

# Educational Products Working Group

- Co-Chairs
  - Jean Jenkins, PhD
  - Kristin Weitzel, PharmD
- Analytics: Emily Edelman, MS, CGC
- History
- Current Goals and Charges
  - Collect existing educational products from ISCC representatives.
  - Identify relevant federally-funded resources and initiatives (such as CRVR, PharmGKB, Genetic Testing Registry) that could assist genomics education efforts and clinical practice.
  - Work with use cases group to identify areas of emphasis for educational products (e.g. ordering of genetic tests, counseling, return of results).
  - Identify new advances that may require educational initiatives.



# Educational Products: 2015 - Initial Priorities and Timeline

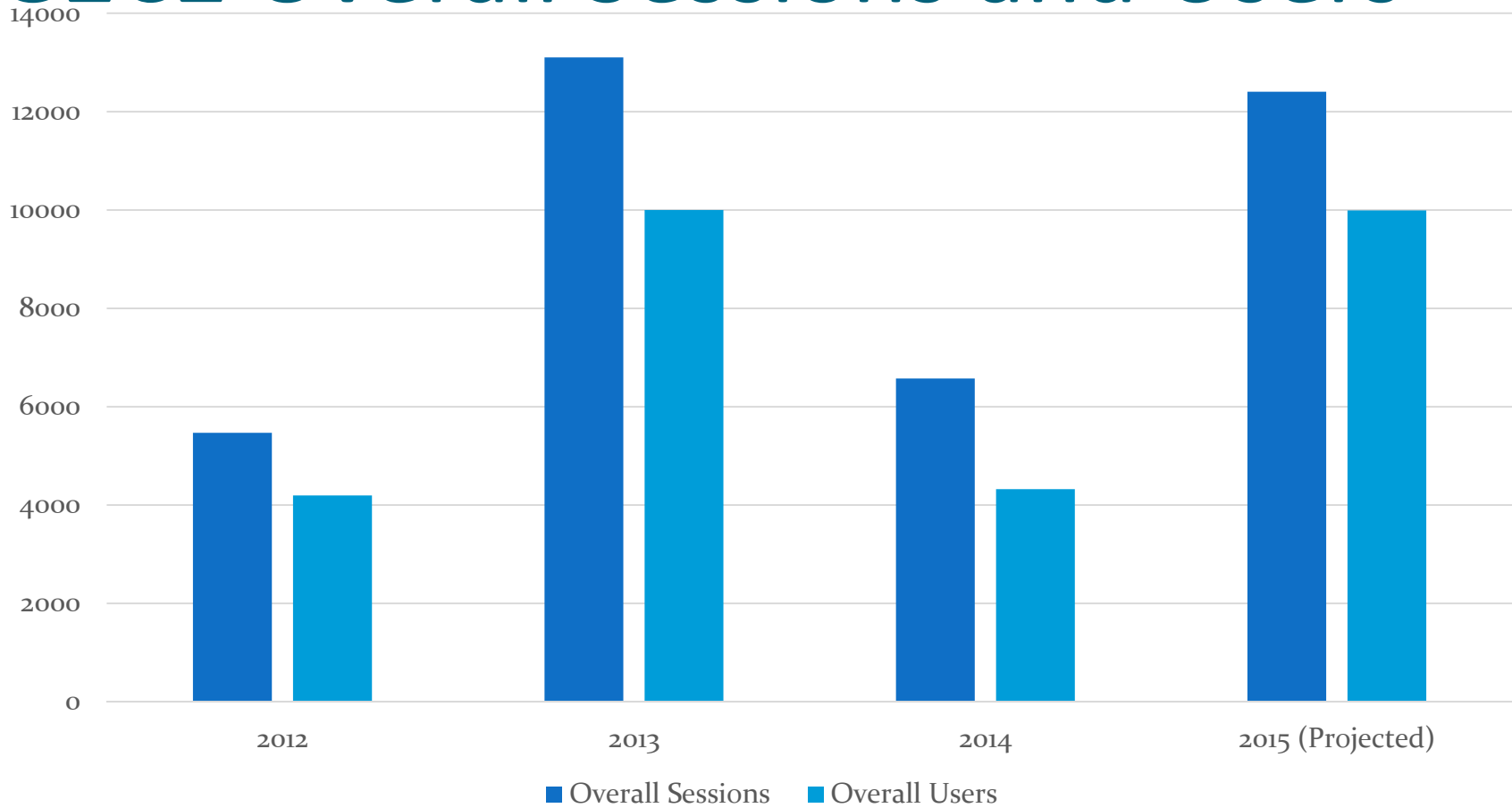
- Analytics
  - Review current analytics data
  - Develop plan for G2C2 physician resource analytics and metrics based on existing work
  - Present prospective analytics plan to ISCC
- Marketing
  - Develop pilot marketing plan for G2C2 physician resources based on existing materials and work group input
  - May/June 2015: Implement pilot marketing plan

