

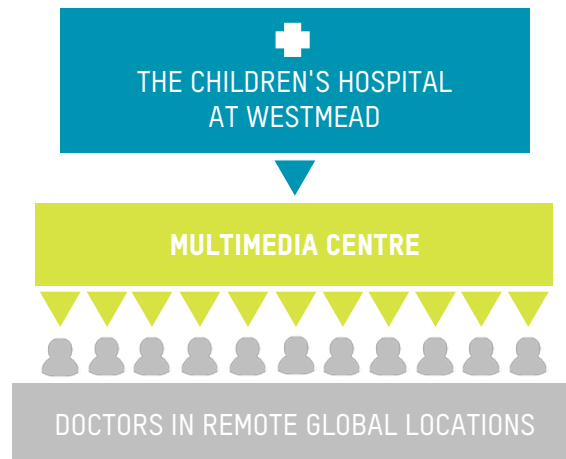
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# MULTIMEDIA CENTRE

# THE CHILDREN'S HOSPITAL AT WESTMEAD

# WESTMEAD CASE STUDY

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The Children's Hospital at Westmead is a Sydney-based paediatric hospital. The Children's Hospital at Westmead's educational vision is to provide affordable, managed access to an international standard of current best practice for doctors and suitably qualified nurses who care for children and young people worldwide. To achieve this vision, The Children's Hospital at Westmead, in conjunction with the University of Sydney, offer advanced training in the form of a Diploma in Child Health or, as it's known internationally, the International Postgraduate Paediatric Certificate.

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## SITUATIONAL ANALYSIS



The Children's Hospital at Westmead offers two qualifications for doctors and allied health professionals: a Diploma in Child Health (Australia) or as it's known

internationally, the International Postgraduate Paediatric Certificate. Since the Diploma in Child Health's inception in 1992, the hospital has experienced a steadily growing demand from doctors in diverse remote locations from both within Australia and all over the globe requesting to study. Doctors want to up-skill and gain specialist skills in child health while maintaining the ability to remain in their location and keep working and treating patients without rigid class times.

## CHALLENGE



Adjunct Associate Professor Kathryn Currow at The Children's Hospital at Westmead was faced with the challenge of delivering the Diploma in Child Health (Australia)/the International Postgraduate Paediatric Certificate course curriculum (which includes complex medical training-including medical demonstrations/visuals) to paediatric doctors in remote locations and various time zones all over the globe. In 1992, course content was delivered via video cassettes (the best technology at the time) and printed material. This was a labour-intensive and time-consuming process from both an administration point of view and from a student's point of view, and the video recordings were not of the quality of today's digital multimedia formats.

As studying doctors are in 13 countries including diverse locations such as China, Sierra Leone, Cambodia, outback Australia and everywhere in-between, a global multimedia solution that allowed video classes, downloadable reference materials, testing material, and student feedback – delivered via a password-protected and reliable platform to paying students only was required.

## THE SOLUTION



Adjunct Associate Professor Kathryn Currow at The Children's Hospital at Westmead discovered NASDAQ OMX's webcasting solution in 2010.

Currently, The Children's Hospital needs functionality that enables them to deliver the course content for the Child Health Diploma/the International Postgraduate Paediatric Certificate via a reliable webcasting platform accessed via login on the University of Sydney website.



Adjunct Associate Professor Kathryn Currow from the Children's Hospital at Westmead with doctors in the field watching lecture webcasts using Multimedia Centre via mobile

**"It's wonderful to have that versatility and reach to get this message out even to remote and rural areas."**

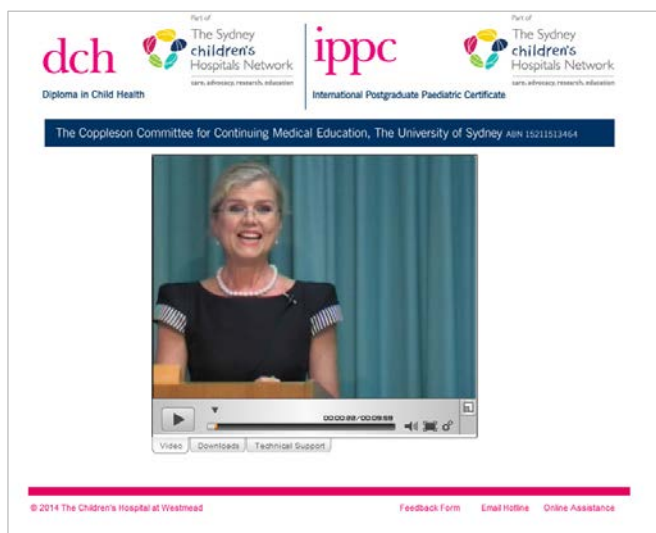
Within the webcast player is a document Downloads tab, and a Feedback Form link. Lecture notes, learning outcomes and self-assessment material are accessed by doctors via the Downloads tab. The document downloads are invaluable for doctors who may not speak English as their first language, and lecture notes are a valuable study aid.

**"...from the users perspective it's the quality, accessibility, security, and reliability of the video material they see when they look at the lecture that is recorded, and they access the written material: the learning outcomes, the lecture notes, and the self-assessment questions."**

Doctors and allied health professionals are asked to give feedback to The Children's Hospital via an online Feedback Form at the end of each lecture. Feedback forms have been crucial in shaping the programme content; "...we use that feedback really carefully to keep refining this programme to best meet the needs of our participants..." The lecture feedback gets conveyed back to lecturers individually, and the overall feedback is used when reviewing the curriculum blueprint annually.

In the first year of the Child Health Diploma in 1992 only 29 doctors were students. In 2013 there were over 800+ doctors studying for the Diploma in Child Health/The International Postgraduate Paediatric Certificate. Currently there is an alumnus of over 4500.

Adjunct Associate Professor Kathryn Currow likes to talk about the impact of education; "From a child's perspective if 1 doctor treats 50 children a day this impacts positively on 12,500 child health consultations in a year. If we train 10 doctors that's an impact on 125,000 child health consultations in a year, and 100 doctors means 1,250,000 child health consultations in a year".



One of the Children's Hospital at Westmead's webcast lectures using NASDAQ OMX Multimedia Centre

NASDAQ OMX's Multimedia Centre provides the perfect solution for The Children's Hospital at Westmead. The on-demand video webcast format is great for doctors in global remote locations and multiple time zones, as they can login and watch the lectures at a time that is suitable for them after their shift, or for multiple viewings. Many of the doctors studying view the International Postgraduate Paediatric Certificate webcasts via a tablet or mobile device as they are in such remote locations that they don't have access to wired internet.

Updated lectures are recorded at Children's Hospital annually, as is the annual Graduation Ceremony. The lecture recordings are then uploaded to Multimedia Centre for global viewing via computer, tablet or mobile.

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