

OUTREACH INITIATIVE PROGRAM

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Project Overview

This project aims to bolster outreach and course expansion through three key strategies:

- Strengthening vendor partnerships to elevate public presence and offer professional development opportunities via social media and student-led podcasts
- Improving technology modules in CNS courses through curriculum audits and showcasing of rehabilitative technologies
- Expanding courses to bridge existing gaps by networking with technology vendors and fostering discourse among healthcare students. This initiative enhances exposure to innovative technologies and improves clinical practice competency

The Neuro Specialist Institute

The Neuro Specialist Institute is an AOTA Approved continuing education provider, consisting of healthcare practitioners of diverse professional backgrounds

Mission: To improve patient outcomes, the institute aims to equip specialized clinicians with the skills and knowledge necessary to address neurological conditions effectively



Needs Identified

- Outreach, partnership, social media presence enhancement
- Appraisal of technology module
- Course expansion

Individual Learning Objectives

- Promote public discourse through The Neuro Specialist Institute to highlight advancements in neuro-rehabilitation and professional development
- Expand exposure to new technologies and courses by partnering with vendors
- Improve the CNS course's technology module through integration of new technologies and vendor collaborations

Outreach Methods and Description

Capstone Focus Areas: Administration, Program Development, and Advocacy

Course curriculum auditing and supplementation

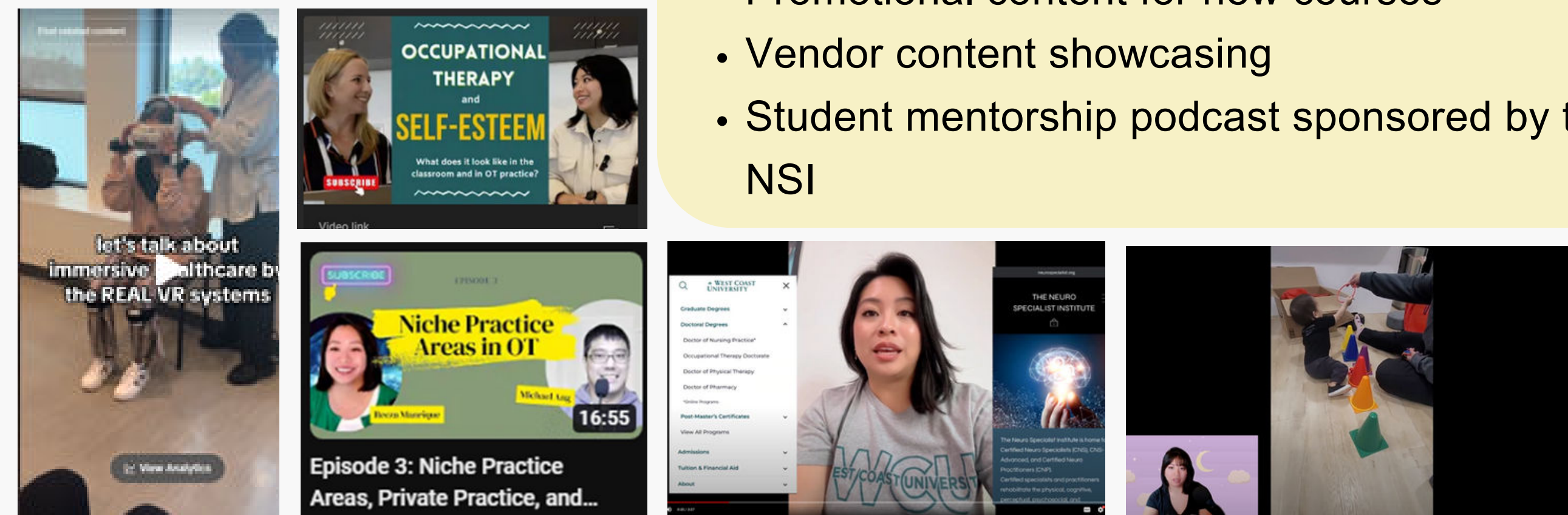
- CNS Advanced course review and content editing
- Film and edit additional CNS Advanced course content prior to submission for accreditation

