


Digital Content Strategies for your Mobile Curriculum
Lessons Learned from UC Irvine's iMedEd Initiative

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iMedEd

Comprehensive "reboot" of the medical school curriculum

iMedEd Initiative Year 1 and 2


- Over 210 iPads & cases
- 13 digital textbooks
- Apps and Online subscriptions
- Over 50 Faculty & Staff iPads
- Podcast Capture System (Mediasite)
- Updated Content Management System

Where did funding come from?

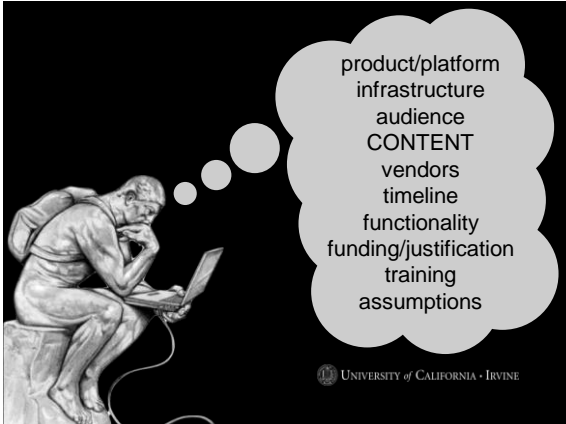
Scholarship Donation

16, 32, or 64GB?	16 GB
WiFi or 3G?	3G
Device ownership?	Students



Why change?





Product / Platform	Infrastructure	Audience	Content
Timeline	Functionality	Funding	Training

- iOS - iPhone, iPad, iPod
- Android OS - which hardware
- Laptop or Netbook?
- 3G or WiFi
- Battery and Product Lifespan

Product / Platform	Infrastructure	Audience	Content
Timeline	Functionality	Funding	Training

- 3 devices per student
- Clinical Informatics
- Support
- Economies of Scale

Product / Platform	Infrastructure	Audience	Content
Timeline	Functionality	Funding	Training

- Limited Pilot vs Full Implementation
- Students
- Faculty
- Staff

Product / Platform	Infrastructure	Audience	Content
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- Yearly Budgets
- Curriculum Planning

Product / Platform	Infrastructure	Audience	Content
Timeline	Functionality	Funding	Training

- Just textbooks?
- Small groups?
- What else would you use it for?

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Product / Platform	Infrastructure	Audience	Content
Timeline	Functionality	Funding	Training

- Grants
- Fees
- How do you justify the cost per student
- Justifications are not just limited to academics

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Product / Platform	Infrastructure	Audience	Content
Timeline	Functionality	Funding	Training

- How much time do you need?
- Who do you train?
- Who will train them?
- How do you train them?
- Do they have a baseline competency?

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CONTENT	Scope	Types
	Evaluate	Challenges

CONTENT	<ul style="list-style-type: none"> • Basic Sciences • Clinical Sciences • Function-specific pilot programs • Anatomy and wet labs • Clinical Rotations • Shared or individual content
Scope	
Types	
Evaluate	
Challenges	

CONTENT	
Scope	
Types	
Evaluate	
Challenges	

Handouts CD/DVD Textbooks PDFs Podcasts E-books Web-based Apps iBooks Vodcasts

CONTENT

- Scope
 - Critically evaluate current content
 - Content/vendor mapping
- Types
- Evaluate
- Challenges

CONTENT

- Scope
 - Powerpoint
 - Core Notes
 - Keynote
 - PDF
 - iBooks
 - eBooks
 - Wiki
- Types
 - Lippincott
 - Wolters Kluwer
 - Elsevier
 - Lange
 - McGraw Hill
 - VitalSource
 - Inking
 - Kno
 - CourseSmart
 - Publisher App
 - Modality Body
- Evaluate
- Challenges

CONTENT

Not all digital textbooks created equally

- Scope
 - Digital Replication
 - Digital Transformation
- Types
 - VitalSource
 - CourseSmart
 - Kno
 - Inkling
 - ModalityBody
 - Publisher App
- Evaluate
- Challenges

