

Evolve Strategy Implementation Plan 2022-26

**6-Monthly Report:
August 2023 – January 2024**

This document has been reviewed by the Evolve Policy Advocacy Interest Group. The development of this document has been supported by the RACP Policy and Advocacy Team, in particular Stephanie Wrightman, Evolve Program Implementation Lead, with the support of Dorota Sacha-Krol, Manager, Health Reform.

Evolve 6-Monthly Progress Report

August 2023 - January 2024

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1. INTRODUCTION

In 2022, the Royal Australasian College of Physicians' (RACP) Policy and Advocacy Team refreshed the [Evolve Strategy 2022-26](#) and [Evolve Strategy Implementation Plan for 2022-26](#) in consultation with its members, the College Policy & Advocacy Council (CPAC) and the Evolve Policy & Advocacy Interest Group (PAIG). The Evolve PAIG is an advisory group that drives the development and implementation of the Evolve Strategy and Implementation Plan.

In line with the standard reporting, monitoring and improvement processes of the Evolve program, the Policy and Advocacy Team continues to develop Evolve 6-monthly reports to reflect on progress, review the Plan and make iterative changes as needed. This agile approach will ensure the Plan remains relevant and develops as we gather data and insights to improve Evolve's impact.

We thank the PAIG members and all members and trainees who have engaged with Evolve in any capacity over the reporting period. We continue to strive to grow the awareness of the program and engagement with Evolve as we move forward.

If you have any comments or questions about this report or the Evolve program generally, please contact us at Evolve@racp.edu.au.

2. BACKGROUND

Australia and Aotearoa New Zealand's health systems are recognised as being some of the best in the world. Even so, it is estimated that around 30% of our healthcare is 'low value', with 10% being harmful to the patient¹. These numbers demonstrate the importance for all physicians to stay up to date with the latest evidence and improve their clinical processes to deliver contemporary, best-practice patient care.

Evolve is a physician-led initiative that reflects the College's commitment to a high-quality, safe and effective healthcare. Evolve is part of a growing national and international movement to analyse medical practices and reduce the use of low-

value clinical procedures and interventions. **The primary objective of Evolve is to ensure improved patient safety and quality of care** through a reduction in practices that are low value.

Defining low-value care

Low-value care refers to tests, treatments of procedures that, *in particular circumstances*, may be overused, provide little or no benefit, or cause unnecessary patient harm. Explore some of the evidence at <https://evolve.edu.au/evolve-research>

Find out about more low-value practices and Evolve recommendations at <https://evolve.edu.au/recommendations>

¹ Braithwaite J, Glasziou P, Westbrook JI. (2020) The three numbers you need to know about healthcare: the 60-30-10 Challenge. BMC Medicine.

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3. HIGHLIGHTS

This section provides more detail on select activities that have been our focus for the last 6 months.

Relevant Implementation Plan activity:

- Activity 1.1 Development of new [Evolve Recommendations on low-value practices](#)
- Activity 2.2 Case Studies
- Activity 2.7 Showcasing work and achievements of RACP Fellows and trainees in Evolve
- Activity 2.8 6-monthly updates to members
- Activity 2.12 Evolve social media and publications plan

Promotion of Evolve Recommendations at Annual Scientific Meetings

From 3-6 September 2023, P&A hosted an Evolve exhibition at the 2023 Australian and New Zealand Society of Nephrology Annual Scientific Meeting. We promoted the Evolve ANZSN recommendations and Evolve ANZSN animation that was developed in late 2022. Seven trainees and seven fellows joined the Evolve PAIG.

From 5-8 November 2023, P&A hosted an Evolve exhibition at the Blood 2023 Meeting. We promoted the Evolve recommendations of the Australian and New Zealand Society of Blood Transfusion (ANZSBT), the new 1-page ANZSBT infographic and the ANZSBT animation that was developed in early 2023. Nine trainees and four fellows joined the Evolve PAIG. Attendees at the Blood Meeting comprised members from both ANZSBT and the Haematology Society of Australia and New Zealand (HSANZ).

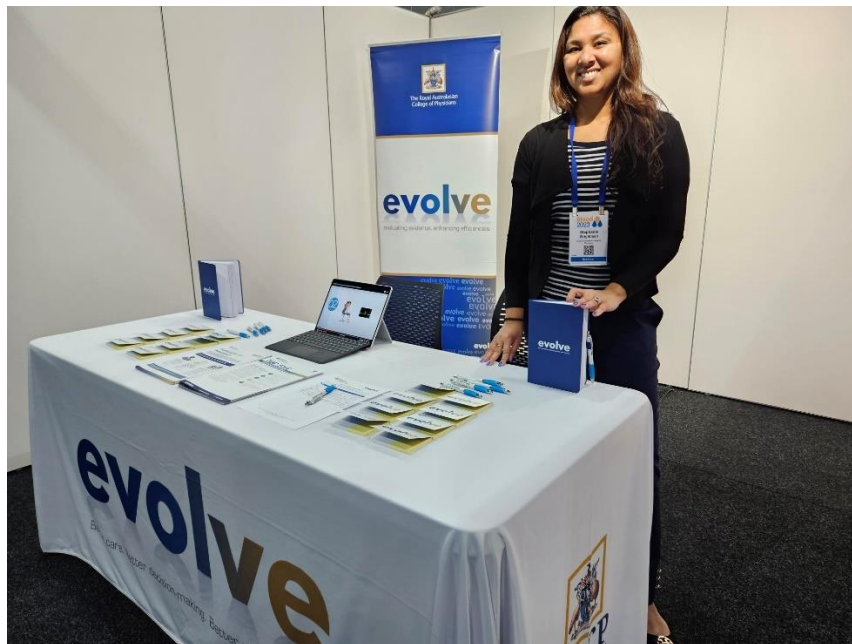


Image: Evolve exhibition at the Blood 2023 meeting

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Evolve recommendations in development

