

## Feasibility Study

AdventHealth University Student Registered Nurse Anesthetists Developed Online Continuing  
Education Module Seeking American Association of Nurse Anesthetists Approval for CE Credit

Doctor of Nurse Anesthesia Practice Program

AdventHealth University

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### **Certification**

We hereby certify that we have no interest, present or contemplated, in the proposed AdventHealth University Echelon Division, and that to the best of our knowledge and belief, the statements and information contained in this report are correct – subject to the limitations herein set forth.

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## **Executive Summary**

Student Registered Nurse Anesthetists (SRNAs) at AdventHealth University (AHU) had yet to develop an American Association of Nurse Anesthetists (AANA) approved continuing-education (CE) module through the Echelon media development platform. The purpose of this study was to contribute to the rapidly growing online CE industry for healthcare providers, as well as, the process of doctoral scholarly project SRNA module development. This study overall recommends the establishment of SRNA developed CE modules at AHU Echelon Division accredited by the AANA.

The established reputation of Echelon strengthens the ability to enhance professional development and patient care through online CE modules, but because an AANA CE module had not been developed under the Echelon platform by an SRNA at AHU, some cost forecasts may have been prone to greater error due to no historical cost figures. The strategy to establish AHU SRNA developed CE modules approved by the AANA will be to maximize the benefits of the strengths outlined and mitigate the potential effects of the weakness from process improvement recommendations.

The analysis justifiably reveals that the non-monetary benefits far outweigh the time and costs involved in CE module developed approved by the AANA for credits. The intangible benefits cause the process to be favorable for AHU, SRNAs, and healthcare professions. The long-range benefits of establishing this process appear extremely positive for multiply parties. In the long-range view, it is project to generate revenue as a give-back to the university, increase name recognition and overall branding, and offer extensive access to evidence-based knowledge at low cost and flexibility to healthcare providers while supporting the healing mission of the University.

## **Introduction**

### **Purpose**

Student Registered Nurse Anesthetists (SRNAs) at AdventHealth University (AHU) had yet to develop an American Association of Nurse Anesthetists (AANA) approved continuing-education (CE) module through the Echelon media development platform. Therefore, a feasibility study on the development of an online education module approved for CE credits by the AANA was conducted to determine the viability of digital education at low cost and flexibility to healthcare providers on the treatment of opioid-use disorder (OUD) with immunopharmacotherapy in order to increase knowledge, while enhancing patient safety with evidence-based care.

### **Assumptions**

The first assumption made in the proposal of this feasibility study included that there was a sufficient amount of future SRNAs interested in CE module development and credit approval by the AANA for increased knowledge analysis. Furthermore, it was assumed that there was a need for accredited evidence-based CE modules for healthcare providers.

## **Market Potential**

### **Environmental Analysis**

In 2025, all Certified Registered Nurse Anesthetists (CRNAs) will require a doctorate in nurse anesthesia to enter the field; currently, a master's degree is required. The master-level nurse anesthesia programs will have to transition to a doctorate program by the year 2022 in order to meet this 2025 requirement. With a higher-level degree program also comes new requirements with regards the DNAP scholarly project.

These projects require SRNAs to demonstrate a synthesis of evidence-based practice in an area specific to the student's specialty. Therefore, there is a potential market for AHU SRNAs to utilize CE module development, credit application/approval, and analysis to meet this requirement.

The online CE module industry is rapidly growing with significant demand from providers, allowing for a more accessible source of mandatory continued learning for any and all credentialed or licensed healthcare professional. The current overall industry for continuing medical education (CME) is estimated to be \$750 million, but the industry's gross annual product is expected to increase exponentially within the next five years.

### **Strengths and Weakness**

One of the major strengths of this process is the already established reputation of Echelon, the continuing education division of AHU and AdventHealth. This formed relationship enables mission-driven echelon and AHU to serve the CE requirements of individuals, and the training needs of organizations by providing high-quality online learning and informational resources to enhance professional development and patient care.

On the other hand, a major weakness included that an AANA CE module had not been developed under the Echelon platform by an SRNA at AHU. Therefore, developing cost forecasts of new ventures for which there are no historical cost figures is considered more difficult and typically subject to greater error than forecasts for projects that have cost histories.

### **Cost of the Process**

#### **Production Cost**

The success of the CE development and accreditation is partly contingent on the cost of the module. The total overall cost that was identified as directly relating to the development of

the one-hour enduring media CE module was \$11,817 (see appendix C1). A major cost saving was that the SRNA developers charge nothing for their contributions to content development (see appendix C1).

### **Time Cost**

Although there was no monetary cost as AHU students, there was significant time cost. The estimated time cost per SRNA for the development of the module was 150 hours. AHU Director of Continuing Education – Division Echelon, Lori Pollizi, estimated that her time commitment to the module development was 64 hours. Furthermore, the additional content development by the Echelon team for enduring media was estimated to have been 359 hours.

### **Conclusion**

#### **Risks & Benefits**

AHU SRNA developed online modules approved by the AANA for CE credits offer numerous benefits to multiple parties. With time, continued SRNA module development, both the increased quantity and strength of content, would generate revenue as a give-back to the university. However, many of the risks and benefits from the module development cannot easily be assigned monetary value.

#### **institutional.**

The SRNA developed and published CE module would increase AHU's name recognition and overall branding. The University's reputation would also be enhanced by promoting graduates with research credentials, a distinction from many other institutions.

However, if SRNAs lack the high-level of quality required in academia, then there is a potential that it could reflect negatively on the institution.

### **SRNA developer.**

Throughout the process, SRNAs acquire invaluable knowledge and skills applicable to continued professional development. In addition, gaining recognition and approval by accrediting associations, like the AANA, validate SRNA time and effort, while increasing their confidence.

This process requires significant time and effort on the SRNAs' part. If they are unsuccessful it could poorly affect their confidence and motivation for continued academic endeavors.

### **profession.**

Digital education offers extensive access at low cost and flexibility to healthcare providers. It allows opportunities to enhance the quality of educational structures, improve cost-effectiveness, and provide convenient access to learning, especially when accredited by the AANA, and offered through professional organizations, like Echelon.

### **Recommendations**

Based on the analysis of the benefit/cost considerations, the development of a CE module by SRNAs at AHU submitted to the AANA for credit was deemed feasible and desirable. Determining the viability of this process allows for future development and progression toward research and publication analysis, as well as, increased availability of evidence-based knowledge for healthcare providers.

Our recommendation for process improvement of CE module development by AHU SRNAs includes ensuring efficient organization of documents and alignment of all content with AANA expectations. Module content needs to change knowledge, skill, or practice that is relevant to the profession, as well as, provide measurable outcomes with reporting metrics.