# G2C2 Analytics data review and trends



# 2012-2015:

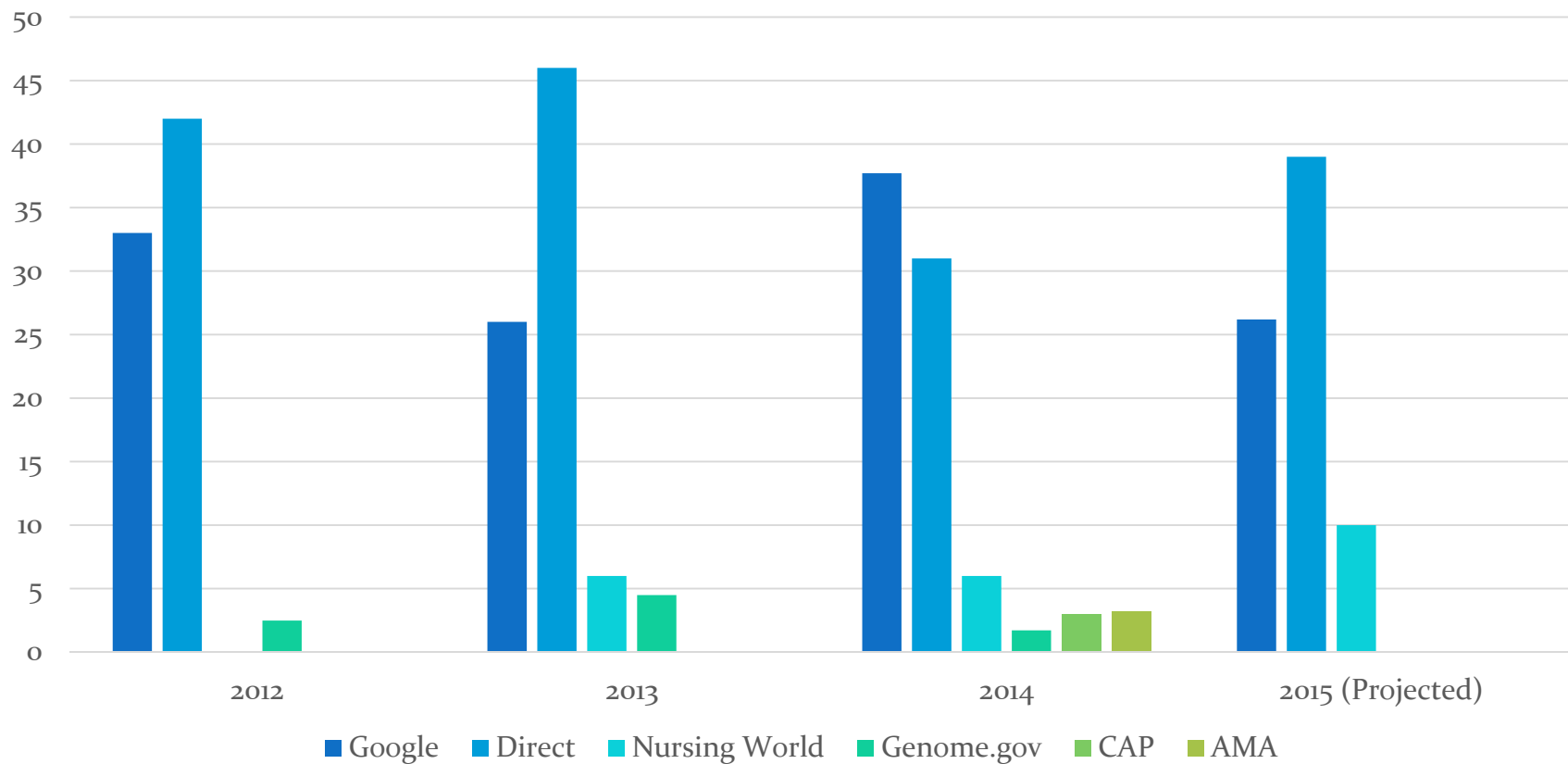
## G2C2 Overall Sessions and Users



# 2012-2015:

## G2C2 Top Traffic Sources (by percent)

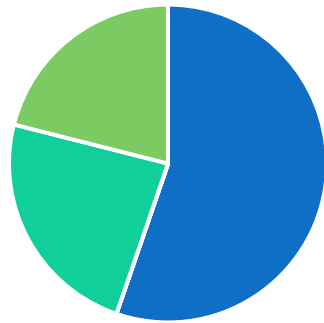
Chart Title



