

#AMCOA2023



# ANNUAL CONFERENCE

ASSOCIATION OF MEDICAL COUNCILS OF AFRICA

Team Based Care and Regulation for the Attainment of Universal Health Care

Proudly Hosted By: Rwanda Medical and Dental Council



*“The Crucial Role of CPD Training in  
Advancing Universal Health Care”*

Proudly hosted by:



**John Mwangi,  
Co-Founder & MD,  
Daktari Online™**

#AMCOA2023

# INTRODUCTION

- **Universal Health Care** is a shared vision that aims to provide essential healthcare services to all individuals, regardless of their financial status or geographic location.
- Comprehensive approach involving not only access to care but also quality care.
- **Skilled healthcare workforce** is fundamental to delivering high-quality healthcare services.
- Continuous Professional Development (CPD) ensures that healthcare practitioners continuously update their knowledge, skills, and attitudes hence remaining competent and up-to-date with the latest medical advancements.



# WHY CPD

- Helps reduce the risk of medical errors and adverse events and encourages practitioners to stay informed about new treatment protocols, safety measures, and best practices.
- **BMJ Quality & Safety Journal 2017 study:** The rate of preventable adverse events in hospitals in sub-Saharan Africa was 11.4%, and that of medication errors was 14.3%
- **Link between CPD and Quality:** Up-to-date healthcare professionals are more likely to make informed decisions, leading to improved patient outcomes.



# The Challenge...

- Healthcare Professionals need constant access to up-to-date information that is relevant to their practice. This directly influences patient outcomes.
- Traditionally, Continuous Medical Education (CME) events have been hosted in large cities. This has disadvantaged healthcare professionals in far-flung areas as well as those who are unable to physically attend CME events



