Swipe Right: A novel approach to junior doctor orientation at Auckland District Health Board (ADHB)

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Auckland DHB

- NZs largest tertiary referral centre
- Largest trainer of Drs in NZ
- 1,477 medical staff
- 50 Post-Graduate Year 1 (PGY1)
PGY1 Orientation

Auckland DHB
• Clinical Education and Training Unit (CETU)
• 2 days
• Pharmacy = 10 min presentation on day 1

Nov 2017 = new format
• 3 min presentation on day 1
• Stand at a 45 min EXPO during coffee break
How are we going to tell the PGY1s everything they need to know ‘about pharmacy’ in 3 minutes?

We weren’t!
What did we do?

Formed a working group
• 10 pharmacists from all areas of the department

What is the purpose of orientation?
• Pharmacy information
  ◦ opening hours
  ◦ contact details
  ◦ our role
• Provide guidance on safe prescribing
  ◦ Reference sources
  ◦ Local protocols
Survey

PGY 1, 2 & 3s
- What information do you want at Orientation?
- What information do you want later on in the PGY1 year?
- How would you like the information delivered?

On the first day junior doctors
- Don’t want information overload
- Do want to know who they can contact for help
- Do want to know where to find information
Brainstorm

Three minute presentation

• Advert

Orientation

• The beginning of the working relationship with junior doctors
• Opportunity to set the scene

• What message do we want to convey about who we are?
• What’s our ‘unique selling point’?
• What will appeal to this demographic?
Orientation Day: 23 Nov 2017

PREZI PRESENTATION
They did ‘like’ us!

Video grabbed their attention
  • Different to the other presentations
  • Broke the ice

EXPO
  • Easy transition into a conversation
  • Provide individualised information leaflets with
    ◦ Ward Pharmacist contact details
    ◦ Links to useful prescribing information
Feedback

Objective evidence harder to obtain
- Orientation not formally evaluated by CETU

Pharmacy survey in May 2018
- 5.6% response rate (n=3)
- ‘a break from being talked at’
- video was ‘memorable’
Learning points

• Challenges can become opportunities
• What do your audience want?
• Diverse team
• Be creative

• .......no inappropriate romances (that I’m aware of!)
Acknowledge the working group

Special thanks to Ziyen Lam, creator of the video