

BOOKISH BABY BOOMERS: MOTIVATING MILLENNIALS IN MEDICAL MASTERY

USING A MESSAGING APP

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INTRODUCTION

- The learning style of a millennial resident is significantly different from that of senior faculty who trained with traditional textbooks, informational repetition and classroom lectures (1).
- We expect 100% pass rate on the ABIM certifying examination, but we realized that resident schedules and other competing demands often prohibit daily informational review outside of duty hours.
- The millennial generation (born between 1980 and 2000) rely heavily on the use of text messages and cell phones to communicate.
- We developed an innovative way to motivate our senior residents by creating a Pearl of the Day (POD) question which was distributed through the messaging application, WhatsApp.

BACKGROUND

- Our program consists of 44 residents, 15 per year of training.
- Riverside Methodist Hospital is an 800 bed tertiary care hospital that is the main referral center for multiple member hospitals in the OhioHealth system.

GOALS

- Optimal medical practice is a commitment to life-long learning and performance with recertification mandates.
- We developed a project to motivate daily reading and emphasis on core teaching objectives linked with daily activities in order to enhance memory and recall.

METHODS


- Between January and August 2016, a POD was prepared by a faculty member and sent to the learning group which included 12 senior residents and 2 faculty members.
- The POD consisted of hypothetical cases using the residents' names as the providers, food associations, topics from daily noon conference, in-training exam objectives, current events, and celebrity health issues!
- Although several options were available, we selected WhatsApp as it allowed us unlimited character lengths, texts, and photos.
- The POD was sent between 7-8 PM every day, a time selected by the residents to maximize participation, and occurred every day for a total of 207 consecutive days.
- To encourage further involvement and competition, we offered a monthly prize to the resident with the highest number of correct answers.

RESULTS TO DATE


- 100% of the residents passed the 2016 ABIM certifying exam.
- A post exercise survey was sent to all the residents who participated in the daily WhatsApp exercise.
- Most of the residents (86%) would recommend this exercise to a colleague.
- While this is only one facet of an overall educational plan, all of the residents reported that the associations and links from the exercise aided memory recall and proved applicable during the ABIM examination as well as in daily practice.