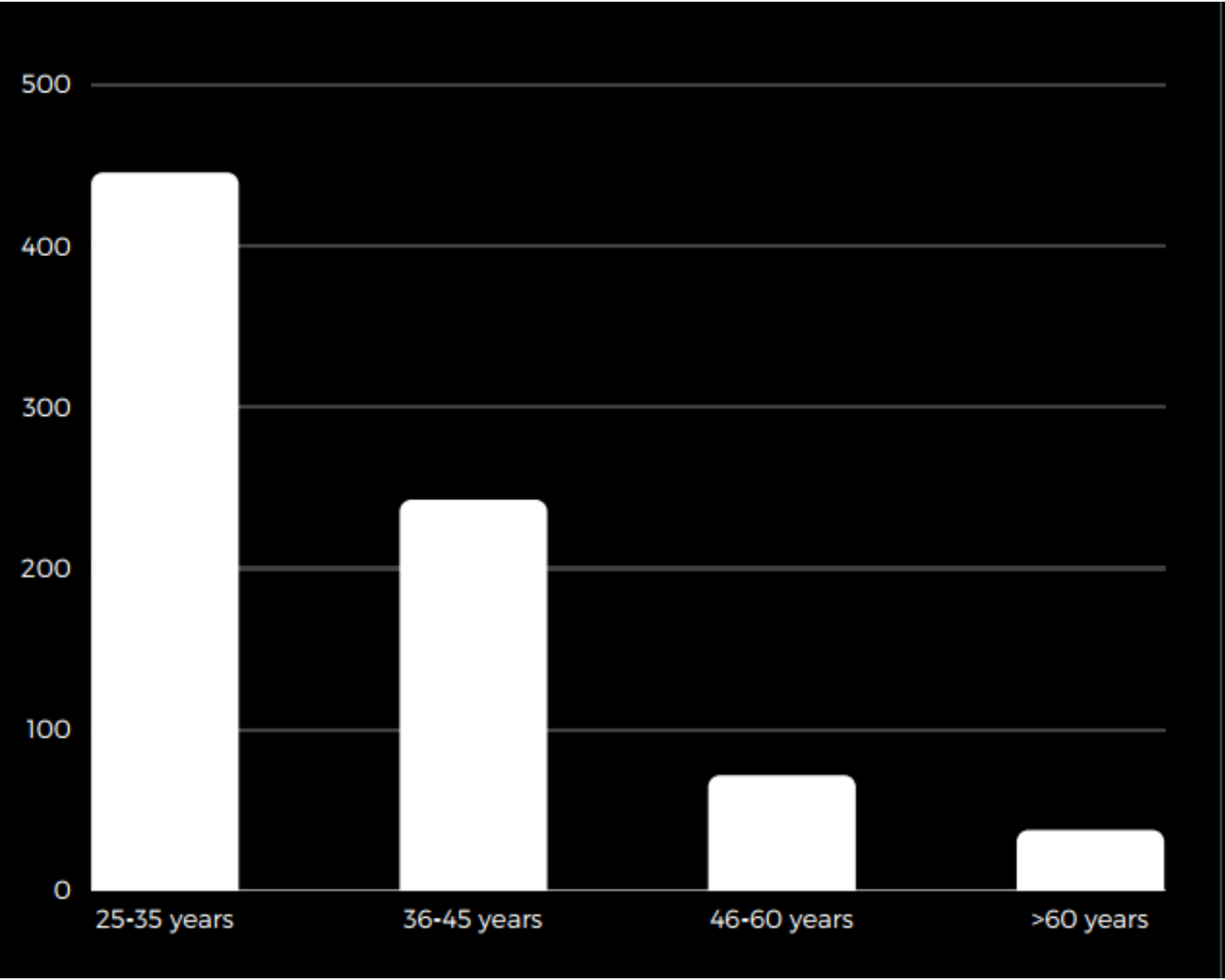


# CME Needs Assessment Survey

- Shared via email to 18K+ HCPs
- **790 respondents;**
  - 28% Doctors& Dentists, 44% Pharmacists, 14% Nurses, 14% other allied HCPs
- **Practice setting:** 65% Hospitals, 26% Private Practice, and the rest from Industry, Government Agencies, Research and Academia
- **Country of Practice:** 97% Kenya, 3% ten African Countries(Nigeria, Cameroon, Tanzania, South Africa, Rwanda, Senegal, Liberia, Ghana, Egypt, Uganda)



