



Event Evaluation

STN Event 18th + 19th January 2018

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National Network Management Service

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Introduction

The Scottish Trauma Network (STN) held their inaugural event on 18th and 19th January 2018. As part of improving the experience for the next event, feedback was solicited from those who attended, through an online questionnaire. This report contains a summary and analysis of the feedback given by attendees.

Overview

The event was highly successful in terms of meeting expectations. With the exception of 7 (of 115 responses), all who responded to the evaluation reported that the conference met their expectations. The most frequent method of communication was email, and most people heard about the educational event this way. This will be useful in informing future communications about the network and events.

Questions around information about the event

A number of questions in the survey looked into the promotion of the event and the means by which attendees heard about the event. This data is useful for thinking about future promotion of the conference, and so the channel through which attendees receive invites or information about the event was gathered.

The most frequent response given for hearing about the conference was via email. In future surveys, it would be beneficial to ask for the *preferred* method of communication.



Attendees

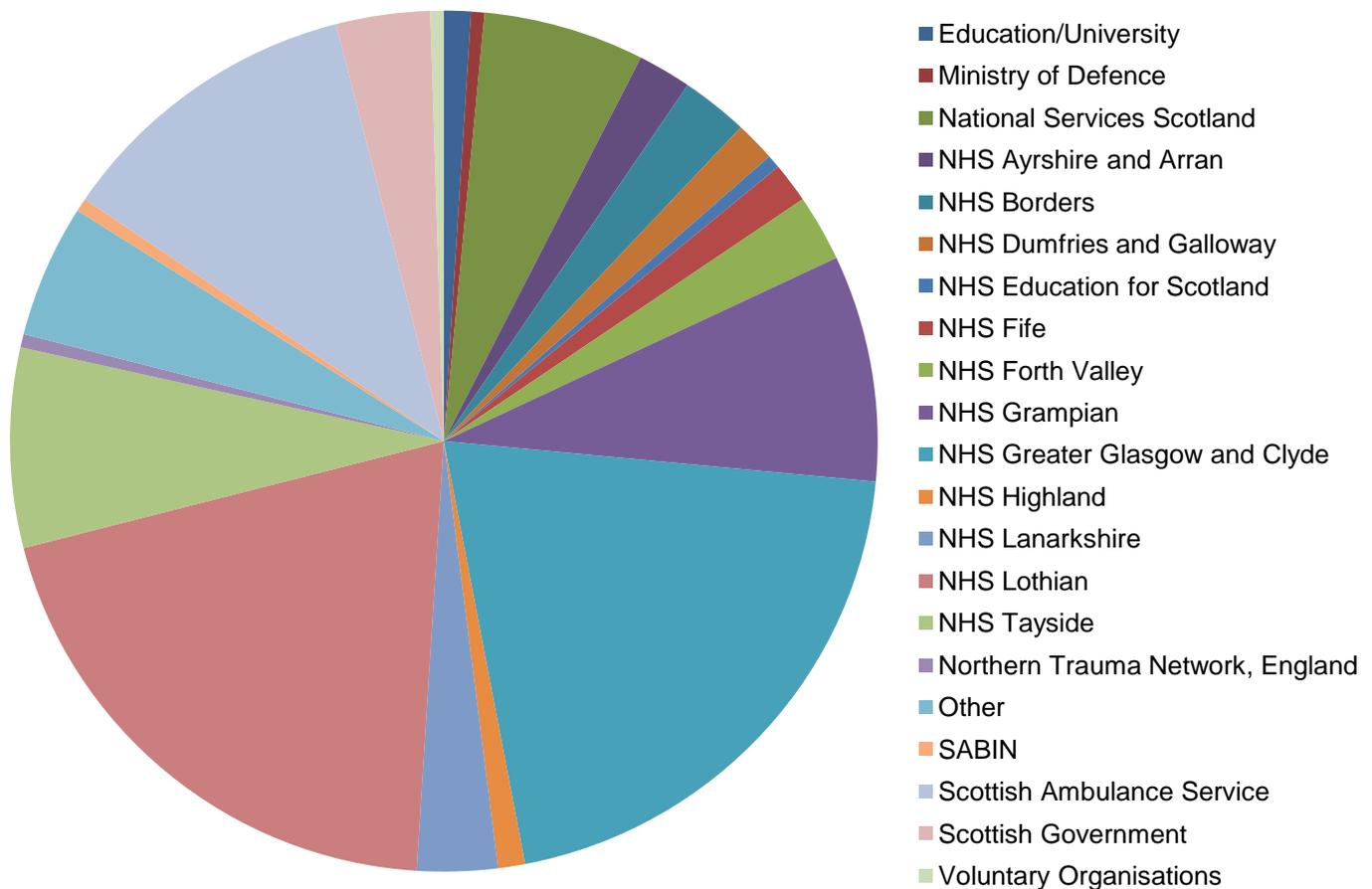


Figure 1

211 people attended the event over two days (185 on day one, 152 on day two), out of 259 registered. There were yellow weather alerts issued during the two day event, and this may be part of the reason for reduced attendance. 115 (54.5% of attendees) gave feedback through the Lime Survey.

All of the mainland territorial NHS Boards were represented, with just under 40% of all attendees were from either NHS Lothian or NHS Greater Glasgow & Clyde, the two largest NHSScotland Boards. The only NHS Boards not represented were the three island boards, and methods of allowing them to participate will be investigated for the next STN Event.

Overall experience of the event

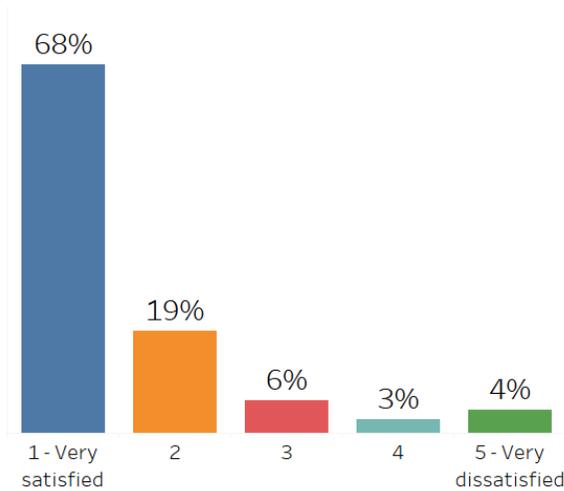
Attendance Both Days

Yes	70%
No	30%

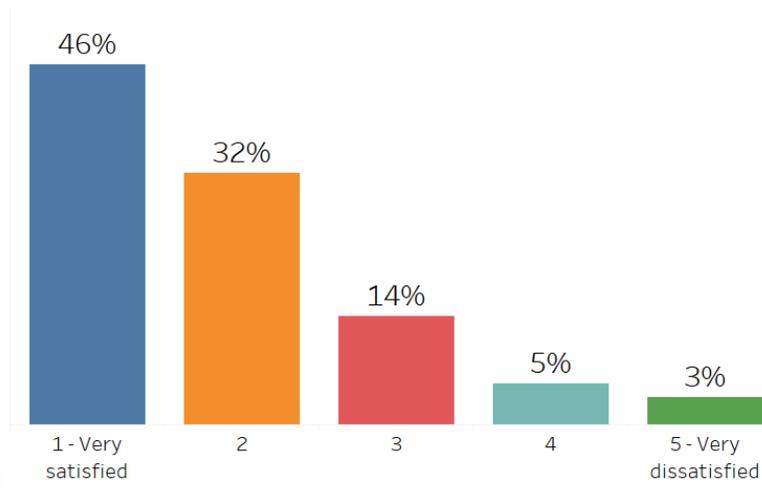
Did the conference fulfill your expectations?

