



**bsg** BRITISH SOCIETY OF  
GASTROENTEROLOGY

# Education Strategy

2021-2024



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## INTRODUCTION BY DR ALASTAIR MCKINLAY

### President of the British Society of Gastroenterology

**Education is one of the pillars that underpins the BSG's charitable objectives. It has been fundamental to the Society since its inception, by Sir Arthur Hurst and colleagues in 1937.**

To maintain its value, education has to be relevant, accessible and current. Whilst the principles remain unchanged, the way education and learning are delivered has altered beyond recognition. During the COVID-19 pandemic, the value of online and distance learning became even more apparent, and the scope of the material on offer has also had to expand to include wellbeing, and other subjects important to the needs of our members.

The Education Strategy lays out the way we intend to develop our educational reach over the next few years. We will continue to endorse high-quality events, maintain our own highly successful Annual Conference and expand our virtual offering. It will be a blended approach, that will be flexible and respond to the needs of our members both in the UK and overseas.

I am greatly indebted to Dr. Ayesha Akbar and her colleagues on the Education Committee for their hard work and for the vision embodied in the document.

*A McKinlay*

**Dr Alastair McKinlay**

# FOREWORD BY DR AYESHA AKBAR

## Education Committee Chair

**I am proud to present the British Society of Gastroenterology Education Strategy for 2021-2024. It has been a privilege to be a key part of the team who have collectively put together this key document.**

The value of high-quality education cannot be underestimated and its delivery is one of the key goals of the BSG. This strategy outlines how the BSG will continue to deliver excellent educational offerings not only relevant to all its members, but also fit for purpose and continuously evolving to meet the members demands.

This was illustrated clearly during the Covid-19 pandemic where the BSG rapidly developed a regular webinar series with excellent feedback.

The online material continues to grow from strength to strength to reflect the evolving landscape of education delivery and the strategy also includes key performance indicators to ensure the delivery of the strategy. In addition, the key area of mentorship has been embraced within the Education Committee, which is a welcome addition and will provide a vital area of support to BSG members.

There is also an ambition to grow the international reach of education via the BSG as outlined in this document.

*A Akbar*

**Dr Ayesha Akbar**



PART ONE

# Background

## The British Society of Gastroenterology (BSG) is a professional membership organisation that aims to enhance care in gastroenterology and hepatology in the UK and internationally.

**This is achieved by working in collaboration, producing consensus guidelines, defining standards of education for medical trainees, organising and endorsing high quality education events, networking globally with leaders in gastroenterology and hepatology and by supporting high quality research in these specialties.**

The Education Committee is one of five higher committees that oversee the delivery of the broad agenda of the BSG. Providing high quality education to members is a key charitable objective of the BSG.

Education used to mainly be delivered in the form of face-to-face events, conferences and meetings. In recent years, the BSG website was further developed to provide online learning articles and videos for members to utilise as and when needed. However, the COVID-19 pandemic radically and rapidly transformed the way education was delivered to an online environment.

This strategy will outline how the BSG will build on the experience during the pandemic to offer a flexible and accessible education portfolio which is representative of the needs of all its members.

The BSG works in collaboration with many other organisations and education is often delivered in partnership with others. This strategy will show how this collaboration will be strengthened over the next few years.

A new area of priority for the Education Committee will be the development and deployment of a structured mentorship programme. This will build on previous work done and also include a pastoral support package for members.



PART TWO

# Strategic Priorities for Education



## PRIORITY 1:

# ONLINE EDUCATION DEVELOPMENT

Building on work done over the last few years, the Education Committee will significantly develop its online education offer for members. This will be achieved by broadening the available content, and also by enhancing the learning platforms available via the BSG website.

During 2020, the Committee was structurally strengthened by recruiting three new roles: Online Education Editor, Deputy Online Education Editor and Trainee Online Education Editor. The following online content is currently available or in development:

- **Clinical Education Articles** (grouped into different interest groups)
- **Endoscopy Case Series** (started September 2020)
- **Bite Size** – short education articles
- **Consultant series** to provide mentoring on transitioning from Specialist Registrar to Consultant (will be available on the webpage in 2021)
- **Undergraduate section for medical students** – articles focused on early academic paths (will be available on the webpage in 2021)
- **Frontline Gastroenterology Series** (short articles based on full publications).
- **Gastroenterology Journal Highlights and Podcasts.**

The quality of all education content is assured through peer review. The peer review includes 2-3 reviewers for each article. Reviewer comments are collated, anonymised and sent to the author before a final version is produced.

The Education Committee regularly monitors the uptake of online education offers by members by analysing viewing statistics to ensure that content is developed in line with member requirements.

During 2021 the Education Committee will also carry out a review of membership education needs to ensure that the BSG Education offer is in line with current and future requirements for all members, especially in light of the changes that the COVID-19 pandemic has brought about.

There are now also plans to further develop the BSG online learning environment by making available a Learning Management System. This platform will automate the management of Continuous Professional Development (CPD) awards and also allow delivery of a structured curriculum.

In order to ensure that all education content reaches a wide and diverse audience, and to ensure that maximum benefit is derived from the material, the BSG Education Committee will strengthen the communication and marketing of education with the support of the BSG Communication Team, including making good use of social media platforms.