# 2012-2015:

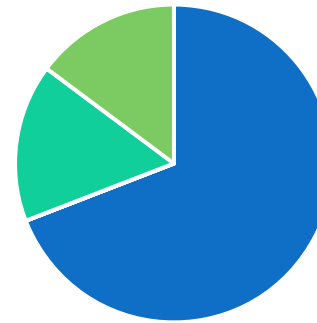
## G2C2 Site Usage By Discipline

2012 (Estimated)



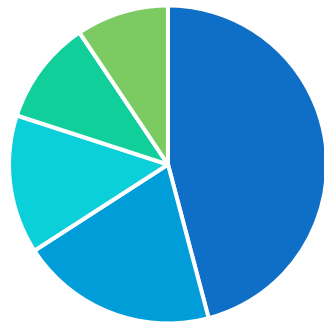
■ Nurse   ■ Pharmacist   ■ Physician  
■ GC   ■ PA

2013



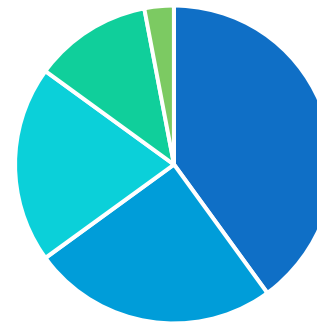
■ Nurse   ■ Pharmacist   ■ Physician  
■ GC   ■ PA

