



2022

Virtual Innovation Program Survey December 2022 - Year End Summary Results



Bleeding Disorders Association of South Carolina
Serving All Bleeding Disorders

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BDASC

VIRTUAL INNOVATION PROGRAM SURVEY December 2022

Since the introduction of the Virtual Innovation Program (VIP), in response to the COVID -19 pandemic and the Bleeding Disorders Association of South Carolina's addition of virtual programming and educational events, 85 member families have enrolled in the program. The mission of the VIP program has been to provide continuing education, support services, socialization, and a virtual connection to members with the use of managed educational tools, such as I-Pads. Enrolled with the service of a Mobile Device Management system, the Chapter has provided virtual connections with webclips, videos, apps, and URL's while also providing Zoom virtual meeting capabilities. The program has been well embraced by the member families and individuals who have enrolled. To monitor the effectiveness and community benefit of the program, BDASC has conducted a number of surveys with the most recent one being conducted in December of 2022.

QUESTIONS AND RESULTS

On a scale from 1 to 5, how beneficial has having the I-Pad been to you for connecting with the Chapter and members, learning more about your Bleeding Disorder, and expanding your understanding of new technology?

The range of possible answers was from #1- *None, it has no impact* to #5- *It has been an important lifeline*. The average of all the responses was just over #4- *I've gotten a lot out of using it* at 4.21. This average response reflects positively on the benefits of the program, which is only reinforced by the median response of #4- *I've gotten a lot out of using it*.

On a scale from 1 to 5, how often have you used the VIP I-Pad since receiving it? For personal and / or Chapter use.

The available responses for this question ranged down from the wide open #1- *I don't really use it*, tightening to usage of #5- *Daily*. The average response to this question was just over #4- *Once every few days* at 4.29. This average demonstrates that the members have frequent engagement with their devices, be it for Chapter or personal use. The median response of #4- *Once every few days* shows that the majority of members use it every few days.

On a scale from 1 to 5, how useful is the Lock Screen information to you?

One of the advantages of the I-Pad management system is that the Lock Screen can be quickly and easily changed, and guarantees that each VIP member has to engage with it for at least as quickly as they can unlock the device. The Chapter has unitized this screen as a bulletin board, that at times includes important Chapter information, upcoming events, sponsor logos, and recalls. To gauge the effectiveness of these posts members were asked their engagement ranging from #1- *I don't notice or read it* to #5- *I stay on the screen to make sure I read it all*. The average response was just under #4- *I know that a lot of important Chapter information can be found there, so I do look it over* at 3.77 and the median response was also 4. The majority of VIP members value the lock screen posts and invest a certain amount of time to read them.





On a scale from 1 to 5, what do you think of the icons the Chapter loads onto the I-Pad?

The backbone of the management system is the ability to create and deploy custom icons, called webclips, that take members directly to a desired webpage or document. These icons range from NHF's website and sponsored pages, to Chapter news, community resources, and even bleeding disorder related games*. For engaging with new icons, as they are loaded onto their I-Pads, members were able to choose from #1- *I never look at them* to #5- *I check them all regularly*. The average response was exactly #4- *I'll explore new ones as they show up to learn about them, while using the ones I need*, while the median response was 4. Most members will engage

with the new content at least once, to at the very least discover if it has possible value. To have them return to the icon again at a later point, the content must be dynamic or engaging in some meaningful way.*

On a scale from 1 to 5, if the VIP Program was phased out, how would you feel about it?

Since there is an ongoing investment in time and resources in the program, we asked the members outright, if the program were to be phased out and the resources were to be reallocated, how would they be affected by it. Ranging from #1- *I would not care* to #5- *Devastated, the program and I-Pad mean a lot to me*, the average response was a hair over #4- *It would hurt my ability to connect to BDASC, find resources, and learn more about Bleeding Disorders* at 3.57 while the median response was 3%. The majority of members find great value to the program.

Would you like more virtual events in the future?

As we move out of the pandemic and continue to utilize in-person events, we asked the members if they would still like virtual events. 71% (10 responses) of members responded "Yes."

Finally, we asked the VIP members to provide feedback on the program, and what they would like to express to our sponsors and those who fund this special innovative support service.

~ Member Excerpts



The V.I.P. program has helped in the past with the pandemic. The hybrid sessions are nice but sometimes there is somewhat of a delay in audio or no audio from other members using the V.I.P. programs. It's also nice to have in case it is better for elected officials, board members, and others when there's a need for a meeting and you can't make it in person. There are links that help as the world gets back to normalcy. All in all, being connected while things are happening and not waiting for snail mail or an email blast is better than not being informed at all.
-Holly Penfield-Neith

I love that we can be connected to our community. The information we get from the programs are invaluable. We have been traveling a lot lately, so we have missed a lot of in person programs. Virtual programs are great for us. - Lynn Bennett

It's a great tool to keep updated on the chapter. I understand if it has to go away, however it has been very important to us! Thank you - Maria Lubic

*Some for the webclips, especially event registrations that are on for a number of weeks, can receive hundreds of clicks during the time they are posted. Industry webclips, that are up for a number of days, such as for the HELLO Conference and Family Camp, can rack up dozens of clicks each. For one of these larger events, where the clip was up for approximate 7 days, the average sponsored webclip received 21 clicks from the 76 iPads that were assigned at the time, representing a 28% engagement. Sponsored webclips that lead to more engaging content or lead to changing content also appear to be engaged more often.

The VIP program created a new and unique way to connect to BDASC. It's provided me a kind of "one stop shop" for information that I need. - *Anonymous*

This is an excellent resource to have. I appreciate the funders providing this for us. It has enabled us to connect more as a family with the virtual events. - *Marilyn Keith*

I'm so grateful to be able to have access as fast as I have with the iPad. - *Taylor Upton*

It's a convenient vehicle for information and education with low cost without taking away time from daily obligations. - *Pete Phifer*

The iPad is a great tool! Especially for the ones who have no other way to stay connected. - *Anonymous*

Thank you for providing this important tool at a time of great need for the community! I so appreciate your support. - *Anonymous*



SUMMARY

The Virtual Innovation Program continues to be beneficial to both the Chapter and its members. It has allowed the Chapter to continue its mission of "providing education and supportive services" but continue to allow information to be supplied anywhere at anytime, while support services, financial assistance, local and national organizations, are only a click away. With the program, the Chapter can continue to include members who would not be able to attend due to distance or time constraints in location based events, such as our Family Camp, the HELLO Conference, and Educational Dinners. For the VIP membership, they stay connected and feel more engaged to the Chapter, but also have a tool to reach the world wide web. Since the VIP members can also add their own apps and URL's to the I-Pad, they have the ability to utilize virtual services such as free personal finance services, mental health connections, relaxation techniques, virtual health care visits, job interviews and so much more. They can even use it to relax with a book, or enjoy a movie with their family.

The Chapter is grateful to those who have supported this program! Thank you to our 2023 V IP Sponsor Pfizer for your continued support!