Yes	93%
No	7%

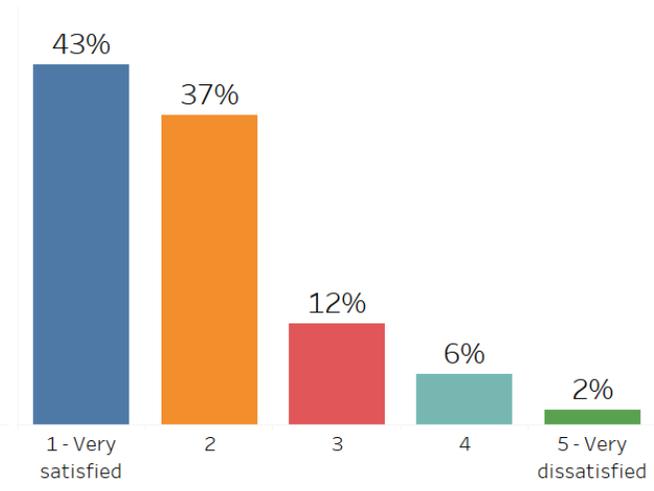
Refreshments



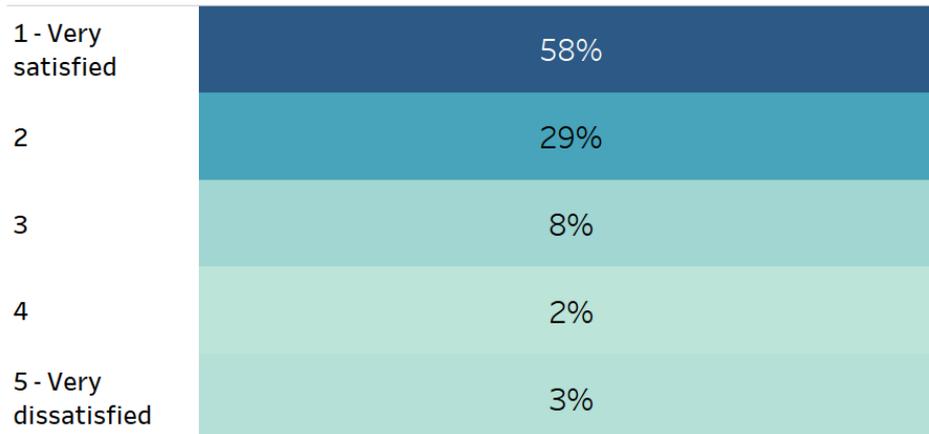
Venue



Organisation of the Day



Booking Process & Pre-Event Organisation



Ease of Venue Location

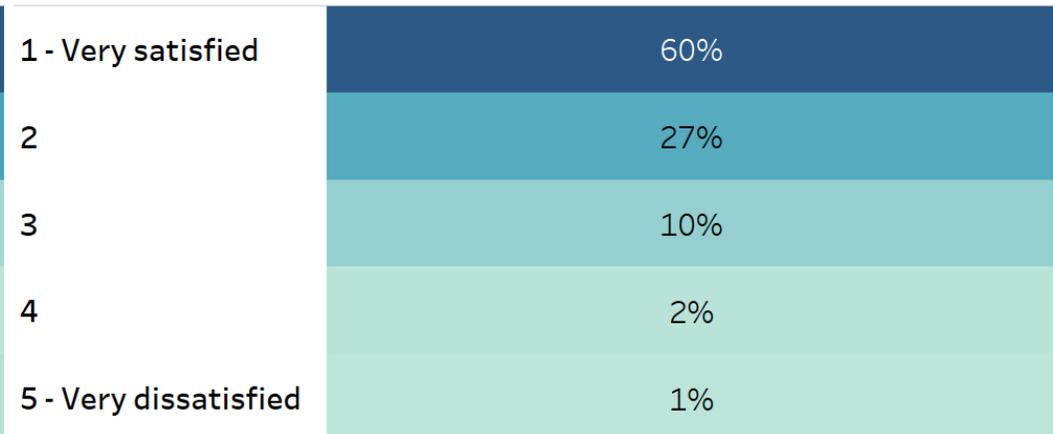


Figure 2

The event was overall well received, 93% found that the conference fulfilled their expectations, and with a number of positive comments given.

