



St. Christopher's
Hospital for Children



EXPANDING YOUR WEB: ADVANCED WEB SITE TOOLS TO ENHANCE YOUR EDUCATIONAL GOALS

Association of Pediatric Program Directors Annual Meeting

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Disclosures

- Drs. Matz, McInnes, Blair, and Spector have no conflicts of interest to disclose

Goals

- Use web-editing software to create advanced educational modules
- Understand use of Microsoft Sharepoint
- Develop multimedia case-based questions
- Analyze web site usage

SCHC Experience

- Online Forms
 - Case of the Week
- Sharepoint
 - Document and image libraries
- Video

Background

- Educational sites created 2006-07
- Initially, very basic
 - Document lists
 - Announcements
- Desire to use website to better support educational goals

St. Chris Tech Support

- Our employer is a larger, nationwide hospital corporation
- Tech support overwhelmed by day-to-day responsibilities
- Nobody had any idea what we were talking about
- Tremendous resistance to anything new

First Steps

- Medical image library
 - Over 1000 images, primarily from general pediatrics
 - Had been stored on a single hard drive
- Uploaded to a Microsoft Sharepoint image library
 - Allows tagging and searching

Radiology Case of the Week

- Radiology Case of the Week
- Previously, consisted of a radiograph (film) posted to a lightbox
 - Question taped next to it
 - Nearby shoebox for answers
- Recent move to digital radiography
- Web-based digital Case of the Week developed

Developmental Puzzler

- General Pediatrics monthly quiz on normal child development
- Previously, a question tacked to a bulletin board
 - Manilla folder, paper scraps for answers
- Transitioned to online case in 2008

Business of Medicine

- Business of medicine curriculum started 2004
 - Readings, PowerPoint shows, quizzes
- Desire to make curriculum interactive
- Virtual Practice created 2007
- Sharepoint–based discussion groups
 - Residents tasked with “buying” real estate, writing a business plan, hiring staff.

Simulation Center

- Mock codes performed weekly
- Recorded via webcam
- Residents able to watch online and self-assess
- Beginning to develop Simulation video cases of the week/month

SCHC Experience

- Limited tech support
- Limited knowledge base
 - Mine
- Learner expectations
 - Technology more advanced in medical schools

Objectives

- List web editing options
- Create interactive web forms
- Develop a curriculum using SharePoint
- Implement hit-tracking

Tools

- Web editors
 - Some need HTML knowledge; most don't
- Microsoft SharePoint
 - Commercial product
 - Often available through university/hospital
 - Entirely web-based interface
 - No coding knowledge needed

Web Editors

- Simple text editors
 - Direct HTML coding
 - Need to be fluent in HTML
- Free/cheap web editors
 - Many available online
 - Allow direct HTML editing and “WYSIWYG”
 - Coffee Cup, Kompozer, iWeb

Web Editors

- Online editors
 - Associated with web hosting companies
 - Proprietary
 - No coding necessary
 - Very limited
- Commercial editors
 - Very powerful

Commercial Editors

- Microsoft Front Page
 - Replaced by Expressions
 - Both work fine for our purposes
 - “WYSIWYG” or coding
 - Don’t need to know HTML, but you can see it
 - Menus similar to other Microsoft programs
- Adobe Dreamweaver

Web Development

- Professional sites also incorporate true programming
 - Java, C, Flash
- Have to know what you're doing
 - We don't

HTML

- Hypertext Markup Language
 - Not a true computer language
 - Hypertext
 - Text that links to another object (text, images, etc...)
 - Markup Language
 - Computer instructions intermingled with text
 - Tells the computer (or a browser) how to display the text

HTML examples

```
<body>  
  <p>  
    Hello Baltimore Baltimore!!</i>  
  </p>  
</body>
```