Relevant Implementation Plan activity:

- Activity 1.1 Development of new [Evolve Recommendations on low-value practices](#)

We aim to produce three new Evolve Top-5 recommendations by 2026. We are currently engaging with members of the following specialty societies to produce new Evolve Top-5 recommendations to reduce low-value care:

- Paediatrics Society of New Zealand Gastroenterology Services Clinical Network
- Cardiac Society of Australia and New Zealand

We also worked with the Australasian Chapter of Sexual Health Medicine (AChSHM) to review and update one of their recommendations with latest evidence. Recommendation four was adjusted to 'Do not test for ureaplasma species as part of an asymptomatic screen for sexually transmitted infections'.

4

Do not test for ureaplasma species as part of an asymptomatic screen for sexually transmitted infections

□ Rationale

Ureaplasma species including *Ureaplasma urealyticum* (Uu) and *Ureaplasma parvum* (Up) are part of the normal genital microbiota. Colonisation of these microorganisms can be found in up to 80% of sexually active adults. Routine testing of asymptomatic individuals is not recommended. This recommendation does not replace a case by case decision and discussion with a relevant specialist.

□ Evidence

Choi JB, Lee SJ, Lee M, et al. [Prevalence and antimicrobial susceptibility of *Ureaplasma* spp. and *Mycoplasma hominis* in asymptomatic individuals in Korea](#). Microbial Drug Resistance. 2018;24(9)

Donders GG, Ruban K, Bellen G, et al. [Mycoplasma/Ureaplasma infection in pregnancy: to screen or not to screen](#). J Perinat Med. 2017;45(5):505-515

Horner P, Donders G, Cusini M, et al. [Should we be testing for urogenital mycoplasma hominis, Ureaplasma parvum and Ureaplasma in men and women? - a position statement from the European STI Guidelines Editorial Board](#). J Eur Acad Dermatol Venereol. 2018;32(11):1845-1851

Xu YP, Hu J, Huang Y, et al. [Maternal Ureaplasma exposure during pregnancy and the risk of preterm birth and BPD: a meta-analysis](#). Archives of Gynecology and Obstetrics. 2022;306:1863-1872

Image: AChSHM Evolve recommendation 4

We aim to review and re-new six existing Evolve Top-5 recommendations by 2026, subject to resourcing. There are currently 28 Evolve recommendations, and we have prioritised specialty societies that have not been reviewed for 5 years or more, that is with the longest timeframe since renewal. We are currently working with members of the following specialty societies to review their Evolve Top-5 recommendations to reduce low-value care:

- Australasian Society of Clinical & Experimental Pharmacologists & Toxicologists
- Human Genetics Society of Australasia

Evolve ASCEPT recommendations are scheduled to be finalised and launched in 2024.

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Case study development

Relevant Implementation Plan activity:

- Activity 2.2 Case studies.
- Activity 2.3 Continuing to raise internal awareness and develop an Evolve engagement and education program embed Evolve in other areas within the College.
- Activity 2.5 Growing the Evolve Policy & Advocacy Interest Group.
- Activity 2.7 Showcasing work and achievements of RACP Fellows and trainees in Evolve.

We continue to work with Fellows and trainees to develop Evolve case studies that are a useful and engaging tool for medical professionals to reflect on clinical decision making and to reduce low-value care. These include:

- Paediatrics and Child Health Division: Management of Bronchiolitis in Children
- Australasian Faculty of Occupational and Environmental Medicine: X-rays and Pre-placement Medical Assessment
- Australasian Faculty of Occupational and Environmental Medicine: Low Back Pain
- Australasian Society for Infectious Diseases: Antibiotics for Upper Respiratory Infection
- Endocrine Society of Australia: Thyroid ultrasounds
- Endocrine Society of Australia: Unstructured Multiple Daily Glucose Self-monitoring
- Gastroenterological Society of Australia and New Zealand: Genetic Testing for Coeliac Disease
- Internal Medicine Society of Australia and New Zealand: Medication Related Harm
- Internal Medicine Society of Australia and New Zealand: Computerised Tomography Pulmonary Angiography.

All published case studies can be downloaded from the [Evolve website](#) for use. We actively promote the suite of Evolve case studies to members internally via College channels and to the broader public via social media.

We have worked with ANZSBT fellows to draft new case studies reflecting examples of ANZSBT Evolve recommendations. These case studies are to be consulted with relevant College Divisions, Faculties and Chapters (DFaCs) for finalisation and sharing with members.

