

The Emergency Contraception Online Learning Module

By Debbie Postlethwaite, RNP, MPH

Kaiser Permanente (KP) has been on the forefront of educating providers and members about emergency contraception (EC) since 1996, even before a dedicated product was available. EC is up to 89% effective and is exceedingly safe for all women at risk for an unintended pregnancy. Despite awareness efforts, EC has remained underutilized. Recognizing this fact, recommendations were made by a California-wide EC Task Force to increase prophylactic prescribing by all providers who care for women of childbearing age, especially those who are exposed to teratogenic medications and chronic conditions that

negatively impact pregnancy.

KP Northern California Regional Women's Health—in cooperation with Multimedia, Pharmacy and Analytical Services (PAS)—and Physician Education—developed the Emergency Contraception [Online] Learning Module. The module is approved for one CME and consists of an 18-minute video: *Emergency Contraception, Not Just an Ob/Gyn Issue* and a 19-slide PowerPoint presentation entitled: *Emergency Contraception, You Can Make a Difference*, a pretest, a posttest, and a brief evaluation of the teaching tool.

The EC Learning Module can be accessed by going through the

Northern California Women's Health KP Intranet site: <http://insidekp.kp.org/california/womenshealth>. On the front page is a link to the hosting site: PAS (Figure 1). The focus of the module is on the evidence that supports prophylactic prescribing of EC by all primary and specialty care providers who care for women and also discusses safety, efficacy, and prescribing issues. Several case studies are included.

Women's Health has received mostly positive feedback about the EC Learning Module through online evaluations and e-mail communications. As of August 2004, more than 250 providers have participated in this online CME program. Out of the 250 responding to the evaluation, 63% were "very satisfied," and an additional 32% reported "satisfied." When asked if they would be likely to view another online Women's Health video module, 93% reported they would and 90% reported they would be likely to use the materials presented this way as a reference. Providers from all KP Regions have accessed the EC Learning Module, the greatest percentage have come from both Northern and Southern California. So many providers and pharmacists from Southern California have accessed the site too that SCPMG Physician Education chose to accredit the program. Two hundred pharmacists from KP Orange



Figure 1. Emergency Contraception link on KP Northern California Women's Health Intranet site.

County plan to use the module to satisfy state requirements for direct prescribing via collaborative treatment agreements with the Ob/Gyn physicians. This strategy will result in faster screening and dispensing of EC for Orange County KP members. PAS streamlined the CME certification system to allow for providers and pharmacists to download their own CME certificate. CME records are also maintained with respective regional physician education departments.

We invite you to take a look at the module for important information about EC and how it pertains to your practice. The EC Learning Module has been accredited by Northern California Physician Education until October 29, 2006. Women's Health believes the success of the EC [Online] Learning Module stems from effective marketing and cooperation from all departments that participated in its development. Look for more Women's Health online CME education projects in the future. ♦



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