Very interesting and thought provoking event... Very exciting to be a part of this network... Informative speakers



One of the best conferences I have been to, due to content and venue, plus catering was excellent



Excellent conference - continue to include MDT discussions. Very educational and worthwhile having insight into the way the military manages trauma.

Thank you for all the efforts put in to organise the wonderful and refreshing event. And also very big thanks to all the presenters and catering staff.



Good venue location, easy to get too esp using public transport. starting at 10am on day1 allowed easier travel for those outwith the central belt-thank you.

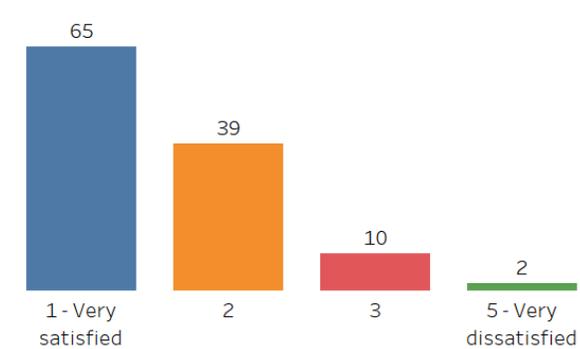
Why You Attended

All	42%
Content of conference/Networking/Profes..	11%
Content of conference	9%
Content of conference/Professional & Pers..	8%
Content of conference/Networking/Speak..	8%
Content of conference/Networking	8%
Networking	4%
Professional & Personal Development	3%
Networking/Professional & Personal Devel..	3%
Content of conference/Speakers/Professio..	3%
Networking/Speakers	1%
Content of conference/Speakers	1%

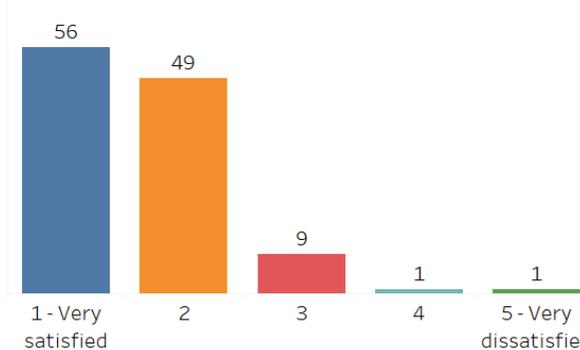
How did you hear about us?

Email	40%
Recommendation	38%
Website/Recommendation/Email	3%
Website	3%
Recommendation/Email	3%
Website/Recommendation/Newsletter/Em..	2%
Website/Email	2%
Twitter	2%
Newsletter	2%
Email/Twitter	2%
Website/Recommendation/Email/Twitter	1%
Website/Recommendation	1%
Website/Newsletter/Email	1%
Recommendation/Twitter	1%
Recommendation/Email/Twitter	1%

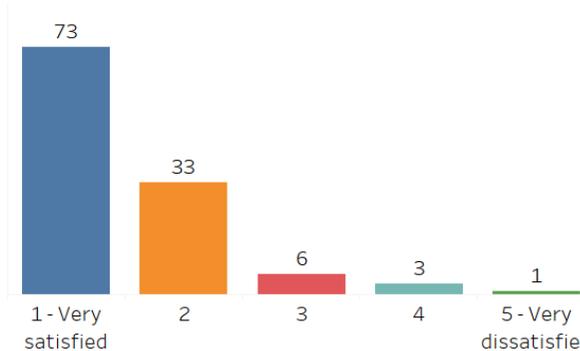
Relevance of Topics to your Clinical Practice



Presentations



Speakers and Topics



Most Liked Presentation - Day 1

The Patient Journey Continues... Trauma App - Dr David Lowe	22%
"What will be Different?" - Clinical Leads from each region and SAS	21%
"Planning for the Future" - Dr Martin McKechnie and Kate Burley	18%
Planning for Paediatrics - Mr Carl Davis	9%
A Resilient NHSScotland - Ray De Souza	9%
Supporting the System - Education - Karen Portas	4%