Evolve animation videos

Since 2022, RACP Evolve has developed a series of animations to share Evolve Top-5 Recommendations to reduce low-value care. These are:

- Join the Evolve Movement
- Australasian Chapter of Addiction Medicine
- Australian and New Zealand Society of Nephrology
- Australian and New Zealand Society of Blood Transfusion
- Thoracic Society of Australia and New Zealand Adult
- Thoracic Society of Australia and New Zealand Paediatrics.

These animations have been widely shared and popular with members and external stakeholders alike. The Evolve Australian and New Zealand Society of Nephrology animation had the highest audience retention rate in the College with 89% of the audience watching it for more than 30 seconds and an average watch time of 1 minute and 55 seconds.

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All the Evolve animations are available on the [Evolve homepage](#) and [Evolve resources page](#). The animations are being promoted to members via College channels and to the broader audience via social media and Evolve presence at conferences.

Since the launch of Evolve animations in September 2022 and their ongoing promotion, there has been a significant increase in user views of the Evolve homepage (almost 300%) and Evolve resources page (350%).

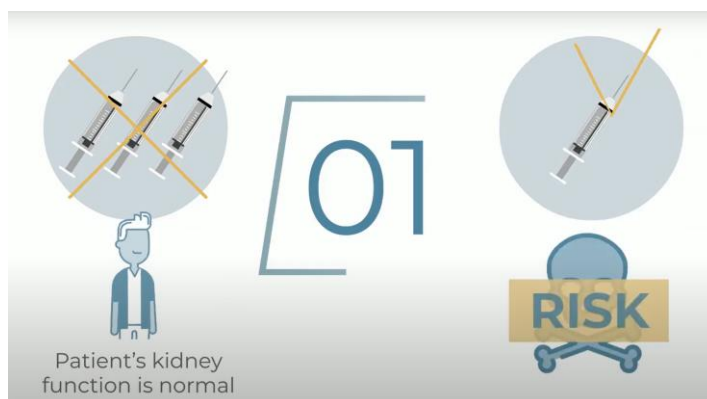


Image: ANZSN Evolve Top-5 recommendations animation

Evolve animations views

Evolve animation	Total views	Publishing Date
Join the Evolve Movement	437	29 September 2022
Australasian Chapter of Addiction Medicine Top-5 Evolve Recommendations	279	29 September 2022
Australian and New Zealand Society of Nephrology Top-5 Evolve Recommendations	397	1 February 2023
Australian and New Zealand Society of Blood Transfusion Top-5 Evolve Recommendations	393	1 February 2023
Thoracic Society of Australia and New Zealand Adult Top-5 Evolve Recommendations	322	1 February 2023
Thoracic Society of Australia and New Zealand Paediatrics Top-5 Evolve Recommendations	240	1 February 2023

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4. PROGRESS AGAINST ACTIVITY PLAN

Planned activities 2022-26		Progress as at August 2023	KPI
1	List development		
1.1	<ul style="list-style-type: none"> - Development of new Evolve Recommendations on low-value practices 	<p>We are working with members to develop new Evolve Top-5 recommendations for:</p> <ul style="list-style-type: none"> - Paediatrics Society of New Zealand Gastroenterology Services Clinical Network and - Cardiac Society of Australia and New Zealand 	<p>KPI 7 KPI 8 KPI 10</p>
1.2	<ul style="list-style-type: none"> - Review existing Evolve Recommendations considering the impact of recommendations on different populations including Indigenous and Māori populations, people in rural and remote setting, paediatrics, ageing populations and people with intellectual and other disabilities. 	<ul style="list-style-type: none"> - We are collaborating with the College Consumer Advisory Group (CAG) regarding developing Evolve shared decision-making resources. - We will continue work to ensure Evolve recommendations do not increase or maintain health inequalities and instead seek to improve them. 	<p>KPI 7 KPI 8 KPI 10</p>
1.3	<ul style="list-style-type: none"> - Review, and where appropriate, amend existing Evolve recommendations to consider new evidence 	<p>We worked with the Australasian Chapter of Sexual Health Medicine to review and update recommendation 4 with current evidence.</p>	<p>KPI 7 KPI 8 KPI 10 KPI 11</p>
1.4	<ul style="list-style-type: none"> - Support Societies in the development and review process of recommendations including provision of Evolve recommendations checklist and criteria, inclusion of equity and high-risk populations in context and ensuring transparency via development design and documentation. - Ongoing reflection with Societies on the effectiveness of Evolve resources and tools and process of development design of recommendations for any improvements 	<p>We are working with key members, specialties, and stakeholders to review and refresh Evolve recommendations for:</p> <ul style="list-style-type: none"> - Australian Society of Clinical and Experimental Pharmacologists and Toxicologists - Human Genetics Society of Australasia <p>Pending team resources, the next DFACs prioritised to review Evolve recommendations are:</p>	<p>KPI 7 KPI 8 KPI 10</p>