CONTENT

II. FLUID MOSAIC MODEL OF THE PLASMA MEMBRANE

- The lipid bilayer (Figure 3.1.1) is used as its primary structure to small, lipid-soluble, simple to molecules that are impermeable to charged ions.
- Membrane proteins:** The lipid bilayer is composed of phospholipids, glycolipids, and cholesterol, of which, in most cells, phospholipids constitute the highest percentage.
 - Phospholipids** are **amphiphilic** molecules, consisting of one **polar hydrophilic head** and two **non-polar hydrophobic tails** as tails, one of which is usually saturated.
 - The non-polar tails of one adjacent phospholipid face the membrane surface, whereas the tails of the other phospholipid face the membrane surface, whereas the tails of the first phospholipid face the membrane surface, facing the water.
 - The **polar head** of each molecule faces the membrane surface, whereas the tails of the other phospholipid face the membrane surface, facing the water.
- Proteins** are recruited to the extracellular aspect of the membrane. **Polar-soluble** proteins are recruited to the extracellular aspect of the membrane, whereas **non-polar-soluble** proteins are recruited to the intracellular aspect of the membrane.

Highlights sync to your iPad and notes are seen as a "sticky note" icon

able to charged ions. The lipid bilayer is composed of phospholipids, glycolipids, and cholesterol, of which, in most cells, phospholipids constitute the highest percentage. **Amphiphilic** molecules, consisting of one **polar hydrophilic head** and two **non-polar hydrophobic tails** as tails, one of which is usually saturated. Instead, the distribution of each molecule faces the membrane surface, whereas the tails of the other phospholipid face the membrane surface, facing each other.

Copy Highlight Show Note

CONTENT

LEAD INSTRUCTIONAL COURSEWARE

When and hearing, critical senses for experiencing the world around us, are two areas of special importance for health promotion and counseling. Oral health, often overlooked, also merits clinical attention.

Changes in... healthy young adults generally... older than... and glaucoma become more prevalent. ... reduces awareness... to improve detection of visual deficits, use... or hand-held card (p. 211). Examine the lens and...

Highlight Annotate Share

CONTENT

U.S. M Phase: Chromosome Segregation and the Division of Cytoplasm

During prophase, the mitotic spindle begins to form. When the chromosome condense, the spindle fibers are visible. The spindle fibers are visible during prophase. The spindle fibers are visible during prophase. The spindle fibers are visible during prophase.

prophase: The phase of cell division that begins when the condensed chromosomes become visible and ends when the nuclear envelope breaks down. The assembly of the spindle takes place during prophase.

The spindle and centrioles

CONTENT **APPS**

Scope

Types

Evaluate

Challenges

How do you find apps?
How do you evaluate apps?

CONTENT

Textbooks

Scope

Types

Evaluate

Challenges

- Simultaneous consolidation and fragmentation of material on one device
- What if not all of your content is available?
- Purchasing - who pays? who manages contacts?
- Role of the medical librarian
- Bookstore backlash?
- Distribution of digital content

CONTENT

Apps

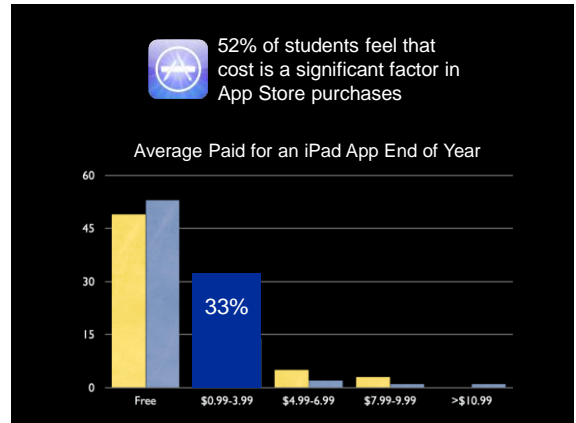
Scope

Types

Evaluate

Challenges

- Are app reviews pertinent to your user group?
- How do you "bulk purchase" apps?
- How do you distribute app codes?
- Who will pay for the apps?



CONTENT

Funding

Scope

Types

Evaluate

Challenges

- School vs individual purchases
- How do you justify this budget?



CONTENT

Support

- Who will support and troubleshoot textbook and app problems?
- How extensive will that coverage be? (i.e. Sunday night before exam)
- Device troubleshooting
- Backups
- Upgrades
- Training
- EXPECTATION MANAGEMENT

Scope

Types

Evaluate

Challenges

Questions? Comments? Discussion Points?

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