Most Liked Presentation - Day 2

The Patient Journey Continues... Rehabilitation, Why Scotland can't afford its current approach - Dr Alan Carson	40%
Rehabilitation - A National Model - Colonel John Etherington	28%
Pre-Hospital Care - A Systems Approach - Dr Tim Parke	6%
Data for Research and Planning - Dr JP Loughrey	5%
Planning for the Future - Prevention, Silver Trauma... - Dr Maria Rossi	3%
Paediatric data pilot - Dr Marie Spiers	3%
What does trauma 'data' look like in Scotland? - Dr Malcolm Gordon	2%

Figure 3

Workshops

Four workshops were held, with different formats for each of these.

Could have been more focussed and interactive

The Scottish Ambulance Service (SAS) hosted a workshop on pre-hospital care, where some of the new kit procured for SAS through trauma network funding was shown to attendees. For some attendees who provided feedback on the workshop found that it was not what they expected, with limited introduction and opportunities to interact, however, respondents did find it a useful opportunity to network.

The Scottish Trauma Audit Group (STAG) hosted a workshop, which was primarily a presentation from Nancy Dixon, who was invited to speak on Quality Improvement through Data. There was some feedback that the presentation was very informative, and thought-provoking, with one respondent noting that they were going to do some follow-up reading. STAG had noted that it would be useful to have Nancy speak for longer prior to the event, but this was not possible. This was reflected in comments that the workshop felt rushed. There were also comments that the workshop was not innovative enough, and some audience participation should have been included.

Content and approach extremely interesting and well presented just constrained in the time provided.

Came unprepared to show rehab tool so we were unable to give any feedback. However the psychologist was excellent and would love to have heard more from her.

The Rehabilitation team from the North of Scotland presented on the draft rehab plan that they had developed. There was a short presentation on psychology support for major trauma patients, which was well received, with respondents saying they would be keen to hear more about the benefits of psychological support for patients.

The Paediatric Working Group, who had been creating a pre-hospital trauma triage tool for children held an interactive workshop, with a number of scenarios for attendees to work through with the draft triage tool. Feedback from the workshop was then used to update the triage tool. Attendees commented that the workshop was a well run and interactive session, generating thought and discussion, and could have used more time. There was one comment that the workshop was not relevant for those working at the post-acute end of the patient pathway, but that it was still interesting.

Very useful and generated thought and discussion - could have done with more time

Lessons to be learned

As this was the first event for the Scottish Trauma Network, we have a number of lessons to learn. These were each flagged in comments from attendees, and are therefore recognised in this report.

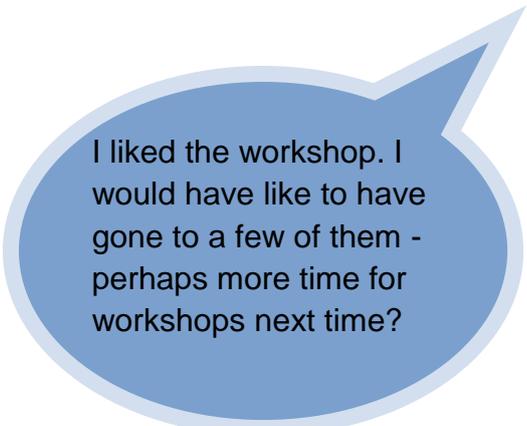
IT proved a significant issue on day one. This was down to a few factors, there were two presentations with significant AV requirements, and although these had been tested prior to the event starting, changes to the audio set up were made by the external supplier between testing and the actual presentation, resulting in the sound not working for the video presentations, which made the presentations difficult to follow for attendees who were not at the front of the venue.

Presentations should be received from presenters more in advance of the event. A number of presentations were received the morning of the event, and in different formats. For future events, a defined format and stricter timescale for the receipt of presentations will be given to allow a slide-deck to be produced and progression through presentations to run more smoothly.

