RNFOO Final Report

2025 Nurse Innovator Award – Primary Care Solutions

Minor Office Procedures On-demand Virtual Workshop

The virtual on-demand Minor Office Procedures Workshop officially launched for purchase on March 20, 2025. In the last month, we have had 10 registrants who have started moving through the workshop content.

Before releasing the course, we performed beta testing with a group of 10 individuals who previously took the course virtually and in person. Individuals agreed to complete the course within one month and provide feedback during two Zoom sessions. This helped ensure the quality of the online course met the standards of individuals purchasing it.

Some of the critical feedback included:

- Adding left-handed videos.
- A request for test questions for content comprehension at the end of each module.
- Calendar malfunction which needed to be addressed through the platform.
- Issues with where to access the portal for e-learning. It has since been added to our website as well as via link which is emailed on initial registration.
- Multiple suggestions for worksheet design.
- Request for subtitles for on-the-go viewing.

Overall individuals were:

- Excited about the usability felt it was easy to access and intuitive.
- Happy with the flow of the course.
- Liked the format ex: the slides with the instructor visualized in the corner so it felt like a live session.
- Liked the integration of a kit and individual hands-on practice exercises.
- Loved the worksheets.
- Confirmed their learning styles were addressed.

Integration of peer feedback:

- Before releasing the workshop for purchase, our video editor mirrored suturing instructions to include left-handed individuals.
- I created a testing area that was designed to promote critical thinking and the application/integration of knowledge from the course into clinical situations.
- Added portal access through email and via our website.

- Calendar registration has been improved by creating individual sessions for feedback rather than group sessions.
- Worksheet feedback was integrated and modified by the graphic designer.
- I decided to omit the integration of subtitles since this course is meant to be observed with concentration and space for practice instead of an on-the-go type setting. I felt the additional subtitles overlayed on the slides could create confusion and clutter within the course.

Projected Budget

Below is the image of our projected budget submitted with our original application.

	Budget Item	Justification*	In-Kind (Source and Amount for any in kind)	Cost per item	Quantity	Budget Sub Total
1						
2						
3	Release time Meagan	Project management, video footage as instructor	1000 hours	0		
4	Kartra Subscritpion	Platform that will host workshop, CRM, email automation, calendar management for office hours		$119 USD. (exchange 1.37 est.)	12	$2,000
5	Online Business manager and systems set up.	Help to set up email automations, sales pages, integration with website and building workshop		$5,000	1	$5,000
6	Professional Ring Light	Increase quality of video production		$400	1	$800
7	Video Editor	Required for professional delivery of content		$50	20 hours	$1,000
8	Graphic Design	Needed to make product professional and visually appealing.		$75/hr	30 hours	$2,250
9	Leaderboard Ad NPAO	3 months on home page main banner, 1500 daily page views.		2500 +HST		$2,825
10	Custom mailout via NPAO	New lead acquistion, access to 6.8K users		900 +HST	1	$1,017
11						
12				Total Budget (Funds requested)		14,492

Budget Outcome:

See below for the itemized budget outcomes. The graphic design was substantially less than projected where the video editing scope was much larger than originally projected.

In hindsight, the Kartra platform was incredibly user-friendly and the online business manager services might have been a cost I could save for future courses. I did appreciate having the experience of an individual to help guide me through tasks that needed completion before the launch.

Unfortunately, my marketing budget was impacted by the increased costs of video editing. I plan to integrate some marketing through NPAO reach as the next step of this course rollout. I am currently building kits to meet any demand this might create.

Budget Item	Description	Actual Cost
Kartra Subscription	This product allowed me to build and host the virtual course, it also provides CRM and email automation for ongoing contact with participants.	$1710. 75 CAD
Online Business Manager	Helped with backend set up and copy for virtual course launch.	$4182.74
Professional ring light		$293.77
Video Editing	Editing of content for professional delivery. Exceeded budget due to additional hours needed.	$2716.33
Graphic Design	Helped with online banner within portal created graphics and outlay for all worksheets.	$1352.52
TOTAL		**$10,256.11**