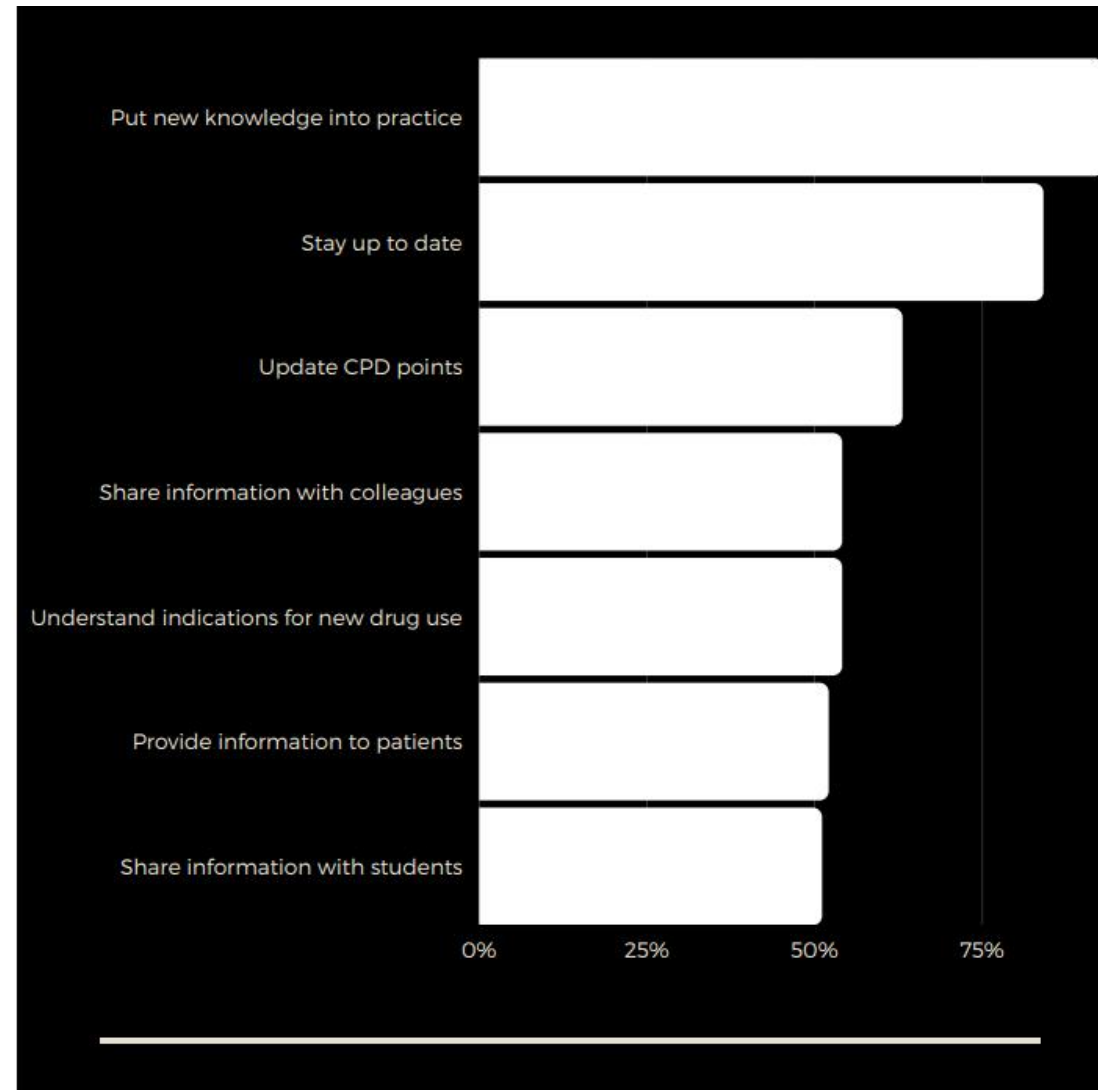
# Demographics



# Survey Feedback

## HCPs USE CMEs TO...

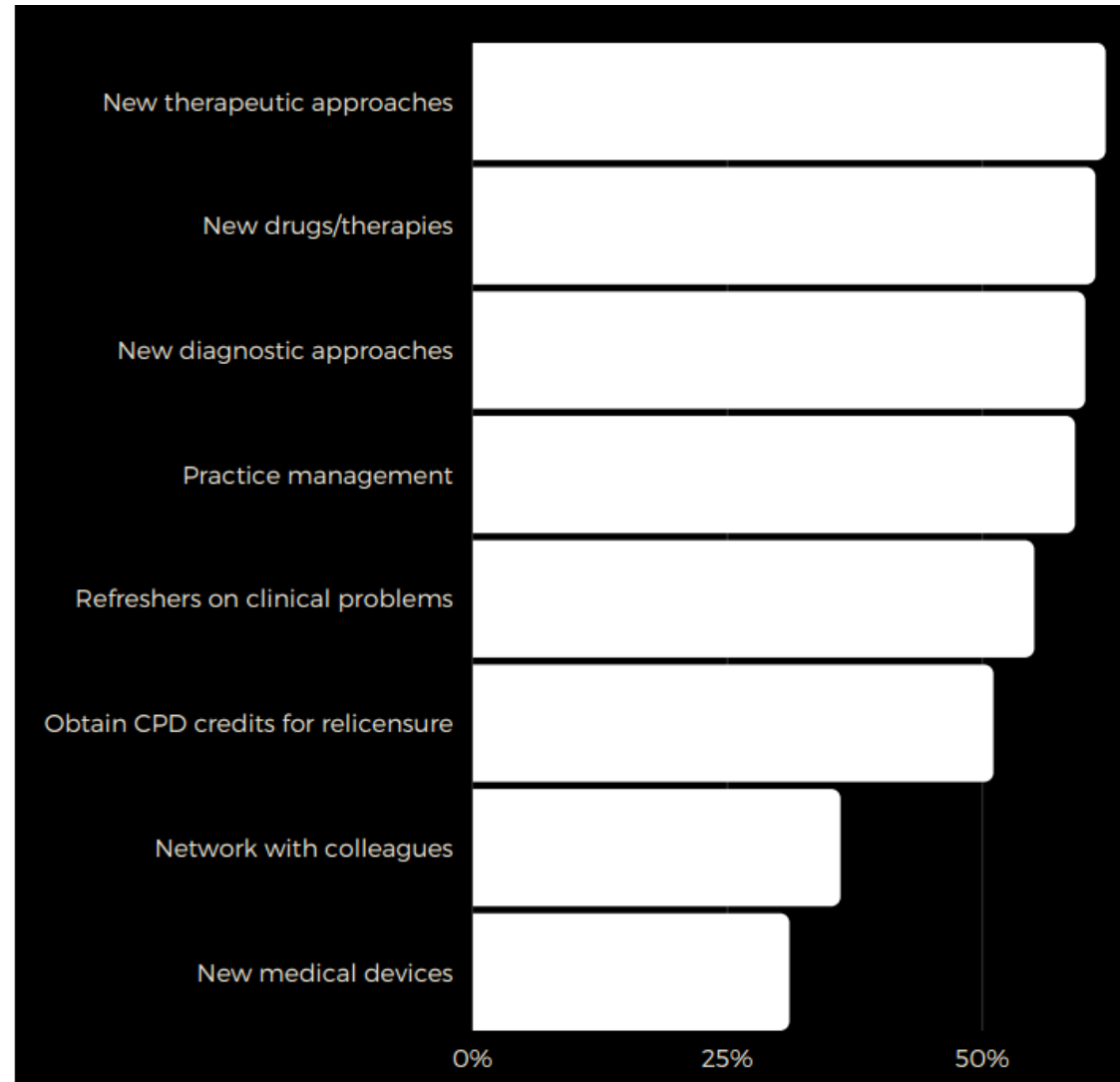
Most healthcare professionals use CMEs as a chance to put new knowledge into practice and stay updated. CPD points



