### INITIATIVE PURPOSE

This project aims to bridge a learning tool with advancing the goal of improved population health, using Healthy People 2020 as a framework.

### PROGRAM NEED STATEMENT

There are limited studies describing intersecting outcomes of internet based continuing education activities and population health needs. Most medical care is focused at the individual level, the majority of medical decision-making that occurs in clinical practice is based on population statistics, and as such, public health and medical care are closely related.²

### WHAT IS INTERNET PoC

The goal of Internet PoC is to enhance physician’s knowledge, competence, and performance, placed in the context of relevant patient care, physician’s self-direction and self-assessment, and reflective practice through appropriate use and documentation of Evidence-Based Medicine (EBM) practices. The desired outcome is better health care for patients through diagnosis and treatment. Internet PoC provides an evidence-based tool to help meet the computer-based resource needs of the busy practitioner.

### WHAT IS HEALTHY PEOPLE 2020

*Healthy People* addresses major health problems and their associated and preventable risks through a comprehensive document of national health-related goals and objectives issued every ten years by the US department of Health and Human Services (HHS), and developed to encourage collaboration, measure the impact of prevention activity and guide individuals in informed health decisions. ²

### LOGIC MODEL ASSESSMENT

#### RESEARCH QUESTION

Can an Internet Point of Care (PoC) educational activity for physicians provide corroborating data on regional population health needs and Healthy People 2020 goals?

#### TARGET POPULATION

Appointed Clinical Adjunct Faculty who teach students from a rural, undergraduate medical education institution.

#### METHODOLOGY

Quantitative, descriptive analysis of data from the Internet Point of Care (PoC) online CME activity, collected between January 1 and December 31, 2015 will be categorized for statistical comparison and expert review with Healthy People 2020 topics and objectives. SPSS software will be used for statistical analysis.

#### METRICS FOR SUCCESS

- Logic Model Assessment.³
- Kirkpatrick’s⁴ and Moore’s⁵ evaluation models.
- Statistically significant data.
- Positive feedback from target audience on learning tool.
- Enhanced patient care indicators.
- Opportunity to show a link between Internet PoC data and Healthy People 2020 goals.

### THE BRIDGE

Anticipated outcomes include the facilitation of educational activities that are closely linked to population health outcomes, specifically Healthy People 2020 and the potential impact on medical care at the public health level rather then only at the individual level.

### REFERENCES


### AFFILIATION

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