EXAMPLES OF PEARL OF THE DAY QUESTIONS AND RESPONSE

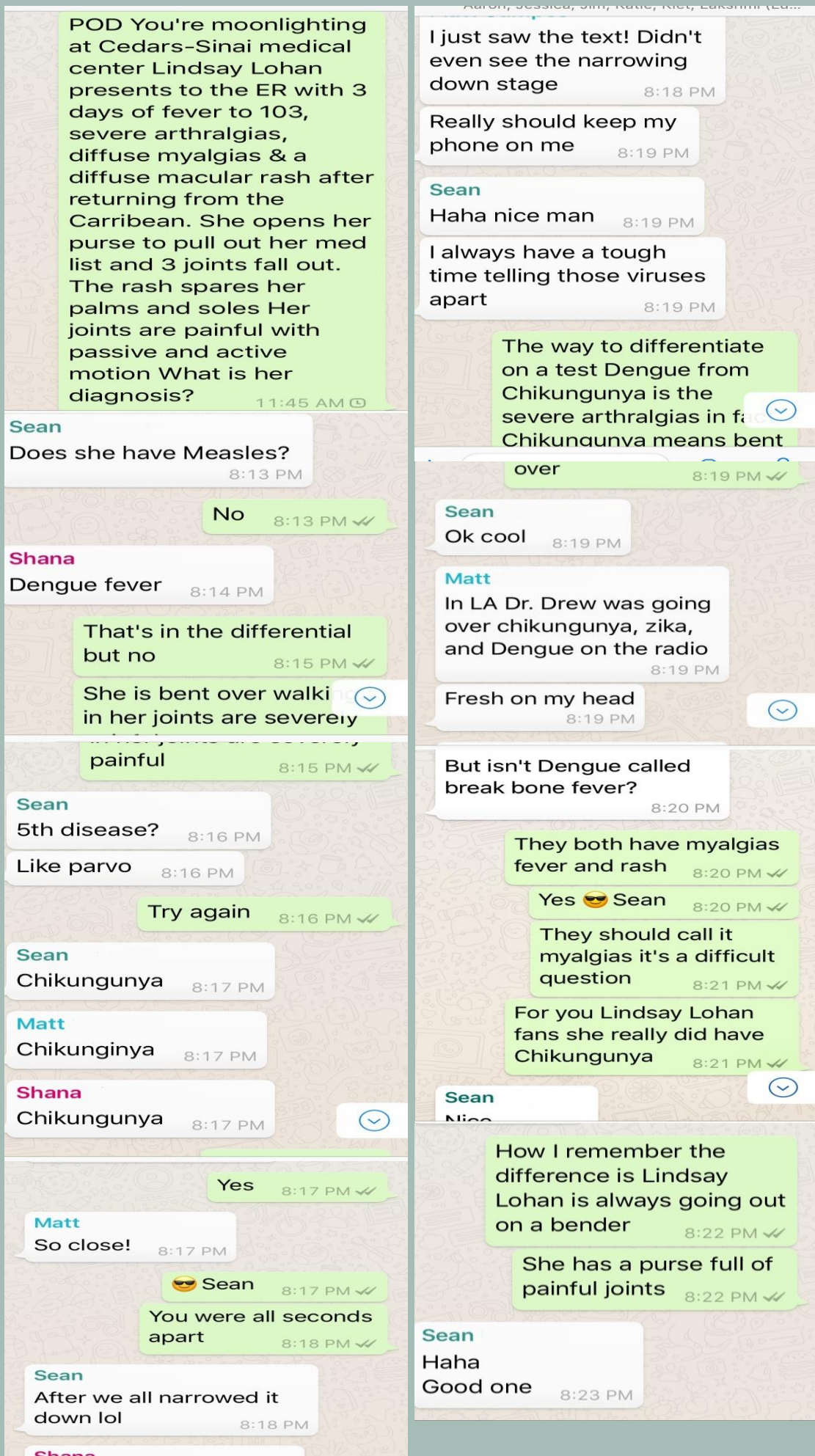
Example 1

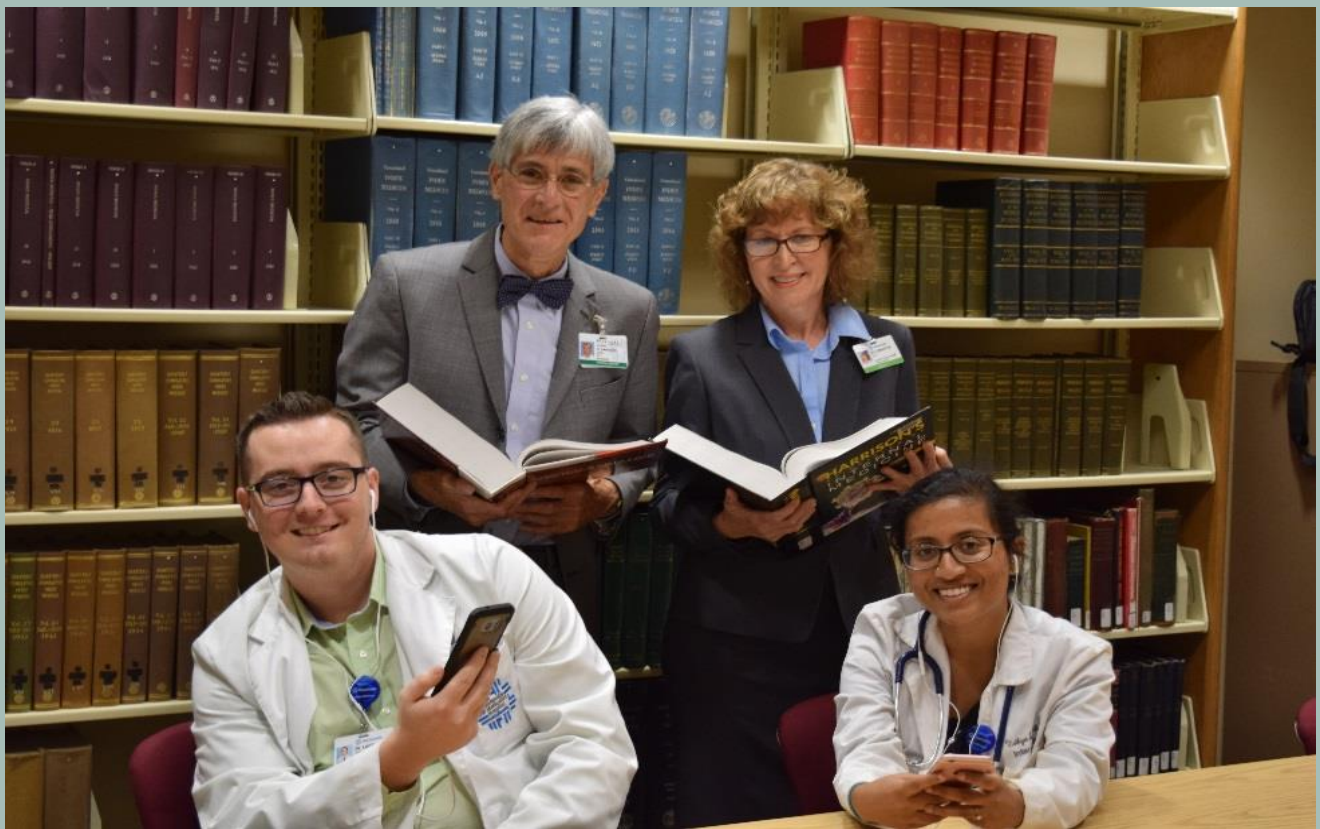


Example 2



Example 3





COMMENTS FROM POST EXERCISE SURVEY

"This was incredibly helpful relating topics to everyday life and having (usually very funny) conversations with my class about them made it so much more memorable than reading them out of a book on in a practice question."

"I think this made a big difference for me when it came to taking boards!!"

"I thought it was a useful adjunct to my studying. It helped to reinforce difficult topics."

DISCUSSION/LESSONS LEARNED

- While our POD questions were initially intended to have short answers, we found that they evolved into interactive conversations as residents began answering faculty texts with follow-up questions of their own.
- Some evenings multiple objectives were covered and our discussion could last up to an hour. What initially began as a simple plan to engage our residents through text messaging, ultimately transformed into a relaxed environment of relevance and rapport; three of the key benchmarks of engaging the millennial learner.
- We also learned that the time demanded of the faculty was greater than initially anticipated as an outgrowth of resident enthusiasm and desire to expand the POD conversations.
- The faculty felt that the POD format was personally beneficial and will invite fellow attending physicians to participate in the future.
- Future uses of the POD questions will include coaching a team for our annual American College of Physicians doctor's dilemma.

REFERENCES

- Nicholas, Arlene (2008) Preferred Learning Methods of the Millennial Generation Faculty and Staff-Articles & Papers. Paper 18.
- Price, Christy (2011) Five Strategies to Engage Today's Students. Magna Online Seminar. 1 Nov. 2011.

The Five R's of Engaging Millennial Students (2)

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| 1. Research: | They need a broad spectrum of learning formats in order to maintain attention. |
| 2. Relevance: | They do not value information for its own sake-rather for its relevance to their lives. |
| 3. Rationale: | They are more likely to respond when instructors provide rationale behind policies and regulations. |
| 4. Relaxed: | They prefer a relaxed learning environment in which they can informally interact with freedom for personal creativity and expression. |
| 5. Rapport: | They prefer instructors who show a personal interest in their training, development and achievement of goals. |