# Survey Feedback

## WHAT INFLUENCES CHOICE OF CMEs

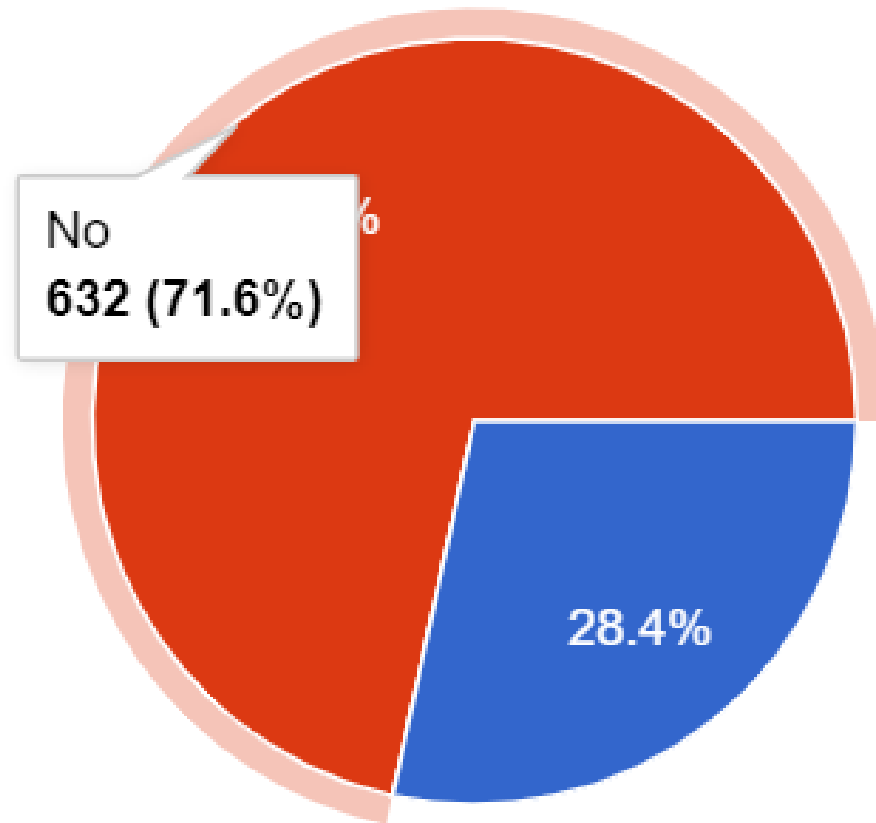
The rationale for CME selection





# Survey Feedback

Does your facility have any CPD program



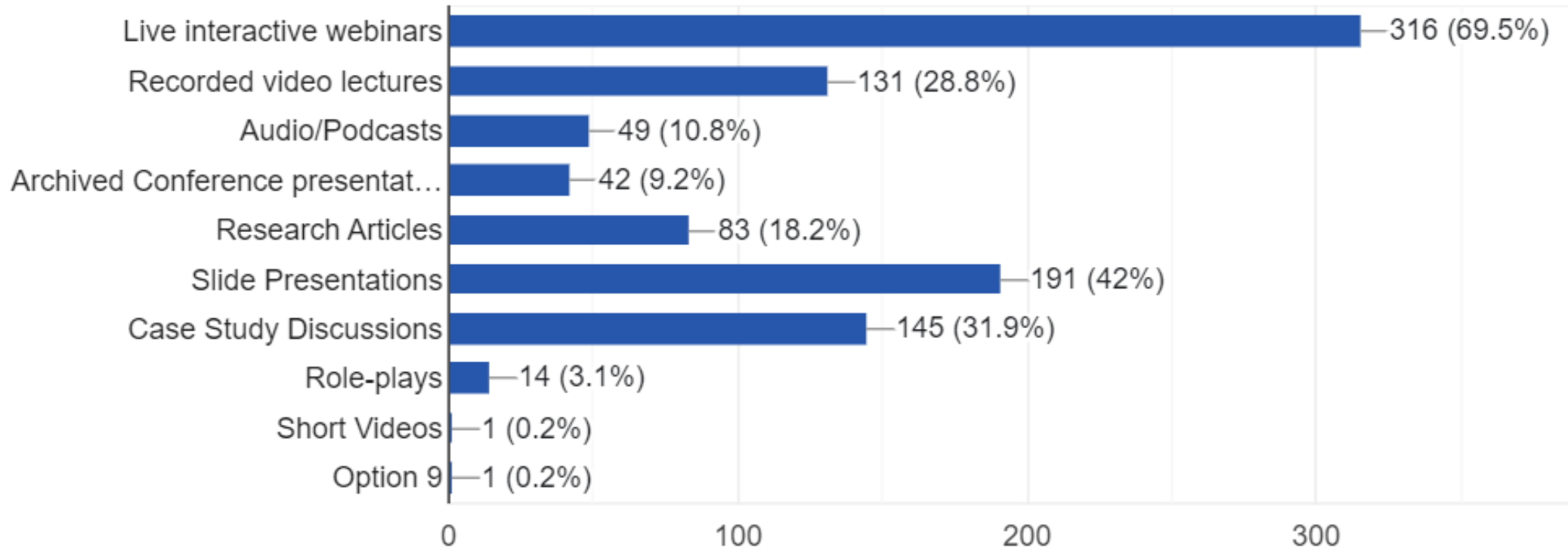
● Yes  
● No



# Survey Feedback

Select your two most preferred type of content

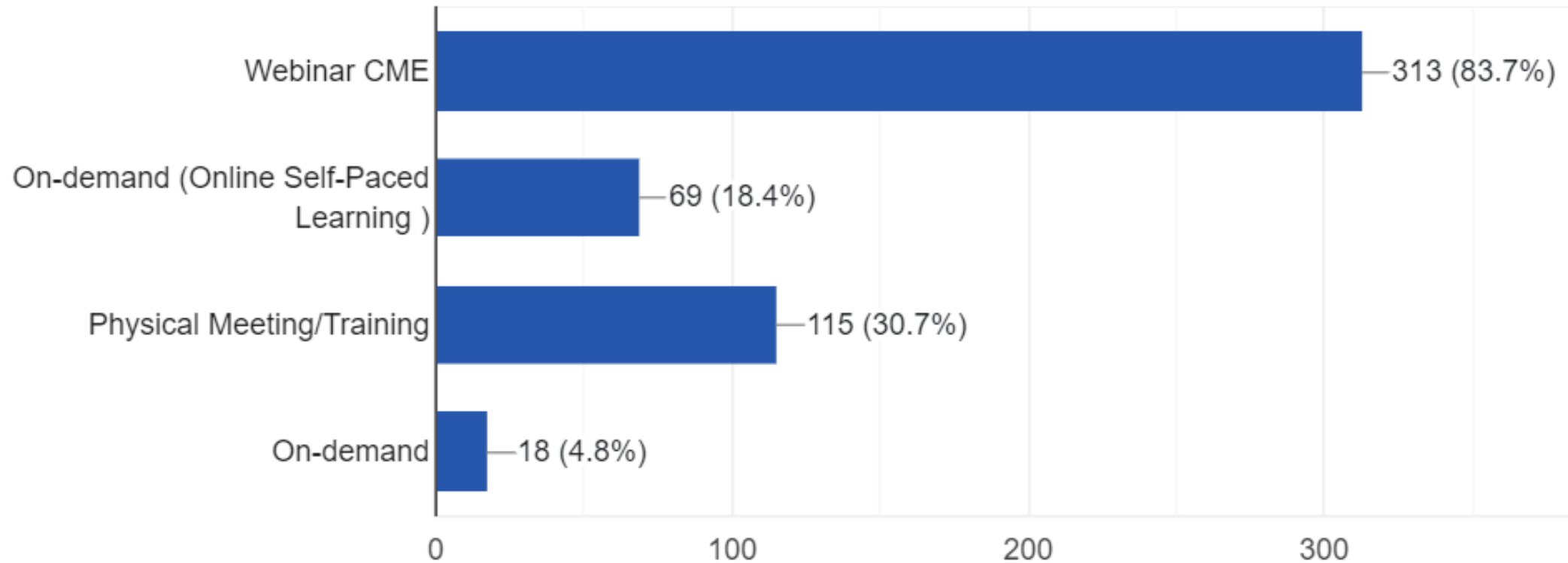
455 responses

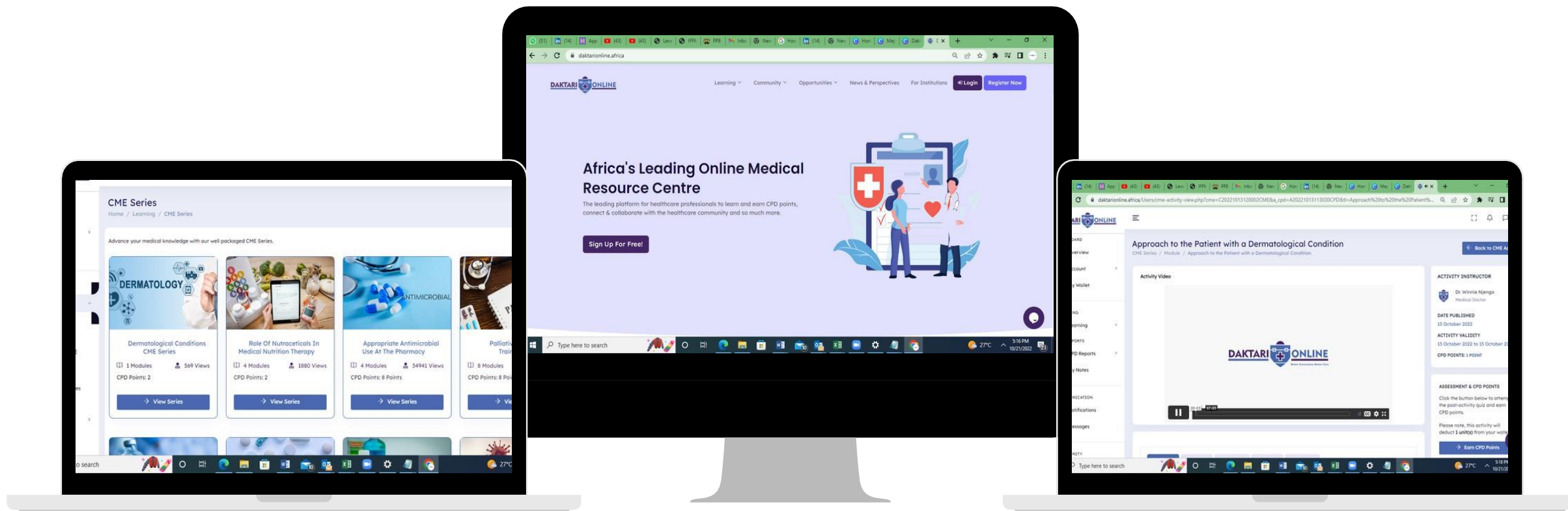


# Survey Feedback

## Mode of training you prefer

374 responses





# Healthcare Professionals | Capacity Building | Technology



# DAKTARI ONLINE™

## A BRIEF HISTORY OF THE COMPANY

### The Early Days

Daktari Online was founded in 2011 as a pilot