

APNA eLearning Center Report October 2016

APNA eLearning Center Current Online Sessions

June 1 – September 12, 2016 *(Comparisons to previous period: February – May 2016)*

Session Category	Number of Sessions	Number of Contact Hours
Special Skills for Psychiatric Nurses	5 (↑1)	6.0 (↑1.25)
Annual Conference Archives	147 (↓73)	144.75 (↓46.5)
Psychopharmacology	56 (↑11)	81.5 (↑16.25)
CPT Webinars	3 (same)	3 (same)
APNA Webinars	3 (↑1)	2.25 (↑0.5)
APNA e-Series: Bipolar Spectrum Disorders	3 (same)	5.25 (same)
Acute Care Psychiatric-Mental Health Nurses: Preparing for Recovery Oriented Practice	3 (same)	8.5 (same)
TOTAL	280 (↓60)	251.25 (↓28.25)

APNA eLearning Center Order Activity

- **Total orders since launch (March 15, 2011 – September 12, 2016):** 66,317 – **6.6% increase** since May 31, 2016 (62,218).
- **Current Period:** Total orders June 1, 2016 – September 12, 2016: **4,590 – 19.43% increase** over June 1, 2015 – September 12, 2015 (3,843)
- **2016:** Total orders January 1 – September 12, 2016: **12,908 – 18.5% increase** versus January – May 31, 2015 (10,559).

Order Activity by Month

(February 1, 2016 – May 31, 2016) – Comparisons to the past 2 years

Orders Completed

Month	2016	2015	Variance 2016 vs. 2015	2014	Variance 2016 vs. 2014
June	1,194	1,328	-10.1%	1,055	+13.2%
July	1,296	1,288	+6.2%	920	+40.9%
August	1,356	1,203	+12.7%	1,314	+3.2%
September 1-12	744	469	+58.6%	499	+49.1%
Total	4,590	4,288	+7.04%	3,788	+21.2%

Order Activity: Top Ten Sessions

Current Year: January 1 – May 31, 2016

- 1467 Orders:** Issue 2: Biological Interventions for Bipolar Spectrum Disorders Across the Lifespan
 - eBook Format
 - 2.5 contact hours
 - Free to members and non-members
- 1276 Orders:** Issue 1: Bipolar Spectrum Disorders: Assessment, Diagnosis, and Epidemiology Using a Recovery Paradigm
 - eBook Format
 - 1.5 contact hours
 - Free to members and non-members
- 991 Orders:** Issue 3: Bipolar Spectrum Disorders: Counseling, Psychoeducation, and Psychotherapy: Evidence-Based Components in the Therapeutic Relationship
 - eBook Format
 - 1.25 contact hours
 - Free to members and non-members
- 409 Orders:** 3055-15: Addictions and Tobacco Dependence Council Interactive Panel: Addressing Stigma & Treatment

- Podcast Format
 - 1.5 contact hours
 - \$15 for members and \$25 for non-members. Session offered free Feb 9 – March 18, 2016.
5. **379 Orders:** Keeping the Unit Safe
- Webinar Format
 - 1.5 contact hours
 - \$13 for members and \$22 for non-members. Free May 6 – 12, 2016 for Nurse's Week.
6. **346 Orders:** Competency Based Training for Conducting the One Hour Face-to-Face Assessment for Patients in Restraints or Seclusion
- Webinar Format
 - 1.5 contact hours
 - Free to members and non-members
7. **341 Orders:** Managing Bipolar Type I Depression: Maximizing Benefits, Minimizing Risks
- Podcast Format
 - 1.25 contact hours
 - Free to members and non-members
8. **302 Orders:** Seclusion and Restraint: Keys to Assessing and Mitigating Risks
- Podcast Format
- Webinar Format
 - 1.0 contact hours
 - Free to members and \$18 for non-members
9. **295 Orders:** 1046: The Phenomenon of Suicide: Competency Number One for the Psychiatric Mental Health Nurse Generalist
- Webinar Format
 - 1.25 contact hours
 - Free for members and \$28 for non-members.
10. **265 Orders:** 3055: Trauma and Healing: Findings and Insights from Three Nurse Scientists
- Webinar Format
 - 1.0 contact hours
 - Free to members and non-members

