The Three Ts: Teams, Training, Technology

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Overview of our approach

• Why?

• What?

• How?
Overview of our approach

• Why?
  • Elder abuse is a major problem affecting 1 in 10 older adults and is often missed or mishandled by physicians. We want to make a big impact on recognition and reduction.

• What?

• How?
Overview of our approach

• Why?

• What?
  • Create, develop, implement an elder abuse curriculum for physicians-in-training who are in regular contact with older adults

• How?
Overview of our approach

• Why?

• What?

• How?
  • Ask and listen so we create a product that is wanted, practical to use, meets the needs, and is high quality
  • Get the end users’ perspective early and throughout the creation process
  • Great partnerships: UCSF, UCI, UCSD
Decide on our target audience

- Physicians who were in regular contact with older adults
  - Family Medicine
  - Internal Medicine
  - Geriatricians
  - Emergency room physicians
  - Psychiatrists
- Early in career (GME=Graduate Medical Education)
- Faculty
Fill existing needs

- High quality material
- In general, faculty are not highly knowledgeable on this topic
- Everyone is busy: residents, faculty, and staff
- ACGME (accreditation) requirements
  - family violence
  - geriatrics
  - cultural diversity
  - interprofessional teams
Utilize existing infrastructure

- Postgraduate medical programs across a diversity of sites
- Judith D. Tamkin International Symposium
- National Center on Elder Abuse (NCEA)
- Geriatric Workforce Enhancement Program (GWEP)
Keep a larger context in mind

• Demographics in the USA
• Age Friendly movement
• California Master Plan on Aging
• Reframing Aging
Partnerships

- KSOM USC
- UCSD
- UCSF
- UCI
Dissemination

• Among our group we will reach more than 1,000 residents per year
• Introduce and make available to the other 44 GWEP affiliated institutions
• Educator forums (e.g. annual Keck Innovations in Medical Education Conference, ACGME)
The “S” words: sustainability and scaling

- Incorporating this into existing infrastructures
- Making life easier for the user
- Measuring results
- Making material available to others
- Creating a business model
The Product

• Ethnogeriatric elder abuse curriculum
• 30 minute modules (six)
  • On line
  • Faculty-facilitated session for 1 of the 6 modules
• Customizable
• Flexible
Summary

• Be clear on purpose
• Fill a need
• Leverage existing programs
• Consider partnering with others inside and outside your organization
• Understand the context
• Make sure it’s good and accomplishing the intent
• Think about business model
• Buy in/commitment creates good products and wonderful ambassadors
Thank you for your attention.