project to establish the concept of continuous online learning for healthcare professionals (HCPs), which later became a full-fledged company in 2015 under the name Daktari Media Africa LLC.

### Expansion and growth

In 2017, Daktari Online registered 185 healthcare professionals and was accredited as the first online CPD provider by the KMPDC. In 2018, we integrated with the KMPDC CPD Management portal (iCPD) to comply with mandatory CPD regulations, cementing their position as a top provider of continuous learning for healthcare professionals in Kenya.

### Where We Stand Today

Our signed-up users has grown exponentially, with over 20,000 HCPs now using Daktari Online as their go-to CPD provider for professional appraisal and re-licensure. We are now accredited by the Nursing Council of Kenya, Pharmacy and Poisons Board, Clinical Officers Council, and Uganda Medical Council, and we have built a database of 70,000 HCPs across Africa.





# WHAT WE DO

## CONTENT & LIVE EVENTS PRODUCTION

- Photography
- Videography
- Post-production
- Studio facility
- Livestream
- Webinar hosting

## ON-DEMAND CPD PLATFORM

- Short Courses
- CME series
- Simulations
- Podcasts

## HEALTH CARE COMMUNICATIONS SOLUTIONS

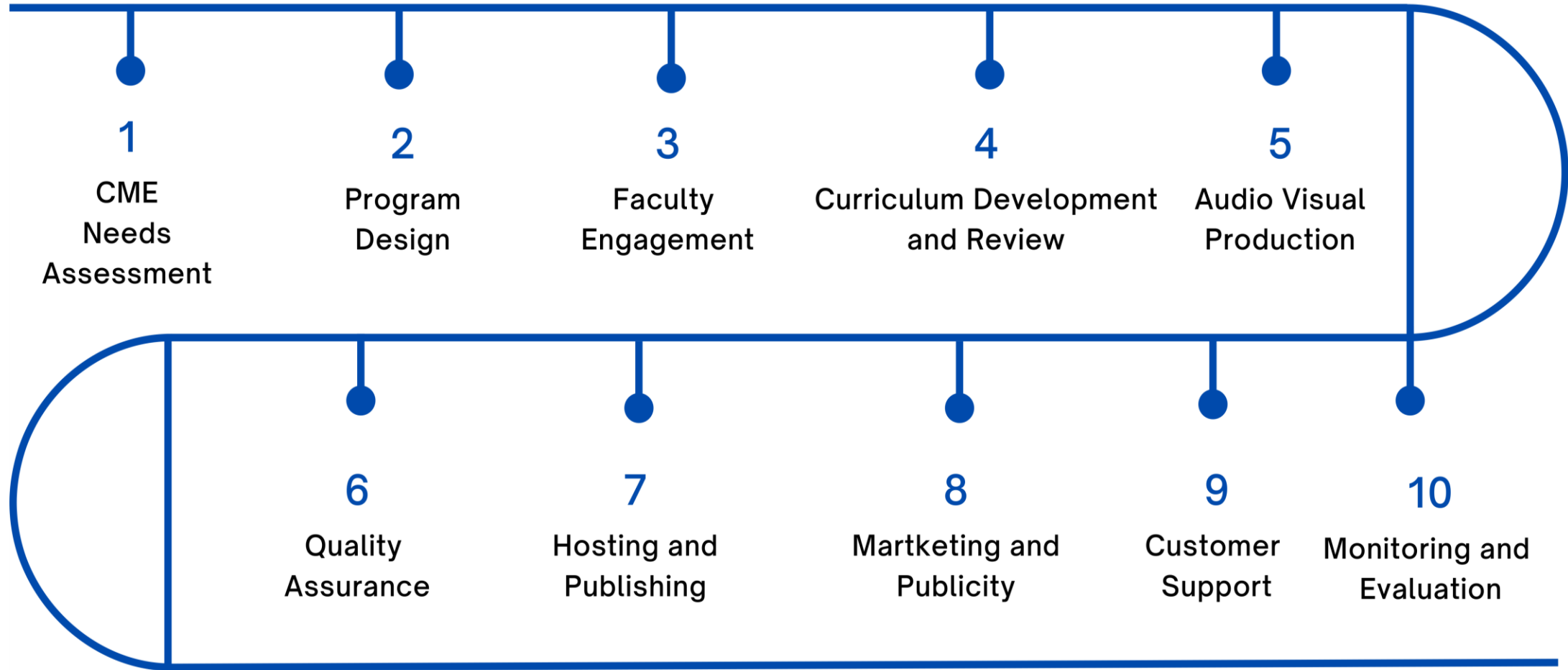
- Newsletter
- Mass mail
- Bulk SMS
- Social media
- Media relations
- Web banner

## TRAINING PROGRAMS DESIGN

- CPD accreditation
- Training needs  
assesment
- Surveys
- Reporting and  
evaluation



# HOW WE DO IT



# Sample Certificate

## CERTIFICATE OF COMPLETION

This certificate is presented to

*First-Name Surname*

has successfully completed the course on

**MENTAL HEALTH AND SPIRITUALITY FOR HEALTH CARE PROFESSIONALS**

**Course Contact Hours:**

**Completion Date:**



# Training Formats



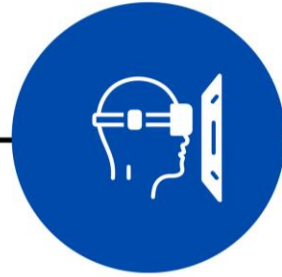
## LECTURE PRESENTATION

Incorporating the presenter's video alongside the slides in the lecture presentations.



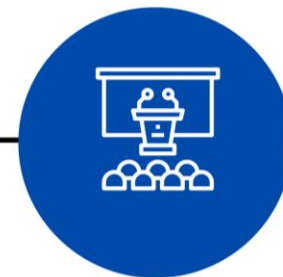
## INTERVIEW DISCUSSION

Involves 2 to 3 panelists and a skilled moderator guiding the conversation, creates a dynamic and informative experience for our audience.



## PROCEDURE/ DEMO/SIMULATION

We record simulations and live demonstrations by trainers, and archive them on Daktari Online platform to provide our audience with immersive learning experiences.



## CONFERENCE SESSION

We produce conference/symposium event session, it can be livestreamed, recorded, edited and archived on our platform to reach a wider audience.



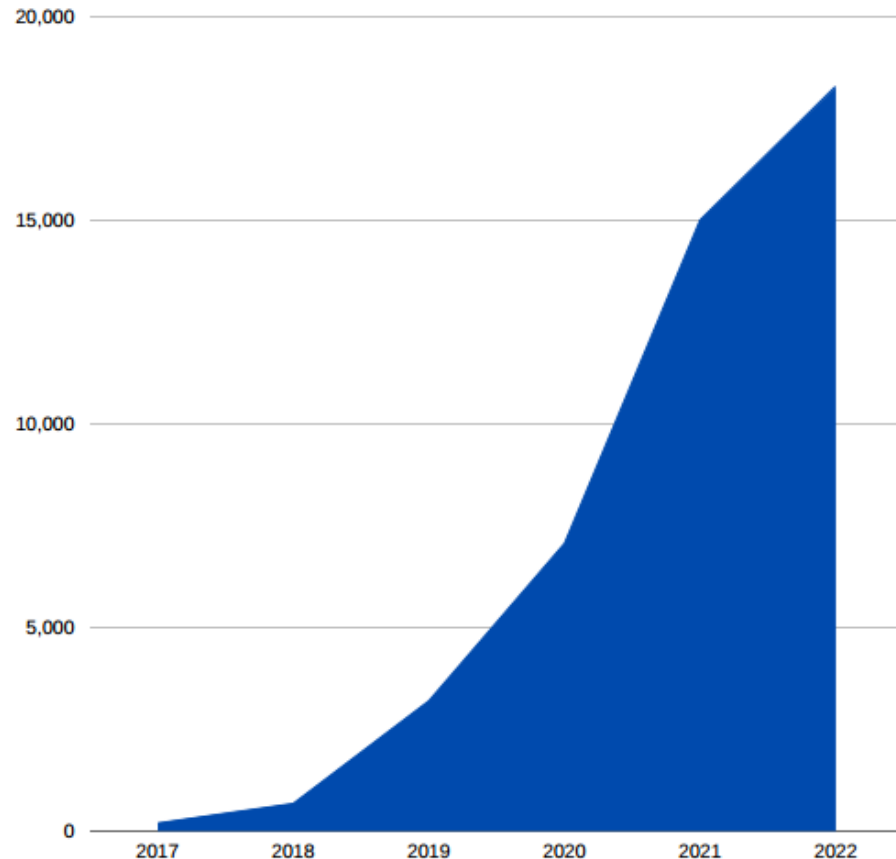
## PODCAST SESSION

We record medical podcasts in audio format provides accessible and informative insights from leading medical experts through interactive discussions

## Research Articles and Presentations



# HCPs User Traction



## ANNUAL REGISTRATION TRACTION

- 2017 - 285 HCPs
- 2018 - 680 HCPs
- 2019 - 3200 HCPs
- 2020 - 7064 HCPs
- 2021- 15000 HCPs
- 2022 - 18266 HCPs
- 2023 - 20000 HCPs





# Trainings Uptake

## Traction

2,000+

Webinar  
Registration

700+

Webinar  
Attendance

650+

Avg. Content  
Access per  
month

45%

Newsletter  
Open Rate

57%

Open Rate  
Bulk SMS



# Self-paced Learning Traction



Healthcare Professionals

20656



Accredited CPD Modules

375



Thematic Areas

56



Healthcare Institutions

1034



# Regulators: Why Consider Online CPD Programs



# Regulators: Why Consider Online CPD Programs

- **Increased Accessibility:** wider audience of healthcare professionals, including those in remote or underserved areas.
- **Flexible Learning:** Allows healthcare professionals to learn at their own pace and convenience.
- **Diverse Content:** Can host a wide range of content, including multimedia resources, interactive modules, and live webinars. This diversity allows healthcare professionals to choose content that aligns with their interests and needs.
- **Enhanced Tracking and Reporting:** Provide robust tracking and reporting features. Regulators can easily monitor and verify participation, ensuring that professionals meet their CME requirements. This reduces administrative burden and improves compliance.



# Regulators: Why Consider Online CPD Programs

- **Quality Control:** Regulators can establish strict criteria for accrediting online CME providers, ensuring that the content meets high standards of quality and relevance.
- **Cost Savings:** Eliminates the need for repetitive trainings hence saves costs associated with in-person events. This can result in cost savings for both healthcare professionals and regulators.
- **Environmental Impact:** Reduces the environmental impact associated with in-person events, such as travel-related carbon emissions and paper waste.
- **Global Reach:** Can facilitate international collaboration and knowledge sharing among healthcare professionals from different regions and backgrounds. This fosters a global perspective on healthcare practices and challenges.





# Regulators: Why Consider Online CPD Programs

- **Adaptive Learning:** Tailoring content to the individual learner's needs and knowledge gaps. This ensures that professionals receive personalized education that addresses their specific weaknesses.
- **Assessment and Feedback:** Online CME often includes assessment tools and feedback mechanisms that help professionals evaluate their knowledge and skills. Regulators can use this data to identify areas where additional training may be needed.
- **Innovation and Interactivity:** Online CME can leverage interactive technologies, simulations, and gamification to engage learners and enhance retention of information.



# Regulators: Why Consider Online CPD Programs

- **Reduced Disruption:** Healthcare professionals can participate in online CME without disrupting their patient care responsibilities, making it easier for them to meet their educational requirements.
- **Data Analytics:** Regulators can use data analytics to gain insights into participation trends, knowledge gaps, and the effectiveness of different CME programs. This information can inform future regulatory decisions and improvements.
- **Real-time Updates:** Online CME content can be updated in real-time to reflect the latest medical research and guidelines. Regulators can ensure that professionals are exposed to the most current information and practices.



# Possible Collaboration Areas



# Possible Collaboration Areas

- **Accreditation and Certification:** Establish accreditation criteria and regulatory standards for online CPD programs.
- **Data Sharing:** Learner performance and completion rates with regulators can help regulators assess the effectiveness of CME programs and identify areas where additional education or resources may be needed.
- **Needs Assessment:** Regulators can collaborate with providers to conduct needs assessments to identify the specific educational needs of healthcare professionals in their jurisdiction. This can guide the development of relevant CME content.
- **Research and Evaluation:** Collaboration can involve joint research efforts to assess the impact of CME on healthcare outcomes and patient care. Regulators and providers can work together to conduct studies and gather data on the effectiveness of CME programs.



# Possible Collaboration Areas

- **Regulatory Updates:** Online CME providers can help disseminate important regulatory updates and changes to healthcare professionals through their platforms, ensuring that professionals are aware of and compliant with new regulations.
- **Quality Improvement:** Collaboration on continuous quality improvement of CME programs. Regular feedback and evaluation mechanisms can be established to refine and enhance the educational offerings.
- **Innovative Delivery Methods:** Explore innovative delivery methods, such as virtual reality simulations or artificial intelligence-driven adaptive learning, to enhance the learning experience.
- **Accessibility and Inclusivity:** Collaborative efforts can address accessibility and inclusivity issues, ensuring that CME programs are accessible to healthcare professionals with disabilities and from diverse backgrounds.





# Possible Collaboration Areas

- **Research and Evaluation:** Collaboration can involve joint research efforts to assess the impact of CME on healthcare outcomes and patient care. Regulators and providers can work together to conduct studies and gather data on the effectiveness of CME programs.
- **Ethics and Professionalism:** CME providers can develop content that focuses on ethics, professionalism, and legal aspects of healthcare practice, in line with regulatory requirements.
- **International Collaboration:** Regulators and online CME providers can collaborate on international CME initiatives, promoting knowledge exchange and collaboration among healthcare professionals from different regions.



# CONTACT US

**Find Out More**

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