Using the internet to extend the knowledge base of general practice organisations

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Main points of this presentation

- Routine organisation reports can contribute both to accountability and to the knowledge base
- Web-based data collection is very efficient
- The internet offers novel ways to present information
- Better presentation means better exchange and transfer of knowledge
Outline

1. Knowledge exchange and transfer (KET) for the Divisions of General Practice Network
2. Routine reporting and KET
3. Benefits of the internet
4. Lessons along the way

1. The Divisions of General Practice Network

Australian Government

State based organisations (n=8)

Divisions (n=119)

AGPN

General practice

Other PHC providers
Many sorts of knowledge are shared within the Divisions Network

- Who’s doing what?
- What works and doesn’t
  - Supporting and engaging GPs and practices
  - Implementing government programs
  - Change management
  - Integration
  - ......
- Facts and figures to support submissions for funding

Divisions use formal and informal methods of exchange which rely on:-

Chance communications through personal networks

Supporting infrastructure

- State and national organisations
- Structured meeting opportunities
- Diverse networks within networks
- Accessible web-based information systems
2 Knowledge exchange and transfer, and routine reporting

Multiple use of information from routine organisation reporting

- Contract management and accountability to the funding source
- Opportunity to capture information for learning and sharing

The COUNT principle:
Collect Once Use Numerous Times

Division reports to Government:

   - National and local performance indicators in 9 priority areas

2. Annual Survey of Divisions
   - only ready source of standardised information about Divisions’ activities
   - long complicated branched survey

*Both of these now use web based systems designed by PHC RIS*
3 The internet allows more efficient data collection and better display of the results

- Easy administration
  - Modifications
- Improved data quality
  - Timeliness
  - Completeness
  - Accuracy
- Innovative display
  - Different levels of access to suit many purposes

What we did...
ASD 2005-06: from Word to Web

Word based survey (to 2004-05)  On-line web based survey (2005-06 onwards)
Why we did it...

<table>
<thead>
<tr>
<th></th>
<th>ASD 2005-06</th>
<th>Web</th>
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<tbody>
<tr>
<td>Multiple documents lead</td>
<td>✈️ <strong>Multiple users</strong></td>
<td>✈️ Multiple user access available</td>
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<td>to version control issues</td>
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<tr>
<td>Required time consuming</td>
<td>✈️ <strong>Data validation</strong></td>
<td>✈️ Invalid responses identified with</td>
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<td>clarification of invalid</td>
<td></td>
<td>immediate feedback to Users</td>
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<td>or incomplete questions</td>
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<tr>
<td>Scrolling through pages</td>
<td>✈️ <strong>Navigation</strong></td>
<td>✈️ Interactive links to Questions</td>
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<tr>
<td>Complex and spanning</td>
<td>✈️ <strong>Questions</strong></td>
<td>✈️ Simplified by interactive Display</td>
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<tr>
<td>many pages</td>
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<tr>
<td>Manual review</td>
<td>✈️ <strong>Determining</strong></td>
<td>✈️ Dynamic indicators to show survey</td>
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<td>completion of survey</td>
<td>status</td>
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<tr>
<td>Static in survey document</td>
<td>✈️ <strong>Help</strong></td>
<td>✈️ Interactive links to trouble-shooting</td>
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<td></td>
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<td>advice and support tools</td>
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</tbody>
</table>

Immediate efficiencies

- Quicker responses
- Cleaner data
- Less time spent following up incomplete or invalid data
- Automated transfer to SPSS saved errors
- More rapid feedback of results to Divisions and Network
- Greater user satisfaction
Outputs from Annual Survey 1: Tailored feedback to data providers

Table 1: Feedback from data and practice setting intervention

<table>
<thead>
<tr>
<th>Variable</th>
<th>Data Provider</th>
<th>Practice Setting</th>
<th>Feedback Type</th>
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</thead>
<tbody>
<tr>
<td>Confidential feedback</td>
<td>Data Provider 1</td>
<td>Practice Setting 1</td>
<td>Confidential feedback</td>
</tr>
<tr>
<td>Confidential feedback</td>
<td>Data Provider 2</td>
<td>Practice Setting 2</td>
<td>Confidential feedback</td>
</tr>
</tbody>
</table>

Confidential specific feedback against comparators

Confidential feedback to state organisation

Outputs from Annual Survey 2: Aggregated reporting at national & state level

National and state trends by priority area

Tables and figures on-line
Outputs from Annual Survey 3: accessible web resources

- Fast Facts
- Division Mapping Tool
- Benchmarking tool

When Divisions used word documents for reporting, on-line display was limited to individual files in pdf format.
On-line reporting enables more flexible aggregated display and collation of sections of reports

User can filter display by content, organisation, location, demography
4 From word to web: what we’ve learned

Improving data quality

- Online survey needed very careful design and testing
- Divisions mostly receptive to new technology
  - IM skills and survey response processes varied
- Substantial reduction in incomplete and/or invalid data
- 100% survey response achieved earlier than with word document

From word to web: what we’ve learned (continued)

Improving information sharing

- Work with users to tailor information to diverse needs
- Brief is best – bite sized pieces
- Don’t take the website hosting for granted
- Explain and promote what is possible – it does not speak for itself
Further information

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