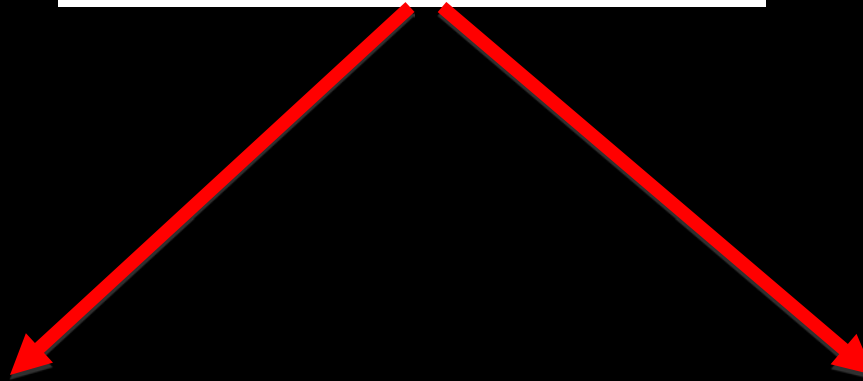
- Text is labeled with tags (each with an ending tag)
- Only items between the <body tags> will be displayed by the browser
- <p> = new paragraph; <i> = italics

HTML in FrontPage

- FrontPage acts like Microsoft Word, Excel, Powerpoint
 - You don't need to see the programming language behind the scenes
 - Most allow you to see the HTML, if desired
 - Even for advanced tools, HTML knowledge is not necessary

Tour of SharePoint





Web Site Design



Business

SharePoint - Overview

- Windows SharePoint Services (WSS)
 - Application hosted on Windows server
 - Accessible through an Internet browser
 - Familiar internet environment
 - Facilitates interaction and collaboration among team or organization
- “Web Parts” customize functionality for different needs
 - Flexible and user friendly

SharePoint

- Features
 - Announcements
 - Discussion board
 - Calendars (with Outlook integration)
 - Event list
 - Task list
 - Contact list
 - Document library
 - Picture library



APPD Workshop 2009
Home

“Web Parts”

Modify Shared Page

- Documents
 - Shared Documents
- Pictures
- Lists
 - Contacts
 - Tasks
- Discussions
 - General Discussion
- Surveys
 - Satisfaction with Sharepoint

Sharepoint site for APPD Workshops

Announcements

Meeting on Thursday 4/13/2009 11:41 AM
by admcinnes@genpeds.com
Just to confirm, we are meeting on 4/16

One Month and Counting 4/3/2009 10:51 AM
by admcinnes@genpeds.com
Hello All, Looks like the clock is ticking an we have just one month to our presentations.

[Add new announcement](#)

Links

- Association of Pediatric Program Directors
- Baltimore.org

[Add new link](#)

Events

5/1/2009 10:15 AM Spinning Your Web: Creating a Web Site as an Effective Educational Tool

5/1/2009 2:00 PM Expanding Your Web: Advanced Web Site Tools to Enhance Your Educational Goals

[Add new event](#)

Quick Launch Bar



Document Library

- Shared documents
- Document editing
- Check-in / Check-out
- Version history

Picture Library

- Multiple views
- Download capable
- Image collection / library

Contact List

- Manual entry
- Importing from Outlook

Task List

- Title of the task
- Assigned group member
- Status and priority of the task
- Due date
- Current completed percentage
- Able to “filter” tasks

Discussions

- General discussion board
 - Individual threads
 - Post a reply
 - Delete an item
 - Elect to receive email alert
 - Create a new discussion topic

Survey

- Create new survey
- Displays results graphically

Announcements

- New announcement
 - Title
 - Add text to the body
 - Expiration date
- Previous announcements
- Email alerts

Events

- Current list of all upcoming events
 - Location
 - Date
 - Start and stop times
- Calendar view
 - Outlook integration

Links

- Enter web site address
- Select web site title

Customization

- Minor/aesthetic modifications available at no charge
 - Hosting company
 - Microsoft
- Higher functioning, customized sites from third-party providers
 - Expensive

Tour of Sharepoint



Forms

- Allow users to input data
 - Make your site interactive
- Quizzes
 - Cases of the Week
- Surveys
- Voting
- Uploading documents

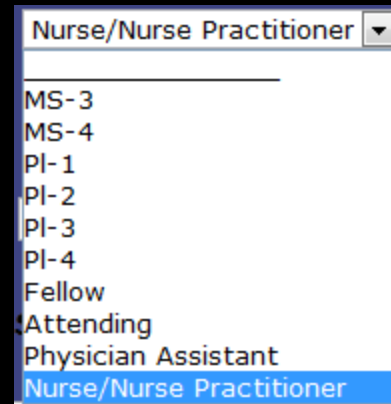
Form Inputs

- Inputs

- Textbox



- Drop down menus



- Checkbox

- Document upload

Form Output

- Email address
 - Useful for small number of entries
 - Requires someone to organize and track
- Online document
 - Behind the scenes
 - Can be opened with Excel and sorted, counted, etc...