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		<ul style="list-style-type: none"> - Paediatrics and Child Health Division - Australasian Chapter of Sexual Health Medicine <p>Specialty societies meetings for the renewal of recommendations will include ongoing reflection of the effectiveness of Evolve resources and tools, and adopting new resources that have been tailored to equity considerations.</p>	
1.5	<ul style="list-style-type: none"> - Combined project with the Climate Change & Health (CCH) Working Group to link climate change with low-value care for better health outcomes 	<ul style="list-style-type: none"> - Integrated climate change and health into Evolve key messaging to highlight that reducing low-value care can also reduce greenhouse gas emissions. - Plan drafted to update Evolve criteria with inclusion of sustainability considerations and pilot the review of 1 x Specialty Society's Evolve recommendations with the updated Evolve criteria. 	
2	Education, Dissemination and Engagement		
2.1	<ul style="list-style-type: none"> - Foster relationship with Australian Commission on Safety and Quality in Health Care (ACSQHC) for Choosing Wisely <ul style="list-style-type: none"> o Co-brand where agreed o Shared media releases o Website and collateral copy - Continue to update this as relationships grow. 	<ul style="list-style-type: none"> - We await Government / ACSQHC decisions on the future of Choosing Wisely and its involvement with Evolve. - New Evolve recommendations and media releases will be launched without co-branding with Choosing Wisely until further notice. 	KPI 1
2.2	<p>Case studies</p> <ul style="list-style-type: none"> - Work with physicians, Specialties and ACSQHC Choosing Wisely Australia on the development of a series of case studies (aim for one per society with recommendations) - Use Evolve case studies to convey the impact of low-value care on consumers and the importance of shared decision making and how physicians can educate consumers 	<ul style="list-style-type: none"> - We have developed two draft case studies with the ANZSBT. The next step is consultation with relevant DFACs, pending resourcing. - The case studies will be useful in future specialty Evolve self-paced learning courses. 	KPI 7 KPI 10

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	<ul style="list-style-type: none"> - Engage physicians in the utilisation and impact of case studies in shared decision making. 		
2.3	<p>Continue to raise internal and external awareness of Evolve and:</p> <ul style="list-style-type: none"> - Develop an engagement and education program to embed Evolve in other areas within the College e.g., education, Continuing Professional Development (CPD), physicians in training, DFACs - Advocate for the implementation of Evolve recommendations with Government and other organisations <p>Highlight the benefits and importance of Evolve in CPD and advanced training</p>	<p>We are working towards:</p> <ul style="list-style-type: none"> - Increasing awareness of Evolve CPD activities in category 2 and 3. - Developing Evolve examples of CPD that can be shared with members for application. 	<p>KPI 1 KPI 2 KPI 5 KPI 6 KPI 7 KPI 10</p>
2.4	<p>Communicating the importance and the why</p> <ul style="list-style-type: none"> - Improving how we communicate about the importance of Evolve and why reducing low-value care is a priority. Include information on incidence and consequences of low-value care and benefits of reducing it. <p>Working with the CAG in developing resources and case studies on the importance of, and skills involved (e.g., listening, empathy, creating safe environments) in shared decision making.</p>	<ul style="list-style-type: none"> - Evolve messaging is to be included in a frequently asked questions page on the new Evolve website (currently being designed). - In November we discussed with the CAG Committee for developing case studies on the importance of and skills involved in shared decision-making. 	<p>KPI 7 KPI 8 KPI 9 KPI 10 KPI 11</p>
2.5	<p>Establishing and growing the Evolve Champion role</p> <ul style="list-style-type: none"> - Clearly defining the roles and responsibilities of the Evolve Champions - Clearly defining the support and rewards of being an Evolve Champion - Evolve Champion social media badge - Standard words for communicating role e.g., on CVs etc. - Evolve Champion co-design workshop. 	<ul style="list-style-type: none"> - We have completed a first draft of the roles and responsibilities of Evolve champions. Further input from P&A and the Evolve PAIG is required to finalise the Evolve Champions roles and responsibilities. - EOI for Evolve Champions is planned for 2024. 	<p>KPI 4 KPI 5 KPI 7 KPI 8 KPI 9</p>

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<p>2.6</p>	<p>Growing the Evolve Policy & Advocacy Interest Group</p> <ul style="list-style-type: none"> - Widely advertise the role - Ensure there is representation from all specialties with recommendations, trainees and fellows, and all regions - Aim to increase representation from specialties that do not have recommendations yet - Appropriately utilise the expertise and experience of the PAIG 	<ul style="list-style-type: none"> - The Evolve PAIG has grown significantly, by 7% in the last 6 months. Most new members have expressed interest during Evolve exhibitions at annual scientific meetings. 	<p>KPI 3 KPI 4 KPI 5</p>
<p>2.7</p>	<p>Evaluate the usefulness of Evolve animation videos resources to inform future use and development</p>	<ul style="list-style-type: none"> - Feedback to an Evolve survey in September-October 2023 was limited. - The Evolve animations total views are on page 7. 	
<p>2.8</p>	<p>Showcase the work and achievements of RACP Fellows and trainees in Evolve</p> <ul style="list-style-type: none"> - This will also provide others with examples of how they can get involved in Evolve 	<ul style="list-style-type: none"> - Case studies include a slide acknowledging the key authors and stakeholders who contributed to their review. - Evolve staff continue to engage members on sharing success stories for Evolve promotion at Evolve presentations and asks on the ROC, President's Message and DFACs E-bulletin. - Regular internal and external promotion of the work and achievements of RACP Fellows and trainees in Evolve. 	<p>KPI 1 KPI 2 KPI 3 KPI 5 KPI 7 KPI 8 KPI 10</p>
<p>2.9</p>	<p>6-monthly updates to members</p> <ul style="list-style-type: none"> - Around the time of CPAC meetings provide a longer update of progress and achievements for Evolve - Share case studies - Share physician achievements 	<ul style="list-style-type: none"> - Evolve highlights in the CPAC report were shared with the Evolve PAIG and DFACs. - Case studies are shared regularly via social media and the President's message and the ROC. - We hope to be able to showcase more physician achievements in future reports. 	<p>KPI 7 KPI 10</p>

