

Work in Progress

'Utilization of Return on Investment (ROI) Methodology to Evaluate the Return on Learning (ROL) in CEAL Educational Training Events'

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Background: Today, there is a demand in areas of business, including healthcare and education, to connect investments in programs to organizational outcomes by demonstrating value and impact. In many cases, the programmatic value must outweigh the cost of the solution in order for the program to be sustained. The Center for Experiential and Applied Learning (CEAL) desired to implement return-on-investment (ROI) methodology via the ROI Institute Method in a project entitled Return on Learning (ROL) across its clinical enterprise portfolio of hands-on educational training events.

Objective: To complete a readiness assessment to ensure stakeholder inclination regarding ROL implementation and subsequently pilot a developed ROL evaluation tool prior to widespread implementation across the CEAL clinical enterprise portfolio of educational training events.

Methods: CEAL administered a modified electronic readiness assessment survey from the ROI Institute (<https://roiinstitute.net/>). Stakeholders included CEAL steering committee members and faculty/staff event champions currently holding educational training events within CEAL. Next, CEAL conducted a modified Delphi technique with the same stakeholders to narrow down questions on a general evaluation tool to five questions, and piloted that tool in 29 educational training events.

Evaluation Plan: The readiness assessment survey results (n=41) yielded an overall institutional score of 52.3 demonstrating per the ROI Institute scale that we were ready to build skills to implement the ROI process (15-30 = not a candidate; 31-45 = not a strong candidate; 46-60 = a strong candidate). Pilot of the general evaluation tool (n=339) utilizing a 1-5 Likert Scale (1=strongly disagree; 4=strongly agree) demonstrated high confidence to apply what was learned in the clinical environment (3.58±0.58), meeting the identified need (3.92±0.28), immediate application of use (3.86±0.37) and recommendation of the program/course to colleagues (3.94±0.26).

Conclusions: CEAL has moved forward with the ROL project. Based upon the pilot, CEAL has refined the general evaluation tool and has started implementation across the entire CEAL clinical enterprise educational training portfolio. CEAL is furthering the ROL project by evaluating the impact of training on patient outcomes using data from the electronic health record (EHR), piloting this approach on our ultrasound-guided IV program to demonstrate the feasibility of collecting this type of data.