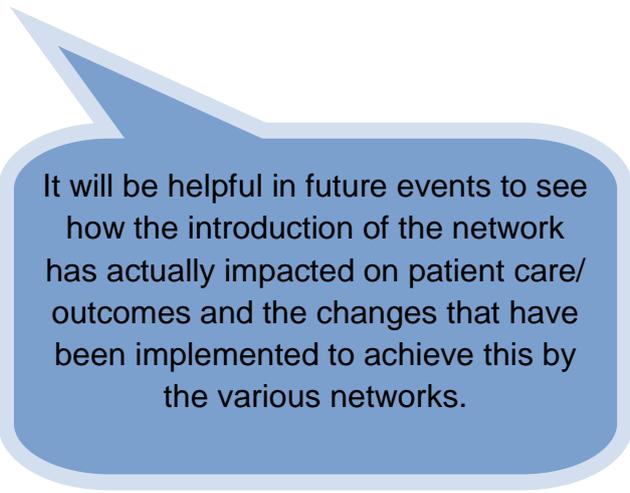
During the first Q&A session, it was realised that there were not enough roving microphones for audience and panel members. An additional microphone was requested from the venue, and this was made available for the next Q&A session.

The event was catering for between 250 and 300 attendees, there are a limited number of suitable venues available for that size of event. Murrayfield Stadium was an excellent venue for accessibility and catering, however, the plenary presentation room is wide and short, meaning it can be difficult for attendees to the side of the venue to see what is happening at the front of the room – this was especially challenging during the demonstrations given.

This was the first event for STN, and there were a lot of parties interested in presenting. In future we may consider the length of the conference, supporting a larger number of workshops where attendees can see a variety of speakers over a shorter time away from frontline roles in NHSScotland.



I liked the workshop. I would have like to have gone to a few of them - perhaps more time for workshops next time?



It will be helpful in future events to see how the introduction of the network has actually impacted on patient care/ outcomes and the changes that have been implemented to achieve this by the various networks.

Twitter

Although only 2% of respondents to the evaluation survey had heard about the event through twitter, it has proven a popular method of promoting the network, with followers increasing to over 650 within 6 months of the account being activated.

Over the course of the two day event @ScotTraumaNwk tweeted 28 times, with a total of 1735 engagements (people who clicked on a photo, link or hashtag in the tweet). The total impressions (number of people who saw the tweets) was 34,603, with an engagement rate of 5% (the percentage of people who clicked through to see more from the tweet).

In order to analyse the data on tweets from the event, tweets were numbered in chronological order, with the first tweet as the last promotional tweet the day before the event, tweet number four was a photo of the Scottish Ambulance Service (SAS) demonstration, and was the top tweet for both reach and engagement – likely helped by the large following that the SAS twitter account has.

