336 ♦ West Wales – 196 ♦ South Wales - 365

NORTH WALES

Study day topic	Numbers attended
Paediatrics	49
COPD	66
Care of the Elderly	52
Oral Cancer Update	9
End of Life	47
ENT	85
COPD	28

WEST WALES

Study day topic	Numbers attended
Diabetes & Endocrinology	28
Neurology	31
Paediatrics	33
Child Protection L3	31
ENT	42
Ophthalmology & Dermatology	31

SOUTH WALES

Study day topic	Numbers attended
Laboratory Investigations	62
Neurology	92
Child Protection	19
Oral Cancer Update	39
Respiratory	45
ENT	69
Diabetes Update	39

Feedback

As part of our quality assurance processes in the Unit, and to ensure we meet the needs of our customers, we asked each delegate to complete a feedback form following every event. This reflects our ongoing commitment to quality improvement.

In 2016 -17 we received feedback forms from 561 delegates. 64% of all attendees completed the feedback forms provided on the day.

The forms enabled us to establish whether we had met the learning needs and objectives of each delegate. At the beginning of each study day, delegates are asked to write down their developmental needs and expectations for the day. They are subsequently asked to evaluate whether these had been met. The feedback also provides us with an opportunity to consider how we can refine the booking process to increase efficiency, improve our organisation of the events and the content provided during each study day.

In 2016-17, 96% of delegates (who provided feedback) stated that their learning and developmental needs had been met. An increase of 1% from last year.

WHAT DID OUR DELEGATES SAY ABOUT THE STUDY DAY CONTENT?

- ⇒ Excellent talks
- ⇒ Useful resources to come
- ⇒ Too much to take in
- ⇒ Excellent overview & demonstration
- ⇒ Ongoing management and current thinking useful
- ⇒ Increased knowledge of treatments for patients
- ⇒ Clear & concise, understand treatments & general advice
- ⇒ Helpful triage approach. - Heavy empathises on using dermatology, but this isn't our reality yet.
- ⇒ Detailed action plan
- ⇒ Thorough & informative

The forms also request general feedback about the study day. It asks what did they enjoy most about the day, was there anything they felt did not work and it also asks for suggestions for improvement.

Here's what the delegates had to say:

WHAT DID YOU ENJOY MOST ABOUT THE DAY?

- ⇒ Case variety
- ⇒ Lots covered. Very relevant to primary care
- ⇒ The sessions were all very good and enjoyed interaction.
- ⇒ Excellent speakers, interactive and approachable
- ⇒ All topics were appropriate
- ⇒ Enthusiastic speakers
- ⇒ Opportunity to reflect on my understanding of respiratory diseases
- ⇒ Different topics kept it interesting

WHAT DID YOU LEARN FROM TODAY'S SESSION?

- ⇒ How to approach & the history/exam for neurological symptoms in general practice
- ⇒ Numerous learning points
- ⇒ All relevant info to practice
- ⇒ New treatment for care planning forms
- ⇒ Patients best interests
- ⇒ More information about hypogonadism - Review of current diabetic guidelines
- ⇒ Common ENT problems in general practice

WAS THERE ANYTHING YOU FELT DID NOT WORK WELL?

- ⇒ Lack of parking near venue, but was nice & close to H/W
- ⇒ None
- ⇒ No
- ⇒ Need to use microphone all day not just at the end!
- ⇒ Small point - coffee break and lunch too close together
- ⇒ No everything was very well organised

WHAT CHANGES WOULD YOU MAKE TO IMPROVE THE SESSION?

- ⇒ Handouts PLEASE!!
- ⇒ Good speeches. Better info re position of venue
- ⇒ Too many handouts
- ⇒ None
- ⇒ Parking

FURTHER COMMENTS?

- ⇒ Great/enjoyable day and very well presented/organised

- ⇒ Need to focus on GP relevance in talks: "What do we do as GP's?"
- ⇒ An enjoyable day. Looking forward to the next course
- ⇒ Love these sessions
- ⇒ Very worthwhile day
- ⇒ Thank you for organising this session

Organisation of Events

Of the 561 feedback forms received, 435 gave feedback on the organisation of the events.