2014



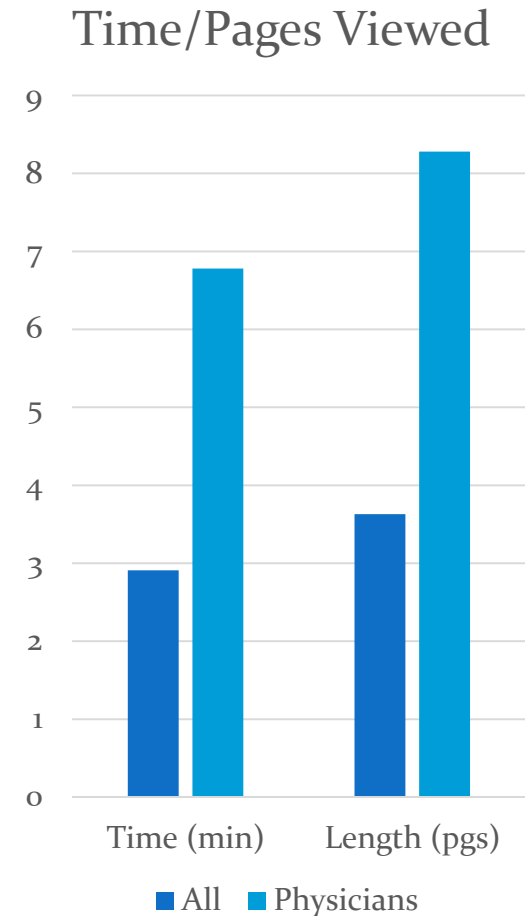
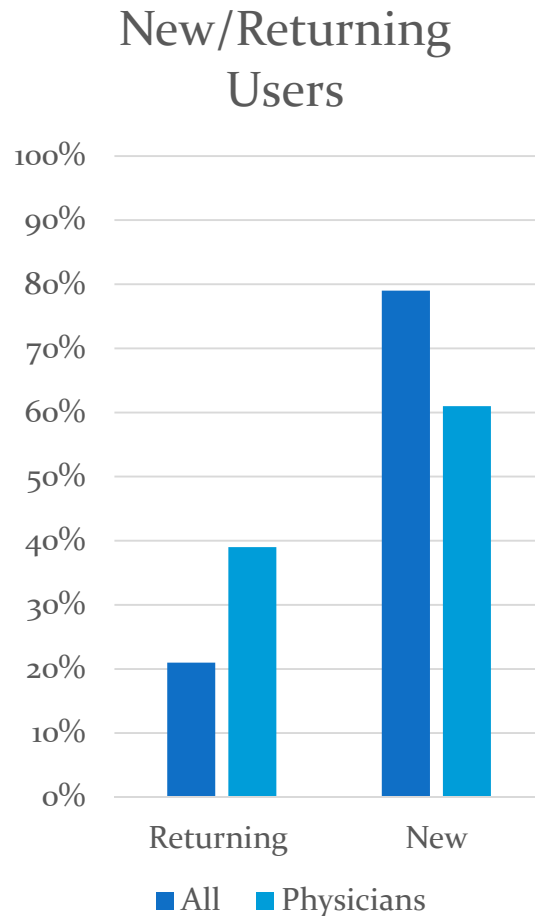
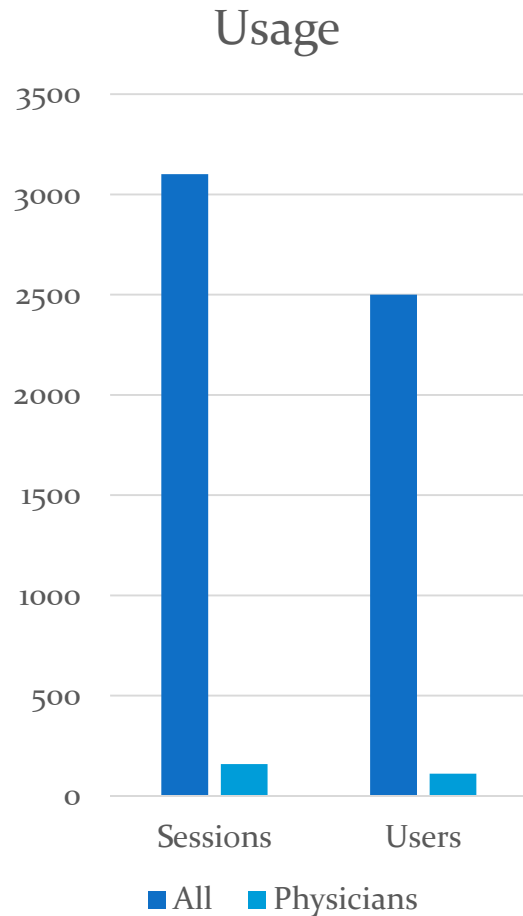
■ Nurse   ■ Pharmacist   ■ Physician  
■ GC   ■ PA

2015 (Projected)



■ Nurse   ■ Pharmacist   ■ Physician  
■ GC   ■ PA

# G2C2 2015 Q1: Physician Resources



# G2C2 Marketing and Analytics Plan Update







# Educational Products:

## Marketing Plan Development

- Continue to engage ISCC members to support efforts to increase awareness
- Increase dissemination efforts through ISCC Members
  - Pursue additional cross-linking on websites
  - Disseminate content for distribution to members via multiple venues (e.g., press releases, newsletter articles, social media content)
  - Pursue poster presentation/manuscript publication when appropriate (e.g., ASHG)