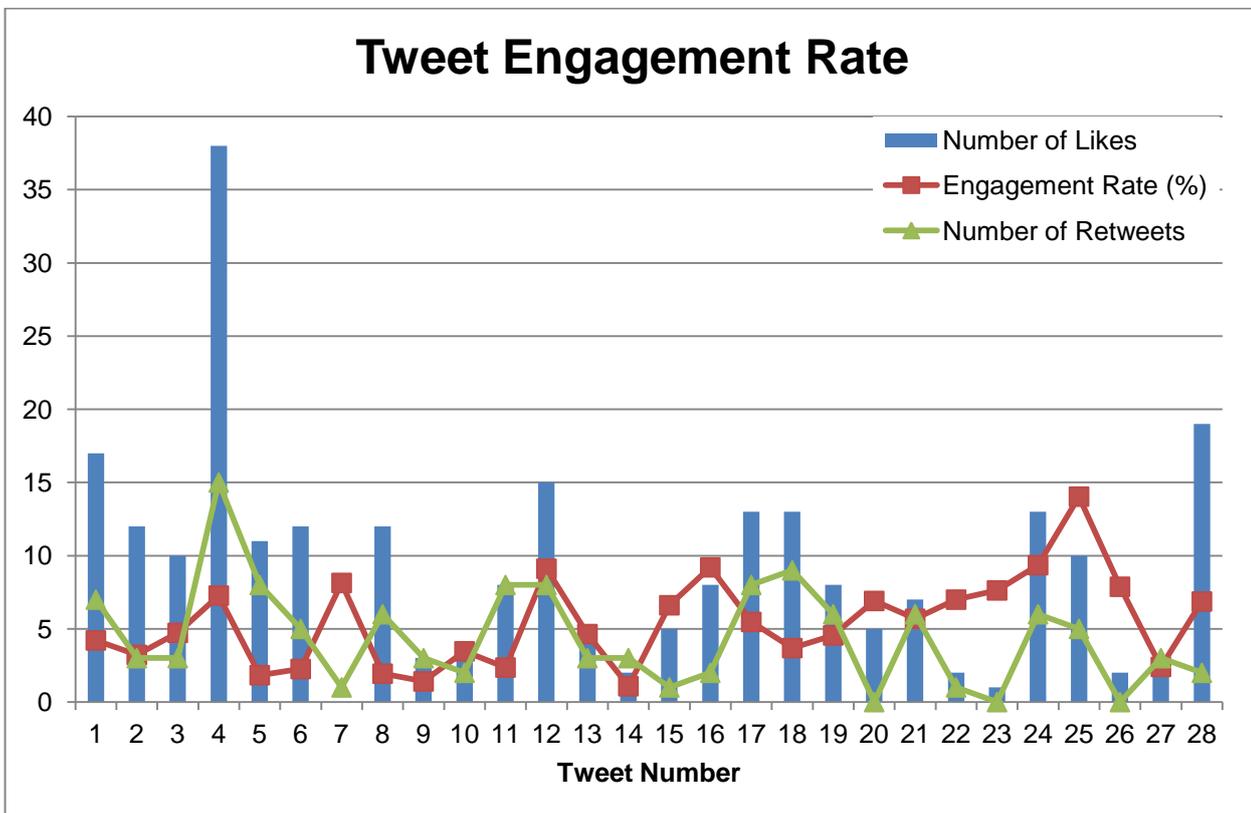


Figure 4



STN Event 2018 - Evaluation

Top Tweets – our reach

Tweets that reached the greatest number of people included:

Scottish Trauma Ntwk
@ScotTraumaNtwk

Wonderful work from @Scotambservice and @NHSTayside #traumateam demonstrating the start of the patient journey #ScotTrauma2018



10:35 am - 18 Jan 2018

15 Retweets 38 Likes

Scottish Trauma Ntwk
@ScotTraumaNtwk

Thank you to Shona Robison for opening our event today #ScotTrauma2018



10:49 am - 18 Jan 2018

8 Retweets 11 Likes

Scottish Trauma Ntwk
@ScotTraumaNtwk

And we start off day two with @EM_Doc_Caesar telling us of the advantages we have in delivering the network with support from colleagues and government #ScotTrauma2018



9:43 am - 19 Jan 2018

8 Retweets 13 Likes

Top tweets – engagement

In terms of engagement rates, our top tweet was the same, however, three different tweets followed that:

Scottish Trauma Ntwk
@ScotTraumaNtwk

Getting a preview of the trauma app that's being tested in Glasgow - helping deliver consistent care with good data collection #ScotTrauma2018



1:46 pm - 18 Jan 2018

9 Retweets 16 Likes

Scottish Trauma Ntwk
@ScotTraumaNtwk

The countdown is on for the paediatric workshop as we work out where patients should go and how they should be transferred from site of injury #scotrauma2018

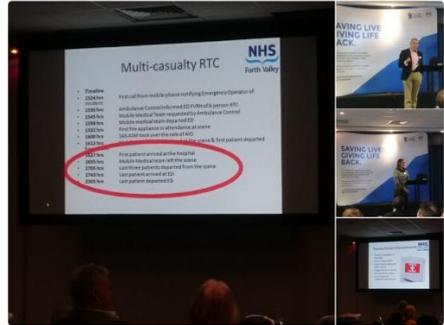


2:35 pm - 18 Jan 2018

2 Retweets 8 Likes

Scottish Trauma Ntwk
@ScotTraumaNtwk

Some of the team @NHSForthValley share their quality improvement projects supported by #STAG #dataforimprovement #ScotTrauma2018 @rdalcock