Rating (1-5)	Organisation of the study days		Communication in the lead up to the study days		Quality of the venue		Food & Drink provided	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
5 – Excellent	305	70%	272	62.5%	233	53.5%	225	52%
4 – Very Good	112	25.75%	124	28.5%	134	31%	146	34%
3 – Good	15	3.5%	31	7.5%	48	11%	45	10%
2 – Fair	2	0.5%	5	1%	13	3%	11	3%
1 - Poor	1	0.25%	2	0.5%	7	1.5%	4	1%

GP CPD ONLINE MODULES

Over the last few years the advances in technology and smart phone devices has had an impact on how users access, consume, discuss and share learning content. Many are now used to having learning resources at their fingertips. The [GP CPD Wales website](#) allows users to access relevant, specialised clinical and non-clinical topics at any time.

Our collaborative resources share a consistent message to all doctors in Wales. For example, see our module on [Facial Pain](#). This allows for a greater degree of exposure, it is more cost effective and it has a lower environmental impact.

The CPD GP webpages currently has 28 modules, 18 Clinical topics and 10 non-clinical. Over the last 12 months, the site has been viewed 148,959 times. Several additional modules continue to be added and updated every quarter. We regularly review our site to ensure that all information provided is accurate and up-to-date.

A further 4 modules have been commissioned so far for 2017-18. These topics include Respiratory and Chronic Pain.

Recommendations

1) BUDGETARY CONSIDERATIONS

In anticipation of the possible Deanery CPD Review recommendations, the Unit has taken steps to lower the overall cost of organising the events with view to making them cost-neutral. Over the last year, delegates have paid £25.00 to attend the study days. Based on our calculations, we would recommend that we increase the price to £30.00 to cover our non-staff expenditure. We may wish to consider this for a provisional period to evaluate the impact on delegate numbers after the first 6 months in 2017/18. It remains an extremely competitive price for day-long CPD courses. For example, the RCGP Diabetes course (which delegates have commented is comparable to ours in quality and content) would cost £274 (RCGP members £223.00).

The effect of possible economies of scale also requires consideration. Developing relationships with venues may allow for prices that are more competitive. We could also negotiate a lower price/discount with a venue provider if we booked multiple events with them. This will reduce course costs without sacrificing quality, particularly if we share this information with other Deanery departments.

To support our position as an established CPD provider and to ensure that we have the ability to plan our events in good time, the budget provision could be allocated for a longer term than 6 months. This may maximise quality and ensure that the learning needs of the customers are met.

2) DELEGATES – COLLABORATIVE APPROACH

We could consider broadening the delegate pool and invite other Healthcare professionals, such as Advanced Nurse Practitioners, GP Trainees and other medical professionals. This could be achieved by actively targeting them via email communication, rather than relying on their practice staff to inform them of any upcoming events.

3) MARKETING, BRANDING AND COMMUNICATION

To ensure we remain at the forefront of CPD provision in Wales for GPs, we could consider improving our GP CPD brand and link them closer to our online modules. Having uniformity and parity between our resources allows consumers to recognise the brand and identify that it is synonymous with quality. The possible foundation of the brand should include a logo, website, correspondence and marketing material.

Standardising professional communication and advertisement will mirror the quality of the study days. A possible investment in branded correspondence (that could be revised for every event) would ensure a consistent approach.

We could utilise more options for targeted marketing to raise resource awareness and increase attendance, such as:

- ⇒ Deanery Social Media
- ⇒ Mail shot to practices
- ⇒ Contact GPST Trainees
- ⇒ ANPs direct mail shot

4) PROMOTION

To try and increase attendance at the study days, we could consider a promotional option that may enhance numbers on lower attended courses.

For example, attend two courses for £55.

Conclusion

Based on the findings in this report, there is clear evidence to suggest that there remains a high level of demand for the study days. They are a high quality, informative and valued resource to all GPs in Wales. The RSU continues to be considered as a credible and trusted provider of CPD in Wales for GPs.