Sessions Offered for Free since January 1, 2016

(aside from free CE via use of bonus points)

Listed on www.apna.org/FreeCE

Total 26 Sessions 32.75 Contact Hours			
Reason / Dates	Title	Contact hours	Members and/or Non-members
Currently Free	Issue 1: Bipolar Spectrum Disorders: Assessment, Diagnosis, and Epidemiology Using a Recovery Paradigm	1.5	Members / Nonmembers
Currently Free	Issue 2: Biological Interventions for Bipolar Spectrum Disorders Across the Lifespan	2.5	Members / Nonmembers
Currently Free	Issue 3: Bipolar Spectrum Disorders: Counseling, Psychoeducation, and Psychotherapy: Evidence-Based Components in the Therapeutic Relationship	1.25	Members / Nonmembers
Currently Free for Members (free for nonmembers during September only)	1046: The Phenomenon of Suicide: Competency Number One for the Psychiatric Mental Health Nurse Generalist	1.75	Members / Nonmembers (September only)
Currently Free	PANDAS, PANs: Autism Spectrum Update	1.5 Rx	Members / Nonmembers
Currently Free	Managing Bipolar Type I Depression: Maximizing Benefits, Minimizing Risks	1.25	Members / Nonmembers
Currently free	Far from the Tree: Parents, Children and the Search for Identity	.75	Members / Nonmembers
Currently free	1007: Policy Changes in Substance Use Disorders and Access to Treatment Impacting Prescribers	1.5	Members / Nonmembers
CPT Codes Currently Free	Implementing E&M Codes into Daily Practice	1.5	Members / Nonmembers
CPT Codes Currently Free	2013 Psychiatric Service Codes: The Journey Through RUC & CPT	0.75	Members / Nonmembers
CPT Codes Currently Free	2013 Psychiatric CPT Code Update	0.75	Members / Nonmembers
APNA Interactive Panel Currently Free	Change the World Through PMH Nursing Research!	1.0	Members / Nonmembers
APNA Interactive Panel Currently Free	Creating a "Culture" of Recovery: Connecting Cultural Contexts and Recovery for Psychiatric Mental Health Nurses	.75	Members / Nonmembers

APNA Interactive Panel Currently Free	Tobacco Dependence Council Interactive Panel: Virtual Nursing Academy of APNA Champions for Smoking Cessation	1.25	Members / Nonmembers
APNA Interactive Panel Currently Free	Trauma and Healing: Findings and Insights from Three Nurse Scientists	1.25	Members / Nonmembers
Valentine Special Free February 9 - March 18, 2016	3055-15: Addictions and Tobacco Dependence Council Interactive Panel: Addressing Stigma & Treatment	0.75	Members / Nonmembers
Valentine Special Free February 9 - March 18, 2016	3047-15: The Making of a Therapist: How Are We Teaching Psychotherapy in Graduate Psychiatric Nursing Curriculums?	0.75	Members / Nonmembers
Now expired (3/2016)	How to Decide on a PhD or DNP	.5	Members / Nonmembers
Now expired (5/2016)	Counseling Points: Schizophrenia & Recovery – Digital Publication	1.5	Members / Nonmembers
APNA Interactive Panel Now expired (5/2016)	APRN Council	.75	Members / Nonmembers
APNA Interactive Panel Now expired (5/2016)	The 6th Annual Institute for Mental Health Advocacy Interactive Panel	1.25	Members / Nonmembers
Nurse's Week Free CE Free May 6 - May 12, 2016	Keeping the Unit Safe	1.25	Members
Celebrate Spring Free CE Free April 13 - May 15, 2016	How a Military Treatment Facility Progressed from Setting the Initial Goal to Sustaining a Culture of Restraint- Free Patient Care: A Collaborative Effort to Educate Military Healthcare Professionals in Restraint-Free Management	0.75	Members
Opioids Currently Free	Effective Treatments for Opioid Use Disorder: Educating & Empowering All Registered Nurses (RN) During an Epidemic	1.25	Members / Nonmembers
Opioids Currently Free	Effective Treatments for Opioid Use Disorder: Educating & Empowering Psychiatric Mental-Health Nurses (PMH-RN) During an Epidemic	1.25	Members / Nonmembers
Opioids Currently Free	Effective Treatments for Opioid Use Disorder: Educating & Empowering Advanced Practice Registered Nurses (APRN) During an Epidemic	3.52 Rx	Members / Nonmembers

