

## IVIMEDS: An idea ahead of its time?

IAMSE Webinar – 14 March 2013



<http://www.flickr.com/photos/59939034@N02/5476290876/>

## Overview

- IVIMEDS – the concept
- Issues and barriers to participation
- Ahead of its time
- New trends – MOOCs & FOAMed



An idea is born ...  
Ronald Harden & Ian Hart

## 2002

Feasibility study involving 52 medical schools from across 16 countries

## Concept endorsed

... develop carefully but purposefully to an agreed timetable with clear targets and milestones guided by the Partner Institutions

## 2003

IVIMEDS formally launches with 32 founding partner institutions ...  
Membership £25k

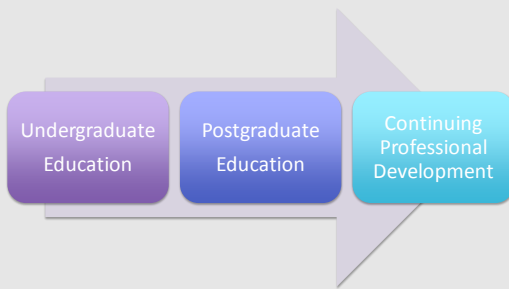
## Purpose

Setting new standards in medical education through a **partnership** of leading edge medical schools and institutions, blending high quality e-learning and face-to-face learning.

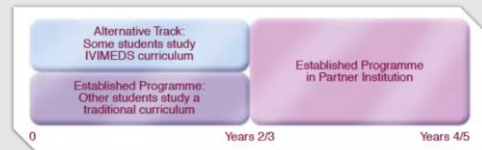
## Objectives

- Academic excellence
- High quality & reliable delivery system
- Sound business practice

## Continuum of education



## Aspiration



## Governance

- Board of Directors
- Executive Council
- Steering Council – annual meeting
- Working groups -education & technology

## Delivering the vision

Learning resources to support the undergraduate curriculum and a reliable platform

A bank of reusable learning objects (RLOs) mapped to learning outcomes



RLOs repurposed into learning resources and courses to meet local context



<http://www.flickr.com/photos/rob-young/2833241526/>



<http://www.flickr.com/photos/rob-young/2833238084/>

William McKay | ENT Clinic Visit 1 | University of Dundee

ENT Clinic Visit 1 - 1 week order

Virtual Patient Viewer

Case	Case	Start	End
1	Acute otitis media	11/11/10	11/11/10
2	Acute otitis media	11/11/10	11/11/10
3	Acute otitis media	11/11/10	11/11/10
4	Acute otitis media	11/11/10	11/11/10
5	Acute otitis media	11/11/10	11/11/10
6	Acute otitis media	11/11/10	11/11/10
7	Acute otitis media	11/11/10	11/11/10
8	Acute otitis media	11/11/10	11/11/10
9	Acute otitis media	11/11/10	11/11/10
10	Acute otitis media	11/11/10	11/11/10

Virtual patients based on core clinical problems

Learning Resources Peer Reviewed



<http://www.flickr.com/photos/ajcl/6735929719/>

How did things unfold?

## Core content delivered

- Cardiovascular course developed with input from Universities of Florida, Miami and Dundee
- Stroke resources developed by Dundee with input from Wake Forest
- Virtual patients
- Learning repository



<http://www.flickr.com/photos/r000pert/136999467/>

## Motives

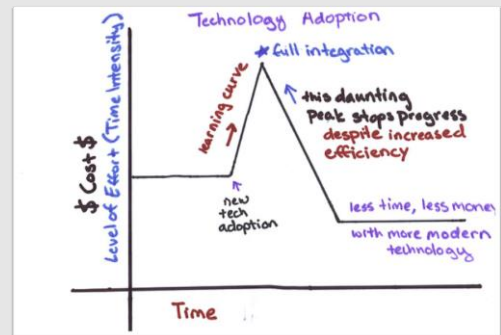
Why did institutions become members?



Time committed ...  
institutional priorities

<http://www.flickr.com/photos/darrentunncliff/4469318003/>

## Different levels of technology adoption



<http://www.flickr.com/photos/veribatim/4377329715/>



Cart before the horse ...