# CAP

## Genetics/Genomics Competency Center for Education (G2C2) Physician Content

The mission of G2C2 is to provide high-quality educational resources for group instruction or self-directed learning in genetics/genomics by health care educators and practitioners. Browse the G2C2 site for professionally **CURATED RESOURCES, CLASSROOM MATERIALS, AND REAL-WORLD EXAMPLES.**



The screenshot shows the AMP website header with the logo and navigation menu. The main content area features a green 'EDUCATION' banner and a section titled 'Education - Resources'. It includes links to the National Human Genome Research Institute, the G2C2 resources, and TRIG instructor materials. A sidebar on the left promotes the AMP 2015 Annual Meeting in Austin, Texas.

**AMP** ASSOCIATION FOR MOLECULAR PATHOLOGY

Scientific Subdivisions | [The Journal of Molecular Diagnostics](#)  
Contact AMP | [Sign In](#) | [Join / Renew](#) | [Go To CHAM](#)

Home About AMP Membership Committees Working Groups Meetings Education Publications & Resources

**EDUCATION**

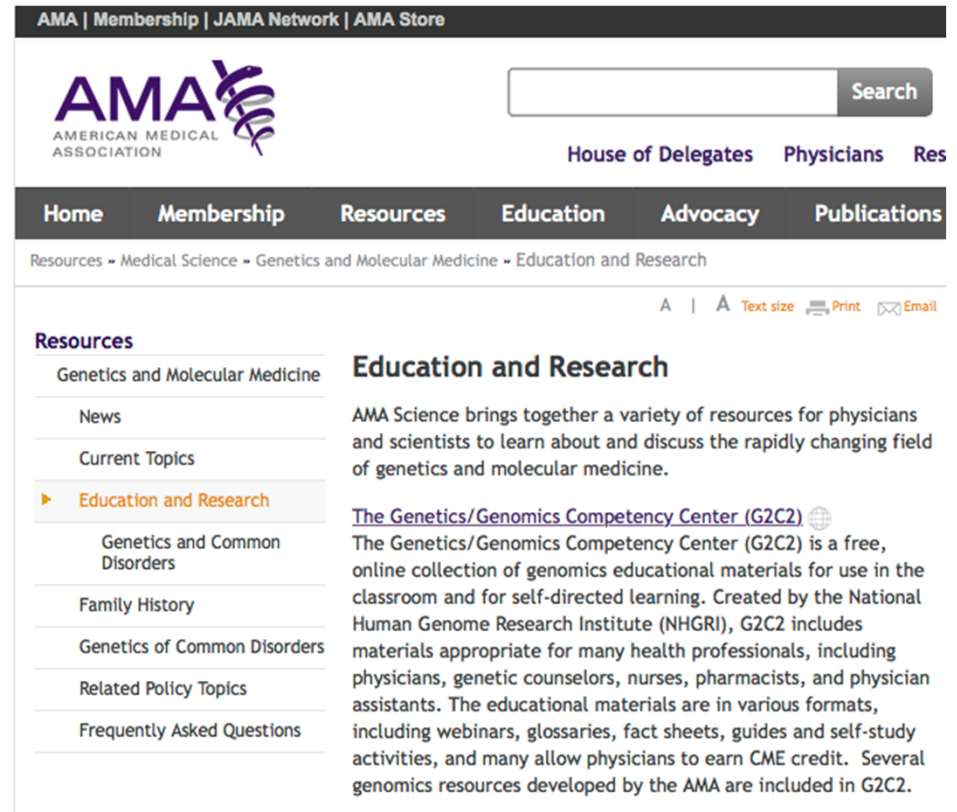
### Education - Resources

[National Human Genome Research Institute](#)  
AMP is a member of the National Human Genome Research Institute (NHGRI) Inter-Society Coordinating Committee (ISCC) for Practitioner Education in Genomics.

[The Genetics/Genomics Competency Center \(G2C2\)](#)  
G2C2 is a free, online collection of materials for use in the classroom and for self-directed learning in genetics and genomics created by the NHGRI Genomic Healthcare Branch, within the Division of Policy, Communications and Education.