### Key Performance Indicators:

- Publication of one new article every 6 weeks on average over the course of each year (around 10 per year)
- Number of page views of published articles – this indicator will be developed further during 2021-22
- Automation of CPD point award by October 2021
- Carry out a review of membership education needs and publish report for BSG Council by end of 2021.

## PRIORITY 2:

# COORDINATED PROGRAMME OF EDUCATION EVENTS

Providing education events on topics that are important to a broad range of BSG members is an important part of the Education Committee's business.

**Prior to the COVID-19 pandemic, such events were usually held face-to-face. Since March 2020, all events were moved to online platforms and it can now be assumed that many events will continue to be offered online. This has the advantage of reducing time commitments for individuals to attend, reducing cost and carbon footprints and also allowing for more flexible arrangements about the format of events.**

The Education Committee coordinates and supports the development and delivery of education events from across the BSG and also in collaboration or liaison with national and international partners. The Education Committee will work with the International Committee to further develop the educational offer for an international audience and create opportunities for international contributors to participate in BSG educational events and publications.



**As part of its role in coordinating such a programme, the Education Committee will also monitor and highlight the importance of diversity and inclusivity in its education offering.**



This includes the following:

**BSG Section Education Events:** BSG Sections organise and deliver education events relevant to their section approximately once every three years.

**BSG Webinars:** Launched in response to the COVID-19 pandemic, the BSG webinar series in 2020 showed that flexible and frequent webinars on key topics were highly popular with members. Initially, topics were chosen to help members with the immediate pandemic response. Going forward, there is the opportunity to offer such regular interactive webinars, as part of the wider BSG education and engagement offer in coordination with BSG Section Committees.

**Education events organised by other BSG Committees:** Periodically, other groups in the BSG organise educational events, such as Clinical Research Groups, International Committee and others. The Education Committee will ensure that such events are coordinated with other events and delivered to the usual high BSG standards.

### Key Performance Indicators:

- Number of Section Education events per year and number of attendees
- Number of webinars per year, attendance and review score



### **PRIORITY 3:**

## **EDUCATION ENDORSEMENT**

The BSG has a long tradition of providing endorsement for external events that meet the rigorous standards of the Society.

**This endorsement gives prospective attendees the confidence that the event is of high quality. The BSG Education Committee will continue the endorsement of high-quality events in line with the published policy and procedures.**

During 2021 the policy and procedures will be reviewed and updated as required, especially in light of changes due to the COVID-19 pandemic of many events taking place online and also more international events being accessible to BSG members.

### **Key Performance Indicators:**

- Update policy around online events and international events by end of 2021
- Deliver endorsement for minimum of 20 events each year
- Number of attendees at endorsed events and feedback scores

## **PRIORITY 4:**

# **MENTORING PROGRAMME AND MEMBERSHIP SUPPORT**

A new area of development for the Education Committee will be a mentoring programme and membership support.

**The immense strain on health and care colleagues during the pandemic, but also work pressures prior to that, mean that a membership organisation like the BSG have an opportunity to support members beyond the remit of clinical education to include holistic support for individuals.**

Mentorship lead will be appointed by mid-2021 who will devise a key programme to support this and who will develop key performance indicators.





## PRIORITY 5:

# AWARDS AND BURSARIES

Via the Education Committee, the BSG has offered annual bursaries to support the attendance of key gastroenterology meetings including BSG, European Crohn's and Colitis (ECCO) and United European Gastroenterology (UEGW).

The bursaries have been variably supported by pharmaceutical company contribution and the amounts delivered each year have been reflective of this.

Competitive awards of bursaries following invited applications have been made to a wide variety of membership groups including nurses, trainees and newly appointed consultants.



**These awards and bursaries will continue to provide an important element of educational support that the BSG can offer its members**



PART THREE

# Overview and risk review

# OVERVIEW KEY DELIVERABLES

EDUCATION COMMITTEE KEY DELIVERABLES 2021-24	TARGET
Publication of one new article every 6 weeks on average over the course of each year (around 10 per year)	10 per year
Number of page views of published articles – this indicator will be developed further during 2021-22	To be developed
Automation of CPD point award	By October 2021
Carry out a review of membership education needs and publish report for BSG Council.	By end of 2021
Number of Section Education events per year (and number of attendees)	5 Section Educational meetings per year
Number of webinars per year, attendance and review score	10 per year
Update policy around online events and international events	By end of 2021
Deliver event endorsement	20 events each year
Number of attendees at endorsed events and feedback scores	To be developed
Value (£) of bursaries and awards given	To be developed

# RISK REVIEW AND MITIGATION

**The following risks and mitigations have been considered by the committee:**

Commitment of time and resources by Committee Chair and Members to contribute to the content of any education material; however, the web team have expanded to provide additional resources.

Availability of BSG members to contribute to education content; regular discussion within the Education committee meetings where key stakeholders attend should help with forward planning and reduce the risk of this.

Resources in the central BSG office to support the administration of all processes; this is mitigated by the BSG President attending the Education committee and the Education chair being part of the BSG executive.



