Go to GeriatricFastFacts.com
Add to Home Screen

Note: This is a website NOT an app.
GERIATRIC FAST FACTS: 4 YEARS OF GROWTH AND REACH

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Disclosure of ABIM Service: I am a member of Item Test Writing Committee on Geriatric Medicine. To protect the integrity of certification, ABIM endorses strict confidentiality and ownership of exam content. As a current member of the Item Test Writing Committee on Geriatric Medicine, I agree to keep exam information confidential. As is true for any ABIM candidate who has taken an exam for certification, I have certification, I have signed the Pledge of Honesty in which I have agreed to keep ABIM exam content confidential. No exam questions will be disclosed in my presentation.

No other faculty, presenters, planners, or anyone controlling content has any relevant financial relationships to disclose.
BUILDING ON OUR PAST

- Palliative Care (PC), End of Life Fast Facts (1999 -)
  - David Weissman, MD early leader in Palliative Medicine, MCW DOM Faculty Member (Emeritus)
  - Transitioned to Timothy Jessick, DO (MCW Palliative Care Fellow Grad)
    - [https://www.mypcnow.org/fast-facts/](https://www.mypcnow.org/fast-facts/)

- Geriatric Fast Facts
  - To “Geriatricize” other specialties to better care for the aging population through a free, easily accessible educational tool
Geriatric Fast Facts (GFFs)

- "Fast", Short for point of care education, evidence-based
  - Organized by Topics, ROS, ACGME Competencies, Basic Science Principles

- Searchable, structured
  - Assessment, Context, Action, Definition
  - Incidence/Prevalence
  - Underlying Sciences (e.g. Connective Tissue Changes, Immunosenescence, Impaired homeostasis)
  - Brief quizzes added

- Google Analytics became available
To Date

- There are 91 GFFs with quizzes published
- GFF topics from “A” to “V”
  - “A” (advance directives, assessment of an older emergency department patient)
  - “V” (vertigo and complaints of dizziness)
- Geriatric Fast Facts have been linked to a variety of standing events to enhance access
Googled “Geriatric Fast Facts”
  o Top 10 listing
  o Access:
    • Direct Link - 60% of unique users
    • Search engines - 39% of site traffic
    • Referral from another site - 19%
  o Ideal “Bounce rate” affirms accessible
  o Session duration averages <2 minutes
RESULTS – BASELINE TO 8.25.2020

Unique Users

Sessions

Sessions by country
RESULTS: TOP 5 GFF PAGE VIEWS (8.25.2019-8.25.2020)

1. 3,056 Home Safety Eval - Can I Send This Patient Home
2. 2,150 Assessing Older Adults w Abdominal Pain in ED: 10 Key Points
3. 1,585 Managing Pain in Elderly Rib Fracture Pts (>65 years)
4. 1,491 Environmental Causes of Falls
5. 1,191 Assessing Gait
Challenges

- Maintaining website (server costs, security, upgrades)
- Reviewing and updating the GFFs
- Recruiting new authors for new topics
- Maintaining an editorial board
**Conclusions**

- GFFs are concise, point of care tools, and teaching adjuncts.
- GFFs can be accessed on all electronic devices through a mobile-enabled website.
- Utilization has grown steadily and has an international reach.
IN APPRECIATION

- MCW Palliative Fast Facts Team
- Judi Rehm
- Bambi Wessel, MS
- Diane Brown, MS
- June Hopkins
- Judith M. Myers, MS
- Michael L. Malone, MD
- Stacy Barnes, PhD
- Amanda Szymkowski
- Ascedia Production Team
- All contributing authors
- MCW GFF Team
JOIN US – USE & SPREAD GFFS!

Bookmark GFF on your mobile device
  o Use it for teaching/learning
  o Check learning via a Quiz

See a Gap?
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  o Become a co-author

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