[Training Residents in Genomics \(TRIG\) Instructor Materials](#)  
The TRIG Working Group Resident Genomic Pathology Workshop Instructor Handbook and Toolkit provides the materials and guidance needed to implement a structured and field-tested introductory resident genomic pathology curriculum. Released in 2014, the curriculum consists of approximately seven hours of instruction and uses a flipped classroom and team-based learning approach. The instructor leading this workshop does not need to be an expert in genomic pathology, however; a strong background in molecular pathology is recommended.

AMP 2015 Annual Meeting  
November 5-7, 2015  
Austin, Texas  
REALIZING THE DREAM OF PRECISION MEDICINE



The screenshot shows the AMA website header with the logo and navigation menu. The main content area features a dark blue 'Resources' sidebar and a section titled 'Education and Research'. It includes a list of resources and a detailed description of the G2C2 resources.

AMA | Membership | JAMA Network | AMA Store

**AMA** AMERICAN MEDICAL ASSOCIATION

House of Delegates Physicians Res

Home Membership Resources Education Advocacy Publications

Resources » Medical Science » Genetics and Molecular Medicine » Education and Research

A | A Text size Print Email

### Resources

- Genetics and Molecular Medicine
- News
- Current Topics
- Education and Research**
- Genetics and Common Disorders
- Family History
- Genetics of Common Disorders
- Related Policy Topics
- Frequently Asked Questions

### Education and Research

AMA Science brings together a variety of resources for physicians and scientists to learn about and discuss the rapidly changing field of genetics and molecular medicine.

[The Genetics/Genomics Competency Center \(G2C2\)](#)

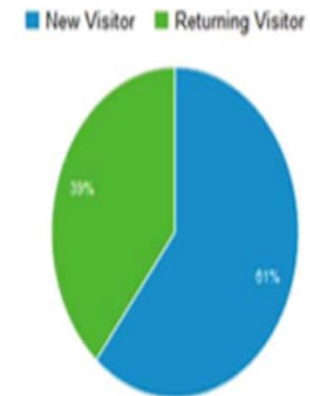
The Genetics/Genomics Competency Center (G2C2) is a free, online collection of genomics educational materials for use in the classroom and for self-directed learning. Created by the National Human Genome Research Institute (NHGRI), G2C2 includes materials appropriate for many health professionals, including physicians, genetic counselors, nurses, pharmacists, and physician assistants. The educational materials are in various formats, including webinars, glossaries, fact sheets, guides and self-study activities, and many allow physicians to earn CME credit. Several genomics resources developed by the AMA are included in G2C2.

# G2C2 Link on Organization Website Value

2015 Q1				2014 Q4			
	SOURCE	%	SESSIONS		SOURCE	%	SESSIONS
1	Nursing World	32.6%	301	1	<i>Nursing World</i>	31.4%	169
2	buttons-for-website	13.7%	127	2	<i>Genome.gov</i>	9.5%	51
3	Genome.gov	9.2%	85	3	<i>Palmetto GBA</i>	9.3%	50
4	Palmetto GBA	8.4%	78	4	<i>buttons-for-website</i>	7.25%	39
5	Association for Molecular Pathology	4.0%	37	5	<i>make-money-online</i>	4.3%	23
6	4webmasters.org	3.2%	30	6	<i>March of Dimes.com</i>	4.28%	23
7	American Medical Association	3.2%	30	7	<i>American Association of Colleges of Nursing (AACN)</i>	3.5%	19
8	March of Dimes	3.1%	29	8	<i>College of American Pathologists (Cap.org)</i>	2.97%	16
9	Global Genetics and Genomics Community (G3C)	2.4%	23	9	<i>American Medical Association (ama-assn.org)</i>	1.86%	10
10	American Association of Colleges of Nursing (AACN)	2.3%	22	10	<i>CDC</i>	1.86%	10



# Conference Presentation 2015





# Educational Products: Marketing Plan Development

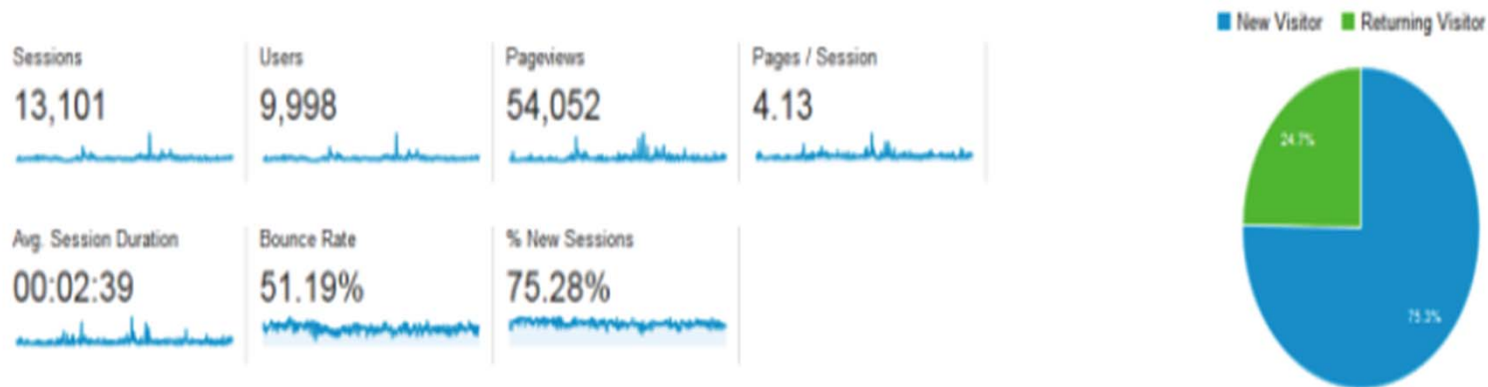
- Explore novel dissemination strategies
  - G2C2 Informational Webinar
    - Pilot with the American Association of Colleges of Pharmacy
  - G2C2 Twitter Account
    - Establish G2C2 Social Media Policy and posting guidelines
- Explore other avenues
  - Pilot: Highlight G2C2 content in *SNP•its* newsletter



# Social Media Value

## OVERALL SNAPSHOT: FY2014

The image below shows a snapshot of site visits between October 1, 2013 and September 30, 2014. During this year, the most prominent changes to the site that affected usage involved adding two new disciplines: the Pharmacists in January 2014 and the Physicians in May 2014.