Bonus Points in the APNA eLearning Center

General: Types of Bonus Points Assigned

- **Membership Join/Renew Bonus Points** – 25 – all members, compounding each year as long as membership is renewed by expiration date
 - **101,225** membership bonus points given (June 1, 2016 – September 12, 2016)
 - **973** membership bonus points given per day!
 - **9,457** have been used (June 1, 2016 – September 12, 2016)
- **Attendee Bonus Points** – number varied based on registration (full, one day, pre-con) – all attendees (member or non-member)
 - **1607** for 2015 AC podcasts (Pre-Conference and Full Registration). **Increase of 663** from 2014 AC podcasts.
 - **688** for 2016 CPI podcasts (Pre-Conference and Full Registration). **Increase of 374** from 2015 CPI podcasts.
- **CE Reviewer Bonus Points** – provided to reviewers for session(s) access to complete review(s)/evaluation(s). Reviewers are also eligible to receive contact hours for session(s) reviewed.
 - **1774 CE Reviewer bonus points** for review session access provided through September 2016.
- **CE Reviewer Reward Bonus Points** – reward amount equivalence of two times the value of the session(s) reviewed.
 - **1284 CE Reviewer Reward bonus points** provided through September 2016.

APNA eLearning Center Site Analytics

From June 1, 2016 – September 11, 2016 (as compared with the previous year: June 1, 2015 – September 11, 2015):

Visits: **20,119 – up 18.49%**

- Highest on 8/2/16 (919) – email sent on 8/2 to all contacts announcing session recordings from CPI 2016
- 2nd highest on 9/8/16 (611) – email sent on 9/7 announcing 2 free continuing education sessions for National Recovery Month and National Suicide Prevention Week

Unique Visitors: **11,566 – up 20.03%**

Average Visit Duration: **5 min, 30 sec** – down 14.59%

Number of First-time Visitors: **10,438** – **up 22.14%**

Percentage of New Visits: **51.88%** – **up 1.55%**

Number of Visits by Device:

1. Desktop/Laptop: **15,667** – **up 16.92%**
2. Tablet: **1,479** – down 2.12%
3. Mobile: **2,973** – **up 43.69%**

Number of Visits by Location:

1. United States (97.02% of visits) – **up 18.19%**
2. Canada (.50% of visits) – **up 31.17%**
3. India (.25% of visits) – no change
4. Vietnam (.18% of visits) – **up ∞%**
5. Netherlands (.16% of visits) – **up 725.00%**

Page Views: **105,726** – **up 6.96%**

- Highest on 8/2/16 (2,959) – email sent on 8/2 to all contacts announcing session recordings from CPI 2016
- 2nd highest on 9/8/16 (2,806) – email sent on 9/7 announcing 2 free continuing education sessions for National Recovery Month and National Suicide Prevention Week

Unique page views: **66,974** – **up 6.75%**

Average Time on Page: **1 min, 18 sec** – down 3.23%

Top Content:

1. My eLearning History
2. Cart
3. Psychopharmacology
4. Search Webinars and eLearning Content
5. Session Evaluation/Posttest

Traffic Sources:

- Organic Search Traffic:
 - 1,626 visits – down 1.45%
- Referral Traffic:
 - 12,038 visits – down 4.72%
- Direct Traffic:
 - 5,901 visits – **up 126.53%**
- Social Traffic:
 - 13 visits – down 60.61%
- Email Traffic:
 - 205 visits – **up 259.65%**