Answers

Name	Answer 1 (age)	Answer 2(Language Skill)
KG	9 Months	"Mama" and "Dada" specific
EM	9 Months	"Mama" and "Dada" specific
LS	9 Months	"Mama" and "Dada" non-specific
KS	9 Months	"Mama" and "Dada" non-specific
LR	9 Months	"Mama" and "Dada" non-specific
JE	12 Months	1-2 Additional words
JC	12 Months	1-2 Additional words
SHW	12 Months	1-2 Additional words
AP	12 Months	"Mama" and "Dada" specific
MS	15 Months	3-5 Additional Words

Group Discussion

- Build cases
- Design a form
 - Review submissions
- SharePoint

Creating Forms

- 'Insert' menu on most programs
- Once an element is inserted, double-click for Form-Field properties to set:
 - Name of field
 - Use a unique name
 - Textbox size
 - Drop down menu choices
- Descriptive text, questions, etc...

Form Properties

- Right-click elsewhere in the form for 'Form Properties'
 - Choose where the inputted data goes
 - Default is a new .csv file in Private folder
 - Default folder created by all web sites
 - Only accessible by the Administrator
 - .csv = Comma separated values
 - Easily readable by Excel
- Can also have results emailed

SharePoint Assignments



SharePoint Groups

- Four test sites have been created
 - <http://portal.genpeds.com/appd/appd1>
 - <http://portal.genpeds.com/appd/appd2>
 - etc.... for 3 and 4
-
- Username/ passwords:
 - appd1@genpeds.com / [baltimore1](#)
 - appd2@genpeds.com / [baltimore2](#)
 - etc..... for 3 and 4

SharePoint Topics

- Site 1 – Resident Advocacy Project
- Site 2 – Mock Pediatric Practice
- Site 3 – Electronic Filing Cabinet
- Site 4 – Resident Duty Hour Study

SharePoint Assignments

- Event List
- Document library and upload 2 files
- Announcements
- Task List
- Discussion forum
- Create a survey
- Create a link to an outside sites



Review of SharePoint Sites

- Site 1 – Resident Advocacy Project
- Site 2 – Mock Pediatric Practice
- Site 3 – Electronic Filing Cabinet
- Site 4 – Resident Duty Hour Study

Video Formats

- Can be VERY difficult
- Numerous formats available
 - Keep this in mind when posting video
- Use common formats
 - .wmv and .mov are most common
 - Flash is an alternative
 - More complicated
- Huge file size

Tracking

- Hit tracking useful, important
- Which pages most accessed
 - Or never accessed
- How often a given file is downloaded
 - Track a required online module
 - Document time spent
- Can track by user
 - Need individual sign-ons
- Document hits for academic credit

Tracking Options

- Hosting company
 - Many offer tracking data
 - Can be limited
 - Not always free
 - Not always customizable
- Third party trackers
 - Variable functionality
 - Cost

Google Analytics

- Free web tracking service from Google
- Tied to Google's advertising (AdSense)
 - But, you don't need to participate in AdSense
- Customizable
- Accessible from anywhere
- Tremendous amount of data available

Google Analytics

- www.google.com/analytics
- Can use a Gmail account to access
 - Otherwise, register for a Google account (free)
- Go to "My Account"
 - Then, "Create New Account..."
- Enter the web address and a name for the account

Google Analytics

- You will need to provide some identifying information
 - Privacy concerns
 - Some feel Google already knows entirely too much about us
 - Trade off for a free service
- After accepting their Terms of Service....
 - The Tracking Code

Analytics Tracking Code

- The service provides you with several lines of computer code in HTML
- Don't be scared.....
 - It's fairly simple

Analytics Code

- Have your web-building program display the code behind a page
- Scroll to the bottom and locate the `</body>` tag
- Copy the Google analytics code and paste it there

Google Analytics

- Initially, must do this on EVERY page you want tracked
 - Most pages
- Creating future pages
 - Copy and paste from previous pages

Google Analytics

- Takes 1-3 days for data to appear
 - Depends on use of site, as well

Take Home Points

- Numerous advanced tools easy to implement
- Make your program's site interactive
- Learners expecting increased technology
 - Can create trackable surveys, quizzes
- SharePoint easy to use, very functional, but style is constrained