# Envision the potential: Microlearning's impact on ambulatory workforce engagement & access to education through the weekly newsletter

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#### Background

- Microlearning provides concise, targeted educational opportunities that align with adult learners' need for self-directed, asynchronous learning.
- Research suggests that microlearning positively impacts healthcare professionals by enhancing

#### Aim

This project aims to explore how brief, targeted microlearning can boost staff engagement and knowledge of ambulatory clinical updates in a pediatric setting.

## Objectives

## Learning Timeline



- knowledge, confidence, and engagement.
- Importantly, microlearning supplements traditional education, offering essential information in manageable bits of information at a time that works best for the learner.

## Introduction

- In a pediatric hospital organization with ambulatory clinics across five states, varied work hours, and staff telecommuting, traditional in-person engagement and education have become increasingly challenging, highlighting the need for innovative educational strategies.
- Ambulatory Nursing Professional Development (NPD) Practitioners launched a 3-month pilot to infuse microlearning into the weekly ambulatory newsletter, targeting nurses, medical and certified nursing assistants, technicians, and clinical leaders.

- 1. Incorporate microlearnings as a supplemental tool in ambulatory education.
- 2. Enhance education access by offering flexible learning opportunities tailored to individual preferences, pace, and schedules.
- 3. Measure learner engagement using ambulatory newsletter data metrics.
- 4. Use survey data to guide the future use of microlearnings in future education.

## Methods

- 1. Topic Selection:
- Needs assessment survey distributed to >400 staff in pediatric clinical and non-clinical roles
- Collaboration with clinical nurse specialist & review of escalated concerns
- 2. Development of gamified learnings with content experts.
- 3. Biweekly learning rollouts.
- 4. Feedback evaluation.













The survey had a total of 64 responses across roles. 70% (42) RNs, 16.7% (10) MAs, 3.3% (2) CNAs, and 10% (6) other.

Newsletter engagement



Analytics from Microsoft Sway indicating level of engagement of readers by measurement of length of time on the page and amount viewed.



Scale of 1-5 with 5 being the most. Learners were asked how much they enjoyed the microlearnings. Average across all roles: 4.42



Scale of 1-5 with 5 being the most. Learners were asked if they would like to continue to see microlearnings. Average across all roles: 4.48



Scale of 1-5 with 5 being the most, learners were asked if microlearnings helped them feel more prepared. Average across all roles: 4.15



Scale of 1-5 with 5 being the most, learners were asked if microlearnings were pertinent to their work area. Average across all roles: 4.31

## Challenges

- The timing of the rollout during holidays may have affected staff availability, impacting participation and engagement, with no prior year benchmark for comparison.
- Navigating multiple technology tools while creating engaging game-based content within a tight timeline required efficient coordination and adaptation.
- Newsletter was provided via Microsoft Sway (where analytics were tracked) and PDF format (where analytics could not be) making it difficult to measure participant interaction and effectiveness.

## Conclusion

- Pilot data supports the integration of microlearnings as a valuable supplement to ambulatory education.
- Flexible learning opportunities allowed learners to engage at their own pace and according to their preferences, improving access to education.
  While newsletter engagement did not increase, survey data indicates that learners value microlearnings, supporting their use in future educational initiatives.

### Next Steps

- Gather longitudinal data to further understand impact of microlearnings.
  Collaborate with other NPD practitioners to share data and resources.
- Consider use of microlearnings outside of the newsletter format

### **Contact & References**



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