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2.10	<p>Evolve at Congress and regional events:</p> <ul style="list-style-type: none"> - Deliver Evolve sessions at both Congress sessions each year - Evolve collateral and merchandise 	<ul style="list-style-type: none"> - Evolve was an agenda items on other Committee Meetings for the following: <ul style="list-style-type: none"> • Australian and New Zealand Society of Nephrology • Australasian Chapter of Sexual Health Medicine • Cardiac Society of Australia and New Zealand - Evolve presentations were provided at the: <ul style="list-style-type: none"> • CAG meeting in November - Evolve is scheduled to have a presence at the Congress 2024 in May. - We hope to engage members at regional events in future. 	<p>KPI 1 KPI 2 KPI 6 KPI 7 KPI 8 KPI 9</p>
2.11	<p>Evolve presence at Annual Scientific Meetings (ASM) and conferences</p> <ul style="list-style-type: none"> - Strategically identify conferences and ASMs for staff or physicians to advocate, gather insights, promote etc. - Support attendance to speak about Evolve at ASMs and conferences. - Support developing presentation. - Sponsorship for flights and accommodation. - Building Evolve recommendations into the President/key presentations at ASMs. 	<p>In September 2023 an Evolve exhibition was held at the ANZSN 2023 to promote the ANZSN Evolve Top-5 recommendations</p> <p>In November an Evolve exhibition was held for the first time at the Blood 2023 meeting to promote the most recent ANZSBT Evolve Top-5 recommendations.</p>	<p>KPI 1 KPI 2 KPI 3 KPI 6 KPI 8 KPI 9</p>
2.12	<p>Evolve social media and publications plan</p> <ul style="list-style-type: none"> - Evolve social at least every two weeks - Evolve contribution to national and global health week campaigns 	<ul style="list-style-type: none"> - Spaced promotion of Evolve resources and progress of activities across social media and internal RACP promotion. - Key Evolve recommendations continue to be promoted on relevant national and international health dates. - CPD and Evolve case studies have scheduled promotion via social media and internal College channels throughout 2023 	<p>KPI 1 KPI 2 KPI 3 KPI 10</p>

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2.13	<p>Website review - improve usability of website</p> <ul style="list-style-type: none"> - User journey mapping - Improve Search Engine Optimisation to increase views - Improve internal search and filtering of recommendations (e.g. filtering recommendations by condition) - Consolidate resources from various sources aligned with competency framework from 3.2 - Portal for people to submit their case studies 	<ul style="list-style-type: none"> - We are working with IT to develop a new and improved Evolve website that is due to be launched in late 2024. 	KPI 10
3	Implementation support		
3.1	<p>Draft a competency framework</p> <p>Identify the skills and knowledge needed to reduce low-value care (future resource development/consolidation will support physician development across this competency framework)</p> <ul style="list-style-type: none"> - Communication and influencing skills (skills involved to have conversation with a patient, skills involved to influence supervisor and colleagues, skills involved to advocate) - Critical thinking and clinical reasoning - Audit and feedback - Listening and empathy - Shared decision making - Cognitive bias - Project management - Governance - Change management - Research - Team based working in hospitals - Potential to inform identification of resources and training for activities 2.3 and 2.4. 	This activity has not yet commenced.	KPI 7

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<p>3.2</p>	<p>Develop implementation resources to support these skills</p> <ul style="list-style-type: none"> - Audit and evaluation tools (sits with CPD) - Aspirational – make clinical audits of Evolve recommendations a standard research project for advanced trainees - More to be identified by Evolve PAIG 	<ul style="list-style-type: none"> - The current Evolve audit and evaluation tool has been reviewed with professional practice and is aligned with the new CPD strategy. - Further consultation is to be conducted with the Evolve PAIG, CPD staff and specialties on the value of pre-populating audit and feedback templates with specialty specific examples that can be adopted. 	<p>KPI 2 KPI 7</p>
<p>3.3</p>	<p>Develop an equity in Evolve discussion paper for consultation with specialties and key stakeholders to inform meaningful next steps.</p>	<p>This activity has not yet commenced.</p>	<p>KPI 7 KPI 8</p>

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5. EVALUATION

The evaluation of the Evolve program will focus on measuring engagement and gathering insights to improve the quality and impact of the program. We will also be encouraging more physician-led projects that will deliver useful case studies and place-based evaluations.

We are limited by the data we have available and want to ensure our evaluation efforts focus on work that is within our sphere of influence. While trends in MBS and PBS and clinical guidelines changes are good indicators of progress, the College and Evolve are not the only influential actors behind any such changes. Any changes in these data cannot directly be attributed to Evolve. As it would be difficult to base an evaluation plan solely on these 'big picture' indicators we have designed alternative indicators which are outlined below).

In particular, the activities planned for delivery over the duration of the Evolve Strategy Implementation Plan 2026-26 are aimed at increasing the engagement of members with Evolve, providing more tailored support to facilitate an increase in physicians undertaking Evolve projects and leading change. These activities will pave the way for us to develop future indicators to capture clinical impacts from local interventions initiated by members based on Evolve recommendations and collateral.