Lack of content development tools

<http://www.flickr.com/photos/cambodia4kidsorg/7428951526/>



Peer review becomes a bottle neck

<http://www.flickr.com/photos/ajc1/6735929719/>

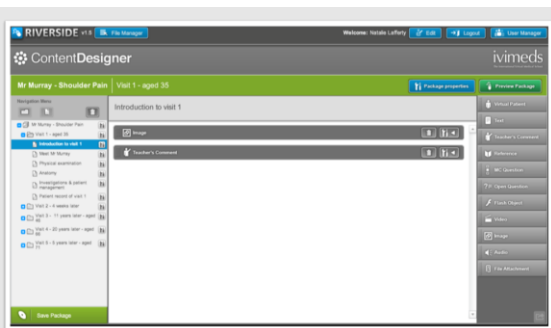
# Competition



# Deliverables not delivered

Members pull out  
Not seen as value for money

# But also some positives



Riverside content authoring tool



# 2013

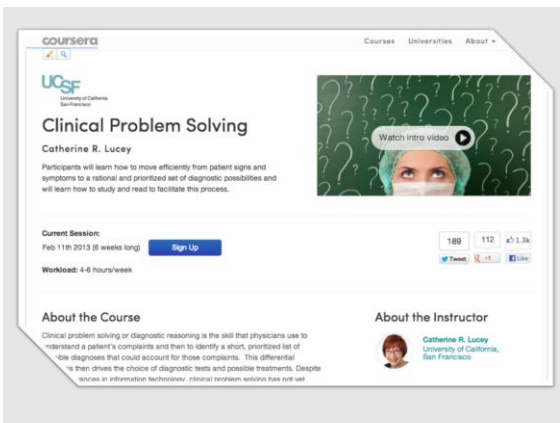
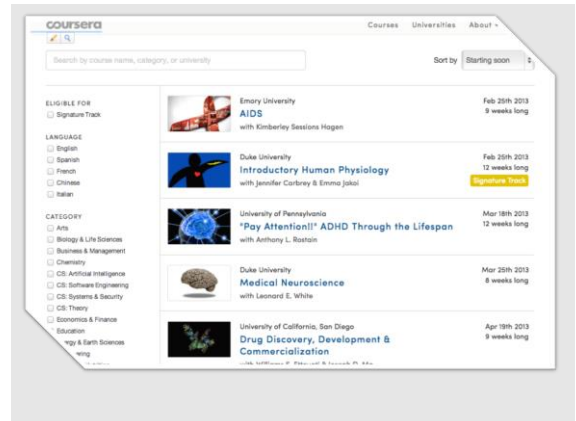
IVIMEDS still going with 12 members  
 ...changing organizational structure  
 from company to academic  
 partnership to

# Meanwhile ...

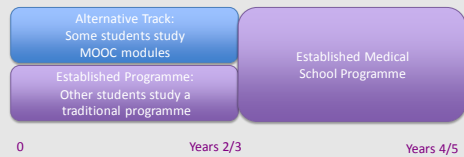


# MOOC providers

- Coursera
- EdX
- Udacity
- Futurelearn



# Will this model develop?



But ... concerns about pedagogy in MOOCs



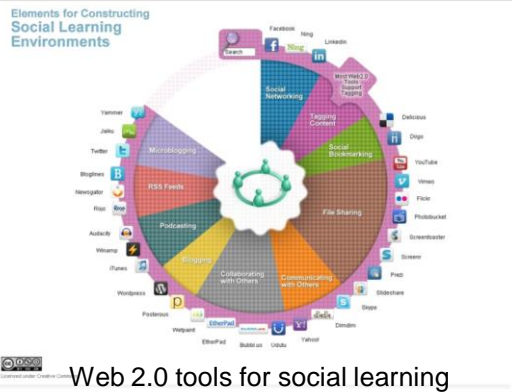
Free Open Access Medication  
#FOAMed



#FOAMed Community – Grass roots



[gmp.org](http://gmp.org)



Web 2.0 tools for social learning



Article

### YouTube as a Platform for Publishing Clinical Skills Training Videos

David Topps, MD, Joyce Helmer, EdD, and Rachel Ellaway, PhD

**Abstract**

The means to share educational materials have grown considerably over the years, especially with the multitude of internet channels available to educators. This article describes an innovative use of YouTube as a publishing platform for clinical educational materials.

The authors posted online a series of short videos for teaching clinical procedures anticipating that they would be widely used. The project Web site attracted little traffic, alternatives were considered, and YouTube was selected for exploration

as a publication channel. YouTube's analytics tools were used to assess uptake, and viewer comments were reviewed for specific feedback in support of evaluating and improving the materials posted.

The uptake was much increased with 1.75 million views logged in the first 33 months. Viewer feedback, although limited, proved useful. In addition to improving uptake, this approach also relinquishes control over how materials are presented and how the analytics are generated. Open and anonymous access also limits relationships with end users.

In summary, YouTube was found to provide many advantages over self-publication, particularly in terms of technical simplification, increased audience, discoverability, and analytics. In contrast to the transitory interest seen in most YouTube content, the channel has seen sustained popularity. YouTube's broadcast model diffused aspects of the relationship between educators and their learners, thereby limiting its use for more focused activities, such as continuing medical education.

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The conditions were perhaps not right back in 2003 for IVIMEDS to realise its original vision ...

Perhaps if it was starting in 2013 it would be different ...

Keys to success would include funding, engagement and available technologies

Is it needed?

## Questions and discussion

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