

Follow the arrows for the type of data Google analytics can process and display

The Northwest ICU Logbook

Making data work for you

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Website visits through time



proud to be the voice of critical care since 1970

About the logbook

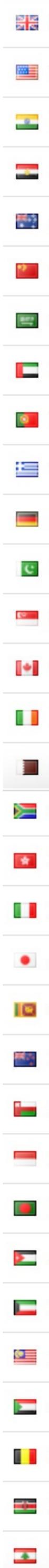
Personal logbooks are ubiquitous in medicine. FICM requires a logbook summary for ARCP purposes but does not mandate a particular logbook. The NW ICU logbook was created with input from key trainers in the NW school of ICM.

Key features

- Spreadsheet-based:** Mac Numbers and Microsoft Excel
 - Independent of app updates, simple structure
 - Can be used on Android and Apple devices, desktop/laptop or mobile
- Fully editable:** Users can add/remove fields. Versions have been responsive to user-feedback
 - 8 version updates since launch
- Cloud-enabled:** Files can be easily stored on cloud systems such as iCloud, Google drive and Dropbox.
- Mobile-compatible:** A simple form allows streamlined input on Mac Numbers app. Storing on the cloud enables input from virtually anywhere.
- ARCP compliant:** Summary data presented in beautiful graphs and tables
 - Allows for quick reference, comparison and interrogation
 - Promotes self-directed learning and identification of skill gaps

It was launched in August 2018 and has been since downloaded over 3000 times from over 30 countries.

Downloads by country (descending order). Can you name them all?



Google analytics

Making automatic data collection work for you.

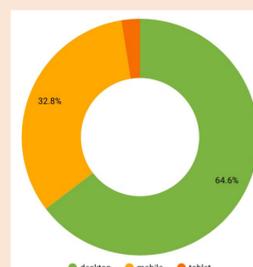
Google analytics is a very powerful suite of data collection and analysis. It is used by many commercial websites to better understand website traffic, clientele, downloads, reach and more.

For this project, I learnt how to insert Google analytics code into the website, as well as programme analytics to collect data specifically on downloads. They was done by watching video tutorials and reading online articles. I wrote a very simple html website with help from a colleague. As a result, data was collected since its launch. This provided:

- The progress and success of the logbook by using visits and downloads as metrics
- The percentage of Mac or Windows users, providing evidence to maintain both Numbers and Excel versions of the logbook
- The spread and international desire for an ICU logbook
- Data to win the ANWICU prize
- Evidence to develop the logbook further (see below)

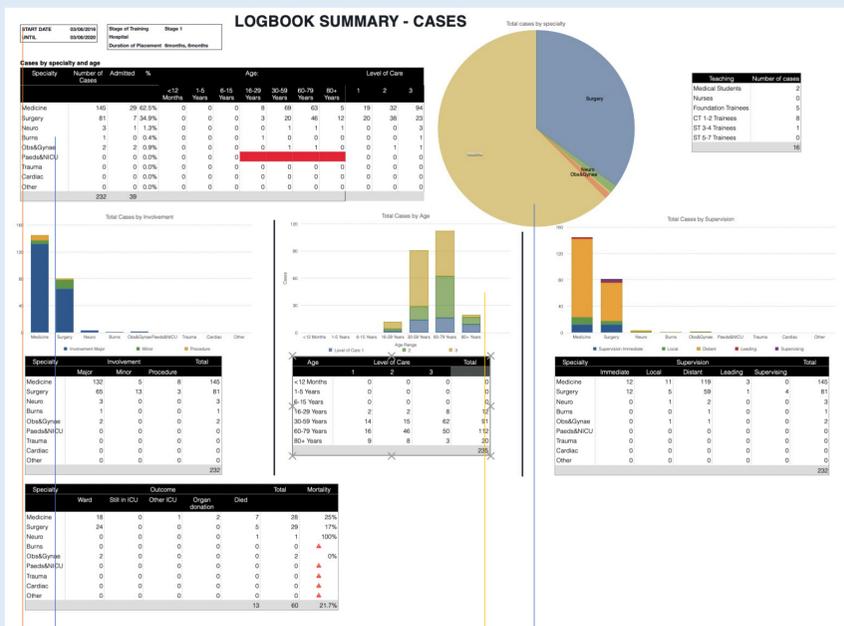
Below is an example dashboard created to provide a quick overview during a specified period. Some information on this dashboard:

- Graph of new users against time
- World map of users during specified period
- Number of downloads of Excel logbook, Numbers logbook and PDF instructions



A closer look

Making the logbook data work for you



Main data table
Selectable date range (Apple only)

Base specialty pie chart
Other graphs including age, supervision, involvement and level of care

LOGBOOK SUMMARY - PROCEDURES



Procedure summary includes lines, ultrasound, blocks and others (scan QR code below to see full list)

Mobile input form reflects all the fields of the spreadsheet and allows for data input on the go.



Summary

NW ICU logbook (soon to be ICS Personal Logbook)

- Fully-editable, multi-platform, cloud-enabled, mobile-ready, spreadsheet-based, ARCP compliant personal logbook
- Automatically generated summaries for revalidation and ARCP
- Launched Aug 2018
- Listed on FICM website
- >3 years, >30 countries, >3000 downloads
- Google analytics for automated website data collection

Future plans

- ICS adoption of the NW ICU logbook, which will soon be known as the ICS personal logbook.
- Develop a cross-platform app with data collection capabilities (working with the ICS)
- Maintain front-end automated summaries
- Develop back-end anonymous pooled data collection
- Analyse variation in regional training opportunities and caseload
- Support cross-specialty competency-based training

Heatmap of downloads by city.



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www.markzytan.com