Apps for Health Presentation

by

Russell Sawchuk
Steppingstones Partnership Inc.

April 25, 2014

LearningNurse.org / .com / .ca

About LearningNurse.org

Informal nurse learning
Built April 2008 / Aug. 2013
Clean (no advertising)
Safe and independent
Free for educational and personal use
Reasons for Creation

- Need for accessible nurse learning
- Freedom to explore and innovate
- Make the world a better place
- Because I could

Clients and Users

- All levels of nurses
- Nursing instructors and students
- Other healthcare professionals and students
- Researchers and graduate students
- Independently and part of programs (LMS)
Utilization and Traffic

For March 2014:
- 30,800 unique visitors
- 45,500 visits
- 454,000 page views
- Bandwidth of 76 GB

Browsers:
- Chrome 22%
- IE 19%
- Safari 15%
- Mozilla 14%
- iPhone 12%
- Firefox 11%
- Android 5%

Utilization and Traffic

Locations in 2013:
- 55% from United States (nurses=2.9 M)
- 15% from Canada (350 K)
- 6.5% from Australia (201 K)
- 5.6% from Great Britain (621 K)
- 2.7% from India (1.4 M)
- 2.7% from New Zealand (44 K)
- 1% from Philippines (488 K)
- Rest of 11.5% from 50+ other countries
Major Components

- Quizzes
- Games
- Apps
- Self-assessments
- e-Learning
- Plus many more ...

Nursing Quizzes

163 quizzes with 11,427 questions
Created from recent nursing textbooks
Most popular component
Started with Quiz Creator (Flash)
Switched to Quiz Builder (Flash)
Needed name and certificate
QB easier to track plus provides reports and item analysis
... Nursing Quizzes

Looking for new quiz software
Anatomy Terminology (n=46,000)*
Immediate feedback
25 to 30 questions from larger pool
10 to 15 minute learning chunks
Music and narration *not effective


Nursing Games

128 nursing games with 4,335 items
Surpassed quizzes in popularity
Use mostly same content as quizzes
Started with Flash based games
Development, sampling and mobile issues
Switched to HTML5 software
Needed customization for name and tracking
Trivia and Word Guess games
Trivia (SN) 4 times more popular
HTML5 problems with browsers
HTML5 not mature enough yet
StoryLine games (Flash, iPad and HTML5)
SL most fancy, but least popular
Needed programmer to track SL games
Track game, player, score and date/time to database

10 apps on body systems + 1 microbiology
Demand for quizzes for iPads and tablets
Formed partnership with app developer
Apps based on several combined quizzes
Can select 25, 50 or 100 questions
. . . Nursing Apps

Available for iPhone/iPad, Kindle and Android
Available offline anytime and anyplace
Available from iTunes, Amazon & Google stores
No easy conversion from quizzes or games
Want to develop more learning apps

Self-Assessments

215 forms with 3,225 nursing competencies
Detailed descriptions of nursing competencies
Online checklists for self-assessment
Third most popular component of website
Data not recorded or tracked
Popular in research and thesis projects
Only a few due to limited resources
Simulation using avatars for patients
Pressure Ulcers eCourse latest project
Exploring instructional and learning options
Developing for global audience

Female and male professional narrators
Scripts for online notes and printed handouts
Narration as playable & downloadable podcasts
Various interactive activities
Learning games
Module quizzes (online and print)
Final exam, report and certificate
Promotion and Marketing

- Direct mail
- Ads in nursing magazines & journals
- Learning Nurse newsletter (400)
- LN Twitter account (125)
- Bookmarks – 53%
- Search engines (Google) – 24%
- Links (Pinterest, Facebook) – 19%
- Conferences

Challenges

- Credibility
- Support from nursing organizations
- Little feedback from users
- Direction for future priorities
- Limited resources
- Keeping up with content, technology & software
Opportunities

- Self-sustaining and available to millions
- New and better software tools
- So much yet to learn
- Lots of content available
- Large numbers of potential users
- Bring about changes in nursing education

Final Thoughts

- Discovery learning inexpensive and effective
- Efficiencies of scale
- Nurse education and learning must change

Learning Nurse Target Audience
Contact Information

Russell Sawchuk
Learning Nurse Resources Network
Steppingstones Partnership Inc.
Edmonton, Alberta CANADA

E-mail: russ@steppingstones.ca
Phone: 780.430.8245 or 800.267.9997 (Canada and USA)
Twitter: https://twitter.com/learningnurse

Webs: Learning Nurse  http://www.learningnurse.org
Corporate:  http://www.steppingstones.ca

Copy of this presentation can be downloaded from:

Quiz Development

   http://www.quiz-builder.com

2. QuestionWriter: Generates HTML5 quizzes.
   http://www.questionwriter.com

3. Quiz Deluxe: Joomla component that uses PHP & MySQL to create and track quizzes. http://www.joomplace.com

Learning Games

1. **eLearning Brothers**: Dozens of game templates in different formats (Flash, HTML5, StoryLine, Captivate, etc.) available via subscription basis. [http://elearningbrothers.com](http://elearningbrothers.com)

2. **StoryLine (Articulate)**: Can be used to create learning games. [http://www.articulate.com](http://www.articulate.com)

Other Resources

1. **Voice123**: The place to find professional narrators / voice actors. [http://voice123.com](http://voice123.com)

2. **Freelancer**: A great place to find an expert programmer at an affordable price. [http://www.freelancer.ca](http://www.freelancer.ca)

3. **Character Builder** (Media Semantics): Software to create animated characters. [http://www.mediasemantics.com](http://www.mediasemantics.com)