

Building a course on the PrescQIPP e-learning platform

Why e-learning?

There are multiple benefits of using an e-learning platform to deliver training:

- **Cost-effective and scalable** - Once built, e-learning courses can be made available to as many students as required, without the need for travel time by students or course.
- **Flexible and better for learners** - Because e-learning can be undertaken at a student's own pace and time, and they have the ability to revisit any areas of learning as necessary, e-learning can cater for a wider range of learning needs and increase the amount of knowledge that learners retain.
- **Recorded learning activity** - By incorporating tests into your e-learning, you can get valuable intelligence on the baseline knowledge of your students and what they have learnt through the course.
- **Automated certification** - Certificates can be automatically issued to students enabling them and you to record their final exam.
- **Consistent** - You can be sure that all learners have access to exactly the same content.
- **Environmentally friendly** - Eliminating the need for travel and reducing paper-based learning can reduce the environmental footprint of your organisation.

Benefits of the PrescQIPP e-learning platform

There are a wide range of e-learning providers, but the PrescQIPP e-learning platform can offer a number of specific benefits to subscribers:

- Hosted e-learning on a familiar site with a wide range of useful resources.
- 'Do once and share' philosophy and not for profit model means lowest possible costs.
- Flexible platform that can host a wide range of media including videos, audio, documents, and images.
- Quizzes that enable you to baseline student knowledge and test learning.
- Final exams with the opportunity to generate certificates based on a pass mark.
- A sophisticated 'teacher interface' that will let you log in to manage the course, create lessons, monitor student activity and even mark set essay questions.
- The opportunity to share with commissioners across the PrescQIPP community.

Costs

We recognise that for most primary care commissioning organisations, the main options for delivering e-learning are either to commission a private provider to develop a bespoke course at considerable expense, or to seek third party funding from the pharmaceutical industry for example.

In line with our mission to support our community of subscribers and deliver value by doing once and sharing, we have sought to develop a platform that will meet the needs of commissioners, make the provision of e-learning affordable and benefit the whole PrescQIPP community by making subscriber developed courses accessible to everyone.

We understand that some organisations are likely to require more technical support than others and have developed a flexible offering that will enable you to build a package based on your own needs and in-house resources.

Basic e-learning package: Flat rate: £825 + VAT

- **Creation of an e-learning course** on the PrescQIPP platform that will be freely available to all registered users in your CCG area for you to populate with your own content.
- **Course teacher(s) set up:** as many people as are appropriate can be listed as a teacher for the course, get access to the 'Course teacher interface', and receive email notifications of students successfully completing the course.
 - » The 'Course teacher interface' enables all teachers to create and amend modules, lessons and quizzes, mark essay questions, monitor student activity including student enrolments, progress and test scores (NB this basic monitoring will only provide the student name and email address and will not detail their organisation – enhanced reporting is available as an optional extra as detailed below).
- **Population of the course outline** with module and lessons titles.
 - » The outline will need to be provided by the course commissioner but can be subsequently amended/added to by any course teacher.
- **Hosting and access to the course via the the PrescQIPP site for three years.**
 - » Extensions to this can be agreed but we want to ensure that hosted content remains relevant and up to date.
- **Uploading of course images** including:
 - » 'Course avatar' i.e. the image that will appear on the [course category page](#) for learners to select.
 - » 'Course cover' i.e. the image that will appear at the top of the course outline page
 - » **Branded header** for lesson content
- Access to instruction videos and documents on creating an effective e-learning course including how to use the teacher interface and simple HTML programming.
- Up to **six hours** of course development support from the PrescQIPP team.
- **Branded downloadable certificate** for users successfully completing the course.
- User instruction template with details about how to log on and access the course to promote your published e-learning course.

Optional extras

- **Enhanced reporting:** Downloadable reports on student enrolments and successful completion including student name, organisation and email address. **£400 + VAT**
- Further development support: **£250 + VAT** per day
 - » Recording, editing and hosting of video presentations
 - » HTML coding to support the aesthetic and technical design of your course (for example: creating coloured boxes, and tabs to layout your content)
 - » User testing
- We're also able to host set up and report on user feedback, just let us know if you're interested.

For more information or to start developing your own e-learning course, contact help@prescqipp.info.

Good practice principles

Bearing in the mind following good practice principles will help you to build an effective e-learning course for your users.

- **Define your audience:** Defining your audience is essential when developing any training programme including e-learning. You should be clear exactly who the audience are, what they are likely to already know, when and where they are likely to access the course and when they should have completed the course by.
- **Set clear learning objectives:** It is essential to define clear learning objectives at the outset so that your students know what they will learn as a result of undertaking the course. The number will depend on the length of your course but aim for between one and five so that your learners are not overwhelmed.
 - » Making them as specific as possible is important because they should be used to build the content of your course, and as the basis for any assessments.
 - » For example, 'Understand the three principles of the Food First approach to managing malnutrition' will be easier to assess than 'Be aware of the 'Food First' approach and be confident in applying it to patients in the community'.
- **Logical course structure and bite sized learning:** Before you start populating your content, layout your course structure split into modules (groups of lessons covering specific themes) and lessons (individual 'screens' that your students will arrive on).
 - » Be mindful of the length of each lesson – the beauty of e-learning is that learning can be split into easily digestible bite sized chunks that students can undertake in their own time and revisit with ease. Try to keep each lesson to a few minutes in length.
- **Make it interactive and engaging:** Another benefit of e-learning is that you can use multi-media to engage your learners.
 - » Use a mix of videos, audios, text, documents, external links and images and avoid repetition.
 - » Case studies and quizzes are great for helping students to review and embed what they have learnt in the lessons and are often a good way of concluding modules.
 - » Make sure questions to your quizzes are sufficiently challenging and the answers can't simply be guessed.
 - » Keep the language accessible and speak directly to your students as this will make your content more engaging and help them to retain more information.
- **Make your content visually appealing.** You can use:
 - » A branded header with your logo for the top of each lesson.
 - » Formatting - to layout your lessons using tabs, coloured boxes, and tooltips.
 - » Pictures - which should be of a sufficiently high resolution and have the correct copyright permissions.