Key performance indicators

Internal engagement

KPI 1: Increase in Evolve collateral being distributed through RACP and affiliated events.

In the reporting period there were:

- two sets of recommendations and related collateral/media promoted at two specialty society annual scientific meetings
- Evolve activities highlighted in four President's Messages and related social media
- 16 Evolve social media posts
- ASCEPT recommendations are due to be launched later in 2024.

KPI 2: Increase in the presence of Evolve in College material, resources and work owned by other directorates of the College including staff professional development training; CPD; physicians in training coursework and DFACs.

- In October 2023 the ANZSBT Evolve recommendations, infographic and animation were featured in a ANZSBT newsletter
- We are seeking a speciality society to work with to develop and pilot an online Evolve self-paced learning course. This is a potential opportunity for a specialty society with new or recently reviewed Evolve recommendations.

Evolve Policy & Advocacy Interest Group

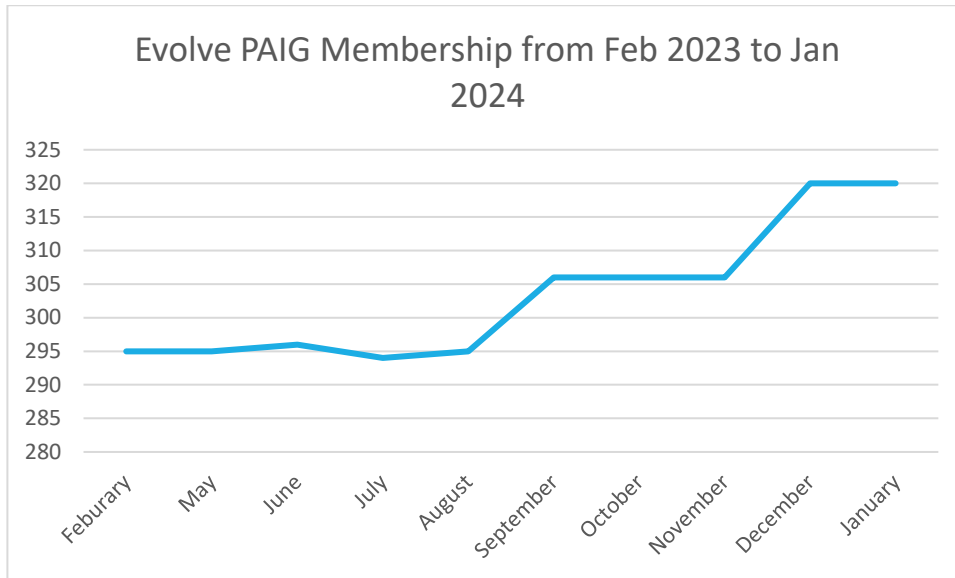
KPI 3: Increase Evolve Policy & Advocacy Interest Group numbers

- There were 318 PAIG members in January. The Evolve PAIG membership has increased by 7% in the last 6 months

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- Evolve exhibitions and promotions at annual scientific meetings and conferences from August 2023 to January 2024 have been effective at increasing awareness of Evolve and driving PAIG sign-ups.

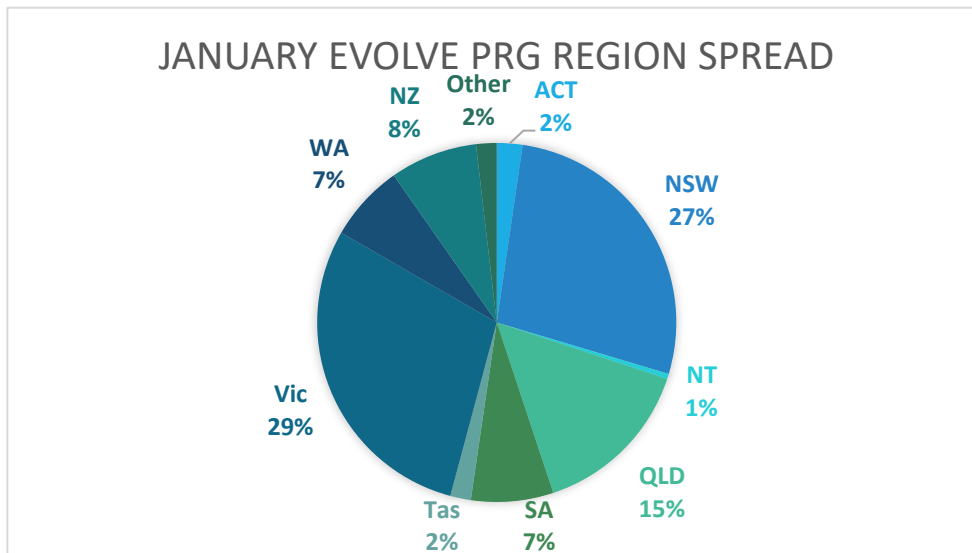


Graph 1: Evolve PAIG membership over 12 months

KPI 4: Increase representativeness of Evolve Policy Advocacy Interest Group across regions

January 2021 baseline:

- ACT (n=5), NSW (n=59), NT (n=1), QLD (n=32), SA (n=16), Tas (n=4), Vic (n=63), WA (n=15), NZ (n=17), other (n=4)

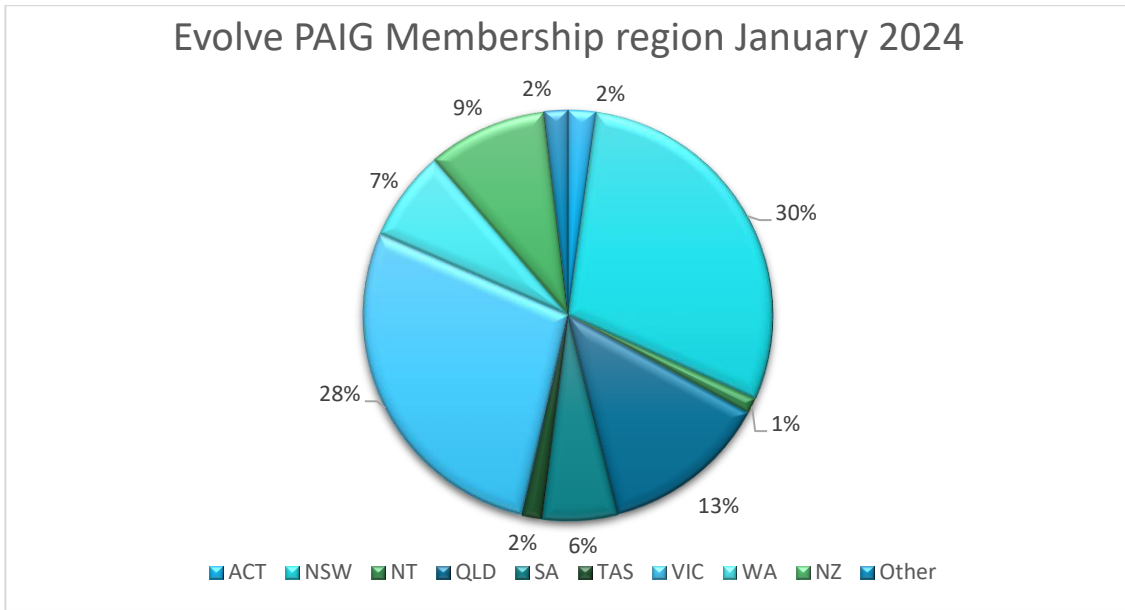


Graph 2: January 2021 regional breakdown of Evolve PAIG membership

January 2024 update:

- ACT (n=7), NSW (n=94), NT (n=4), QLD (n=42), SA (n=19), Tas (n=5), Vic (n=89), WA (n=23), NZ (n=30), other (n=6).
- Over the last three years, the Evolve PAIG membership distribution has grown by 48.15% and there has been an increase in Evolve PAIG membership for all regions.

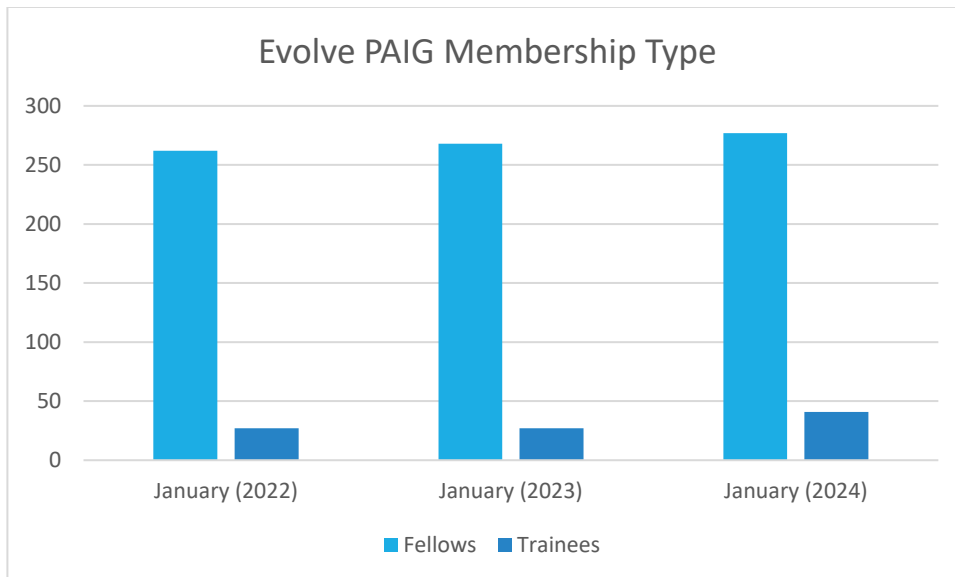
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Graph 3: January 2024 regional breakdown of Evolve PAIG membership

