SOCIAL MEDIA-BASED DISTRIBUTION OF ANESTHESIA EDUCATIONAL CONTENT: UTILIZATION OF THE ANESTHESIA ILLUSTRATED EDUCATIONAL WEBSITE

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Background/Introduction: Anesthesia Illustrated is a free global open-access online educational initiative created and managed by the Stanford Anesthesia Informatics and Media (AIM) Lab. The goal of the project is to provide multimedia-based anesthesia education resources to the public for dissemination and use in training programs and curriculum projects as well as for individual self-directed learning. The Anesthesia Illustrated platform utilizes online multimedia technologies to disseminate high-quality educational content and learning objectives via online videos, cognitive aids, and online courses. Current anesthesia educational content includes: Cardiac, Career, Clinical, Crisis, OB, Obesity, Peds, Physiology, Residency Training, TEE, and Thoracic. Recent content additions include lectures from the Society for Obstetric Anesthesia and Perinatology 2012 Sol Shnider meeting in San Francisco and the SOAP annual meeting in Monterey California in 2012. The website also contains two online courses, one teaching principles of crisis resource management in the context of Advanced Cardiac Life Support, and the other a course teaching how to manage general anesthesia for an emergent cesarean section. Anesthesia Illustrated can be used by individuals interested in furthering anesthesia learning or can be incorporated into modular educational curriculum in anesthesia training programs via mobile apps and online education.

Methods: The primary objective of Anesthesia Illustrated is to disseminate high-quality multimedia-based visual educational content including online videos, cognitive aids, and online courses. These videos were captured using the Panopto lecture capture system (Pittsburgh, Pennsylvania) and Screenflow software (Nevada City, California). The videos are organized and published on a searchable website: http://www.anesthesiaillustrated.com. Educational content is categorized, organized, and disseminated via the Anesthesia Illustrated website. Analytics from the distributed use of educational content from the Anesthesia Illustrated website through social media network was analyzed by load count and geographical distribution.

Results: 69 high-quality educational videos have been made available on Anesthesia Illustrated since its inception in December of 2011. Over this time these videos have accumulated over 94,213 loads. Geographic analysis has shown that the Anesthesia Illustrated videos have been loaded from over 150 countries. Specific educational content
in OB and Cardiac Crisis have culminated in the creation of two mobile iPad educational applications, which are supplemented by Anesthesia Illustrated.

**Conclusions:** Data on content usage suggests that demand for open-access high quality video based anesthesia educational content is high with over 94,213 content loads from over 150 countries. Further work should be done to develop and research the efficacy of multimedia based anesthesia education distributed through social media networks.