Vendor outreach and partnerships

- Vendor demonstrations, interviews, and collaborations
- Innovation Lab partnership and content creation

Podcast and social media presence enhancement

- Social media collaborations
- Neurological rehabilitation specific educational content
- Promotional content for new courses
- Vendor content showcasing
- Student mentorship podcast sponsored by the NSI



Implications

- Provide accessible professional development for new graduates, students, and practitioners
- Enhance client-centered outcomes by improving student and practitioner competency
- Increase OT exposure to cutting-edge technologies through improved CNS module and online resources while fostering collaboration between technology and OT practice
- Strengthen the international presence of the NSI, offering mentorship and development for OT students and new grads

Evaluation and Outcomes

Logic Model

| Goal: Facilitating course expansion and increasing online presence of continuing education program for national and international enrollment for increased student and practitioner competency. | | | | | |
|---|---|-------------------------------------|---|---|--|
| Inputs | | Outputs | | Outcomes | |
| What We Invest | Activities | Participants | Short Term | Medium Term | Long Term |
| Recording facilities | | | | | Course expansion |
| Time for interviews and trainings | Vendor outreach | | Exposure to cutting-edge technologies | Interprofessional collaboration | Partnerships |
| Recording equipment | Vendor trainings and demonstrations | | Online student resources | Increased knowledge of advanced practice | Increased student competency and clinical practice skills |
| Video editing software | Recorded interviews | Healthcare students & practitioners | | | Greater patient outcomes with a more specialized workforce |
| Access to research information | Podcast recording and development | | | | |
| Access to NSI social media platforms | Social media content creation | | Measure ment of metric data on social media platforms | Vendor partnerships and booked interviews, as well as confirmed out-of-state bookings | Goal Attainment Scale (GAS) |
| Funding for out-of-state expenses | | | | | |

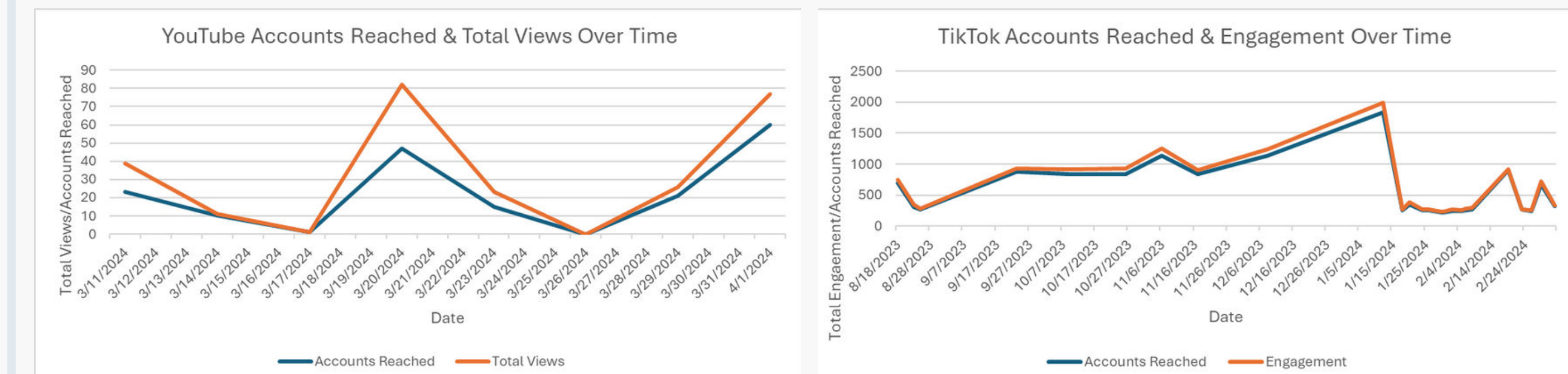
Goal Attainment Scale (GAS)
Scan code below for a link to the full scoring sheet:



GAS T Scores:
Baseline: 21.1
Achieved: 65.8
Change: 44.6
>50 Achieved = significant change

Social Media Metric Data:

Engagement = likes, views, comments, shares
Accounts reached = new viewers and followers



Acknowledgements

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Please use the following QR code for all links to scholarly deliverables and references:

