

WILL

Evidence of Effectiveness

Healthcare

A graphic titled "Safer Opioid Use" featuring a grid of circular portraits of diverse healthcare professionals. The background is filled with white and red capsules. The WILL logo is in the top right corner.

A graphic titled "THE ENGINEER" featuring a man in a white shirt and hard hat. The text reads: "This is you, Shaun. You're a lead engineer for the first time—and you have some choices to make." Below the image, it says "DILEMMAS:" and "THE ENGINEER".

"An excellent program that shows what patients and visitors see and how your attitudes and behaviors affect patient satisfaction." — Charge Nurse, suburban hospital

The

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Preface

This document contains selected examples of evidence of the effectiveness for WILL Interactive's proprietary interactive behavior modification system. It contains:

- Publicly available statistics
- Evaluation summaries WILL is authorized to share

WILL is neither authorized to release the findings of our partners' internal assessments nor collect data from their constituencies except in concert with those partners.

Case Study

The Anatomy of Care



Washington Hospital Center, Medstar Health

Study Abstract

For many years, Washington Hospital Center's independent customer service satisfaction scores were at unacceptably low levels. *The Anatomy of Care* was introduced to educate hospital staff regarding customer service.

Study Methodology

Over 6,000 Washington Hospital Center employees completed *The Anatomy of Care* through a combination of facilitated sessions and online access.

About *The Anatomy of Care*

In *The Anatomy of Care*, users become five different hospital team members working at Metro Hospital: a desk clerk, a charge nurse, an environmental services technician, a transporter, and a senior resident.

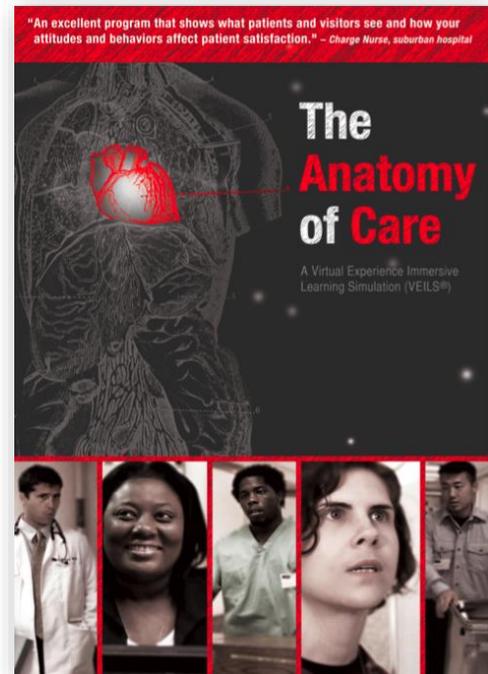
Patient Satisfaction Results

Independent patient satisfaction surveys showed a **satisfaction increase of 30 percentage points** six months after hospital employees completed *The Anatomy of Care*.

Post Course Assessment Results

Based on internal post course assessment surveys, the hospital employees who participated in the program believed it was one of the best learning experiences they had ever had.

95% of the participants rated *The Anatomy Of Care* either "Excellent" or Very Good."



Case Study

Interactive Nights Out 2

Boston University, School of Public Health



Study Abstract

A quasi-experimental research design was used to conduct a pilot evaluation of the effectiveness of *Interactive Nights Out 2* (INO2), targeting adolescent alcohol and marijuana use.

Study Authors

Jonathan Howland, Ph.D. M.P.H. and Sara Minsky, M.P.H., Boston University, School of Public Health.

About Interactive Nights Out 2

Interactive Nights Out 2 (INO2) helps 12-17 year-olds make educated choices about alcohol and other drugs.

Study Methodology

Subjects were 7th and 8th grade students (N=298) at three urban junior high schools in Cincinnati, OH.

The mean age of the students was 13.6. Fifty-one percent of the subjects were male and seventy-nine percent identified themselves as Black-not Hispanic.

Pre and posttest measures of attitudes and actual and intended alcohol and drug use behaviors were assessed by anonymous self-administered questionnaires.

Post-Intervention Data Results

Relative to comparison students, results indicated effectiveness of the intervention for nine out of ten outcome measures. Four of these attained statistical significance despite the relatively small number of students participating in the study:

- difficulty in saying "no" to a best friend when offered beer or wine (p=0.02);
- difficulty in saying "no" to a best friend when offered marijuana (p=0.01);
- number of drinks would have at a party where alcohol was available (p=0.01); and
- intention to use marijuana in next year (p=0.02).

Study Conclusion

Process evaluation demonstrated a high level of acceptance of the intervention among targeted students, a convenience sample of parents, and convenience sample of teachers.

Evidence from the pilot evaluation indicates that adolescents desired repeated access to the intervention and suggests that repeated exposures to the intervention correlate with positive behavioral change.

Case Study

Pathways to Safer Opioid Use

U.S. Department of Health and Human Services
Office of Disease Prevention and Health Promotion



Study Abstract

According to the Centers for Disease Control and Prevention, each day, 44 people in the United States die from overdose of prescription painkillers. The prescription opioid epidemic is not only a public health concern but also a concern for the US economy. A 2011 study estimated that nonmedical use of prescription painkillers imposed a cost of \$53.4 billion on the US economy, including \$42 billion in lost productivity, \$8.2 billion in increased criminal justice costs, \$2.2 billion for drug abuse treatment, and \$944 million in medical complications. Health professionals need multiple strategies to ensure safe prescribing of prescription opioids.

Study Authors

Elizabeth Squire, MA, Division of Health Communication and eHealth, HHS, Office of Disease Prevention and Health Promotion, Rockville, MD

Presented at 2016 National Conference on Health Communication, Marketing and Media

About *Pathways*

Pathways to Safer Opioid Use (Pathways) was produced with the DHHS Office of Disease Prevention and Health Promotion

by WILL Interactive. Released in April 2015, *Pathways* is a virtual experience immersive learning simulation program. It uses key principles of health literacy and a team-based approach to promote the safe and effective use of opioids to manage chronic pain. *Pathways* allows the trainee to assume the role of four playable interactive movie characters who make decisions about preventing opioid-related adverse drug events. The playable characters are a primary care physician, a nurse, a pharmacist and a patient.

Evaluation Methods and Results

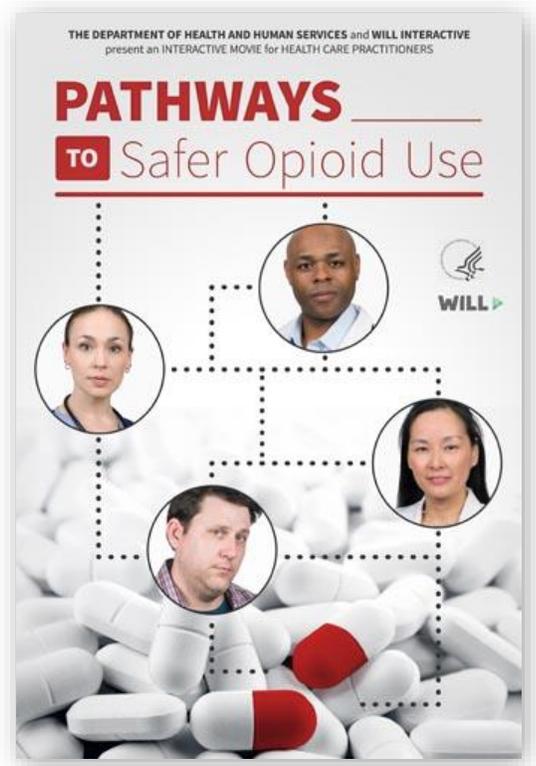
In an evaluation querying over 470 health professionals, 80% of participants reported that they planned on implementing something they learned during the online activity in their job or practice. The evaluation found that interactive movie simulation-based learning is a popular and effective medium for health professional training. The majority of participants (74%) said the lesson met their needs and 76% said the lesson provided useable ideas and/or techniques. In addition, the evaluation captured rich qualitative feedback from participants.

Conclusions

Health care professionals are more likely to adopt appropriate opioid prescribing strategies if they experience patient centered simulation-based learning.

Implications for Research and/or Practice

The opioid crisis, as well as future public health crises, may be lessened using health professional training in a similar simulation format.



Case Study

Pathways to Safer Opioid Use

Wayne State University School of Medicine
Master of Public Health Program



Study Abstract

The opioid overdose epidemic is a serious public health concern in the United States. In Michigan, opioid overdose deaths, many of them related to the use of prescription opioids, increased dramatically over the last decade. Additional training for all healthcare professionals regarding opioid use and addiction has been recommended.

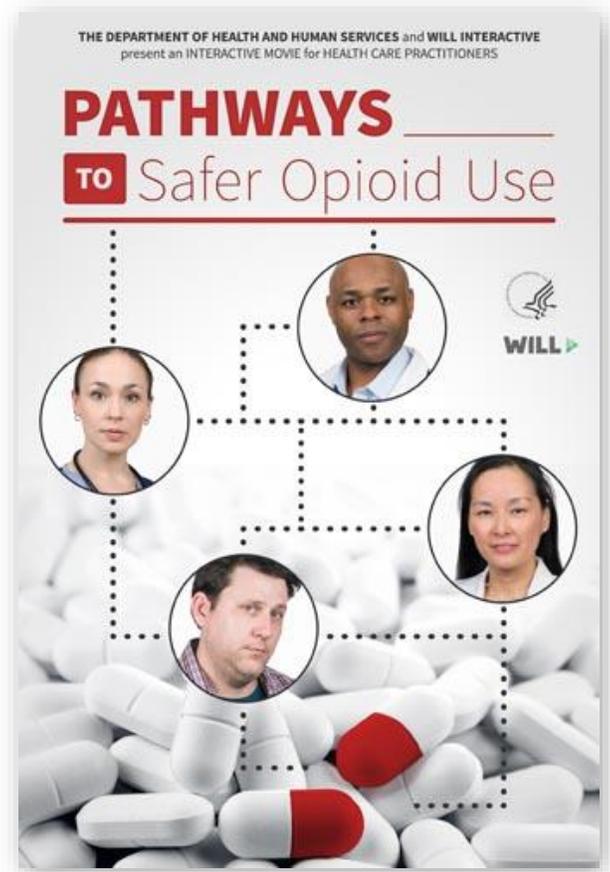
The objective of this study is to increase awareness of opioid overdoses and best practices with safe opioid use using an interactive web-based platform with interprofessional teams of healthcare students.

Study Authors

Daisuke Kobayashi, MD1; Grenae Dudley, PhD2; Brittany Stewart, RD, PharmD3; Nancy Lewis, PharmD, MPH4.

About *Pathways*

Pathways to Safer Opioid Use (Pathways) uses key principles of health literacy and a team-based approach to promote the safe and effective use of opioids to manage chronic pain. *Pathways* allows the trainee to assume the role of four playable interactive movie characters who make decisions about preventing opioid-related adverse drug events. The playable characters are a primary care physician, a nurse, a pharmacist and a patient.



Evaluation Methods and Results

In this pilot training program, participants were grouped into teams made up of professional learners (medical residents, pharmacy, nursing and social work students). They received a 10 minute introductory presentation about the national opioid epidemic and knowledge about opioid use, followed by a 75-minute interactive session with *Pathways*. Pre- and Post-tests were performed to evaluate the knowledge related to opioid overdose. The program concluded with sharing feedback among participants.

A total of 24 participants (8 residents, 5 pharmacy, 5 nursing, 6 social work) completed the program. Pre-/Post-test results showed that participants improved their knowledge about opioid overdose significantly (58% to 89%, $p < 0.001$). The majority of the participants felt that the training objectives were met and the training experience would be useful in their work, with participants expressing the intent to improve patient counseling, implement shared decision making, and increase communication across the health care team.

Conclusions

Our multi-disciplinary pilot training program using an interactive web-based training was well received and successfully implemented. The future plan is to expand this program to a larger scale based on the experience & feedback from this program.