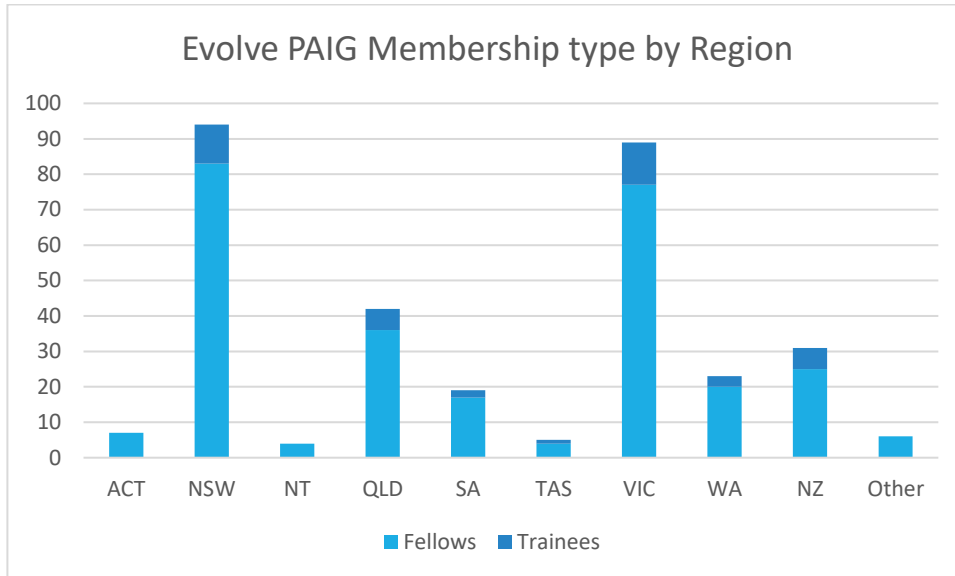
KPI 5: Increase numbers of trainees in the Evolve Policy & Advocacy Interest Group

Note: baseline of 31 trainees and 259 fellows in August 2021 and 41 trainees and 277 fellows in January 2024.



Graph 4: Membership type breakdown of Evolve PAIG members

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Graph 5: Trainees and Fellows of Evolve PAIG members by region

We are working with the College Trainees Committee and using social media channels and Evolve promotion at ASMs and conferences to promote the program and seek further engagement with trainees.

Active engagement and involvement

KPI 6: Maintain and explore options for Evolve presence at conferences, ASMs and College committee meetings

- Evolve had an exhibition booth at 2 ASMs: ANZSN ASM to promote the Top-5 Evolve recommendations in Nephrology and the Blood 2023 meeting to promote ANZSBT Top-5 Evolve recommendations.
- Evolve was on the agenda for 4 College committee meetings including the CAG, ANZSN, AND AChSHM.

KPI 7: Increase the utilisation of Evolve recommendations and case studies by members in practice & track consequent changes on low-value care practices.

We regularly promote the Evolve recommendations and case studies internally across the membership via the ROC, the President's Message and DFACs communications. We track viewer use of recommendations on the Evolve website through KPI10 to indicate engagement of members and public on the importance of using Evolve recommendations to reduce low-value care.

We aim to incorporate a means to track uptake and changes in low-value practices via an Evolve Champions program, which will be commencing at a later stage of the Implementation Plan.

KPI 9: Increase post-event engagement

Post-event engagement has increased as per viewer data on the Evolve website after the following events and related digital channel promotions:

- Blood 2023 Meeting Evolve exhibition, indicating 145 ANZSBT recommendation views.
- ANZSN 2023 Annual Scientific Meeting Evolve exhibition, indicating 173 ANZSN recommendations views.

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KPI 10: Increase traffic on evolve.racp.edu.au

Channel	%
Referral (e-learning & rch.org.au)	38.2%
Organic search	31.1%
Direct	30.4%

- The top three channels towards the webpage have been referral (38.2%), organic search (31.1%) and direct (30.4%).
- Referral has been the primary search entry which overtook direct and organic search since 31 July 2023 with a significant increase from 8.2% to 38.2%.
- There is now more equal distribution across the top three channels of web traffic. This is likely due to varied Evolve promotion and advocacy activities via social media, internal College channels, Committee and annual scientific meetings and a growing Evolve PAIG membership.

Rank	Page	Total views	Bounce rate
1	Home Evolve	3519	61.12%
2	Evolve Top 5 Recommendations	1054	30.71%
3	Evolve Resources	648	49.40%
4	About	321	42.58%
5	Paediatrics and Child Health Division	265	54.32%
6	Australian and New Zealand Society of Blood Transfusion Evolve Top-5 Recommendations on low-value practices, low-value care	219	54.50%
7	Gastroenterological Society of Australia	209	51.15%
8	Australian and New Zealand Society of Nephrology	193	48.00%
9	Evolve Research	178	48.51%
10	Australian Rheumatology Association	155	44.31%

Note. Due to change in the data analytics platform for the Evolve website, only total views and bounce rates for the top viewed pages are displayed.

- Views for all top ten ranked pages have increased and bounce rates have significantly decreased over the reporting period.
- Home page views have increased by 17.53%.
- Evolve Top 5 Recommendations page views have increased by almost 50%.
- Evolve Resources page views have increased by 358% since 31 July 2023.
- In the same period, Research page has made the top ten list, indicating growing member and public interest in Evolve research.
- The increases in page views may reflect referral, organic search, direct and College internal and external promotion of recommendations, animations and case studies,

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increased Evolve PAIG membership and recommendation promotions at annual scientific meetings.

- For instance, ANZSBT recommendation views increased significantly (246%) since 31 July 2023, reflecting improved engagement following the exhibition and social media promotion during the Blood 2023 meeting.
- The bounce rates for pages have reduced over the reporting period, reflecting greater audience retention.