3:00 pm - 19 Jan 2018

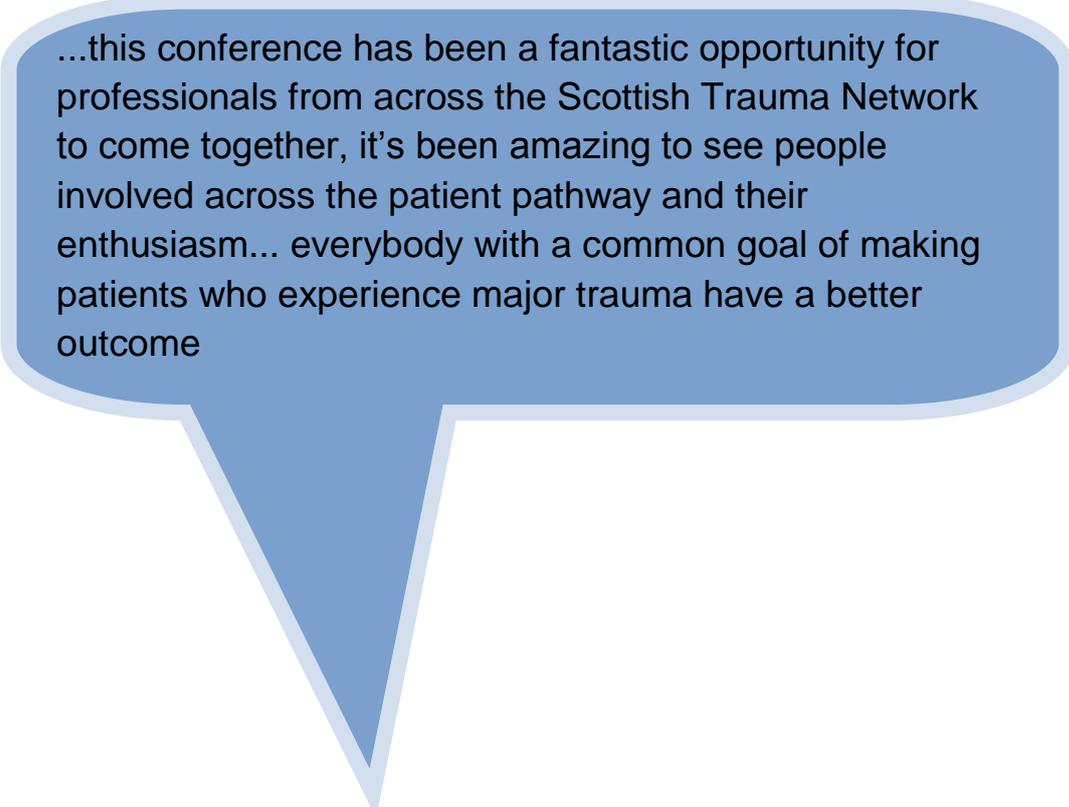
5 Retweets 10 Likes

Conclusions

The first STN Event was well received by attendees, with lots of positive feedback on the content of the plenary sessions. We have also learned a number of lessons to take forward at any future conference, and these have been recorded in this report, as well as in a spreadsheet, which can be shared to allow other teams to learn from feedback that has been received.

The event was held at relatively short notice, and this is a key lesson that will be learned for the next event, and planning is already underway for an event in 2019.

The network will continue to work with other networks, e.g. Care of Burns in Scotland (COBIS) and the Scottish Acquired Brain Injury Network (SABIN) as well as the Scottish Trauma Audit Group (STAG), the Scottish Ambulance Service and regional network partners to deliver an event that meets the diverse needs of STN stakeholders.



...this conference has been a fantastic opportunity for professionals from across the Scottish Trauma Network to come together, it's been amazing to see people involved across the patient pathway and their enthusiasm... everybody with a common goal of making patients who experience major trauma have a better outcome