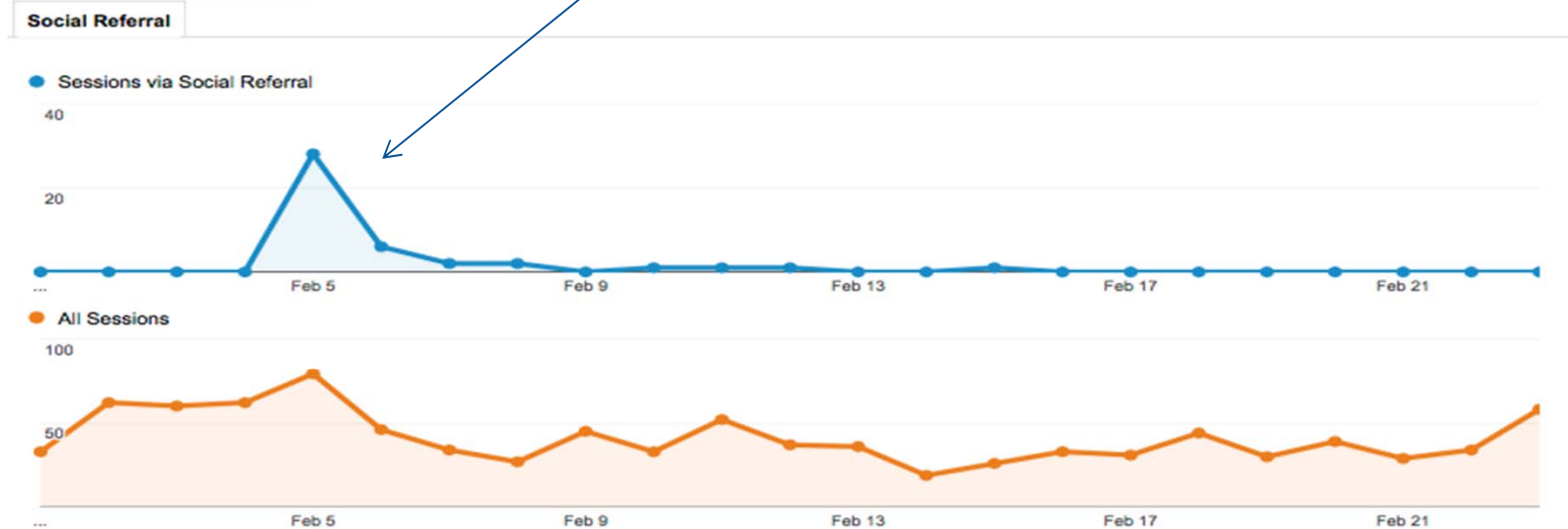
# Social Media Value



**Atul Butte**  
@atulbutte

+ Follow

G2C2: high quality education in genetics/genomics to health care educators and practitioners [buff.ly/1zD8kaj](https://buff.ly/1zD8kaj) funded by NHGRI



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Twitter	37 (88.10%)	98 (93.33%)	00:01:35	2.65
2. Facebook	5 (11.90%)	7 (6.67%)	00:00:09	1.40



# Educational Products: Marketing Plan Development

- Other strategies
  - Mass mailing or emailing
  - National presentation or exhibit at professional meeting
  - Increase interactivity on G2C2 site (e.g., article rating, comment functionality)
  - Partner with medical education providers or other groups





# Educational Products: Analytics Plan Development

- Identify key metrics in current format
  - Summarize
  - Institute process to track longitudinally over time
  - Overall and by-discipline
- Add new metrics/strategies
  - D’Vinci - What else can we track? What else could we potentially monitor?
  - Test targeted strategies

# Educational Products: Next Steps and Needs

- Marketing subgroup
  - Increase cross-linking with ISCC member website
    - Are there possible links/connections we could explore?
    - Are additional materials needed (e.g., newsletter text)?
  - Lead G2C2 abstract submission for ASHG
  - Develop social media policy



## A Clinical Perspective on Pharmacogenomics Research

March/April 2015

Welcome to *SNPits*, an e-newsletter from the [University of Florida Health Personalized Medicine Program](#) committed to bringing you updates on clinical applications of pharmacogenomics research.



**New!** *Training Residents in Genomics:*  
Instructor handbook and toolkit now available

The Genetics/Genomics Competency Center provides access to high-quality educational resources for group instruction or self-directed learning. Find links to newly added resources on our website, including the TRIG Working Group Resident Genomic Pathology Workshop Instructor handbook and toolkit..

[READ MORE](#)

### **JAMA: Vincristine peripheral neuropathy linked to CEP72 variability**

Vincristine is a widely used cytotoxic agent for cancer treatment in adults and children. A significant portion of patients treated with vincristine experience dose-limiting neuropathies, including pain, sensory, and motor dysfunction. As cure rates are rising...

[READ MORE](#)

# Marketing Strategies:

# Next Steps



and Guidelines

Categories

ords

ASHG 2015 Annual Meeting / Preser

## Abstracts

Deadline: **June 11, 2015 at 8:00 pm U.S.**



# Educational Products: Next Steps and Needs

- Analytics subgroup
  - Identify additional metrics
  - Develop and pilot new strategies to maximize value of analytic data
- Educational Products subgroup
  - Continue to review incoming educational resources
  - Identify additional resources and/or resource gaps

# Volunteers? We would love your help!

- Marketing
  - Analytics
  - Education resource review
- 
- Kristin Weitzel: [kweitzel@cop.ufl.edu](mailto:kweitzel@cop.ufl.edu)
  - Jean Jenkins: [jean.jenkins@nih.gov](mailto:jean.jenkins@nih.gov)