



SCOPE

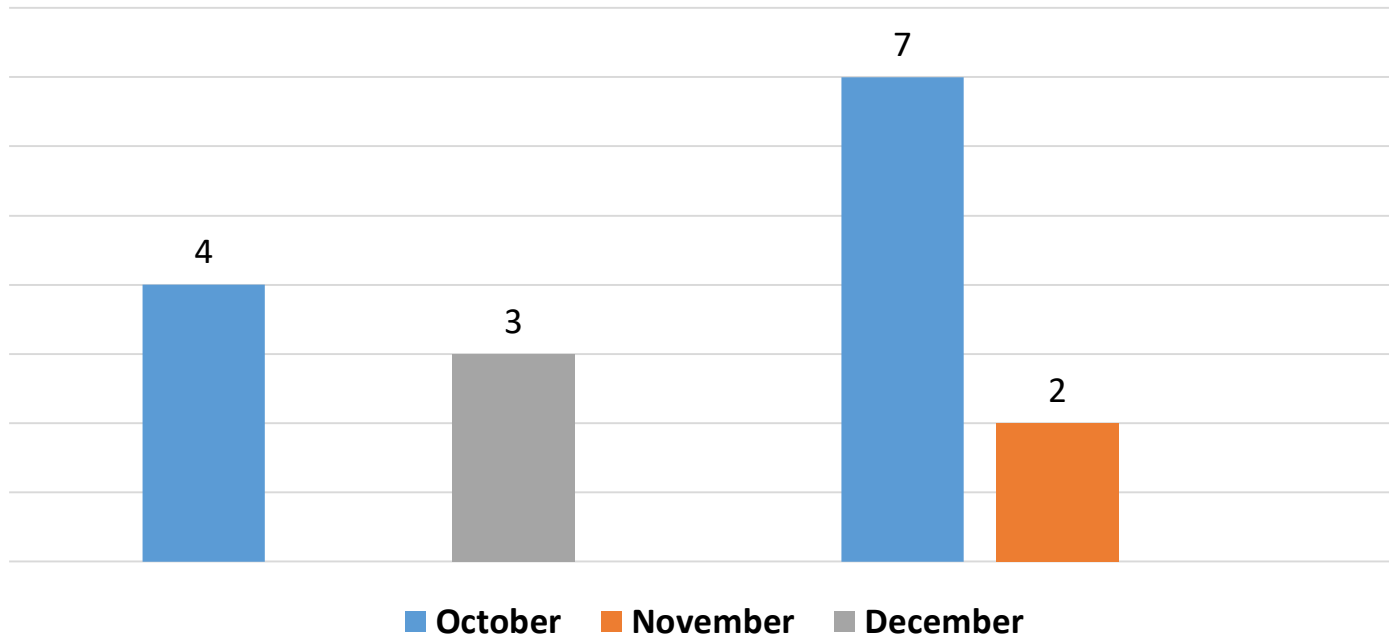
Shifa Center of Professional Excellence

Quarter II - 2020

Activities Q II



Activities

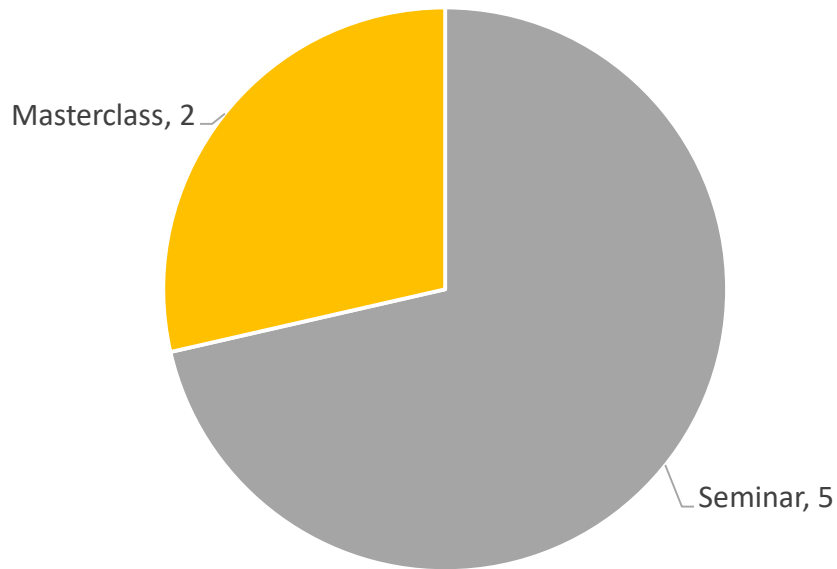


Total CME: 7

Total LiST: 9

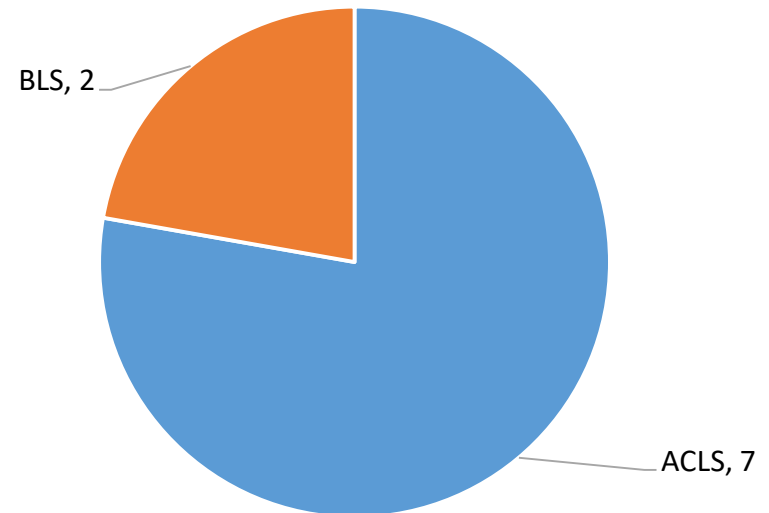


Activities Breakdown



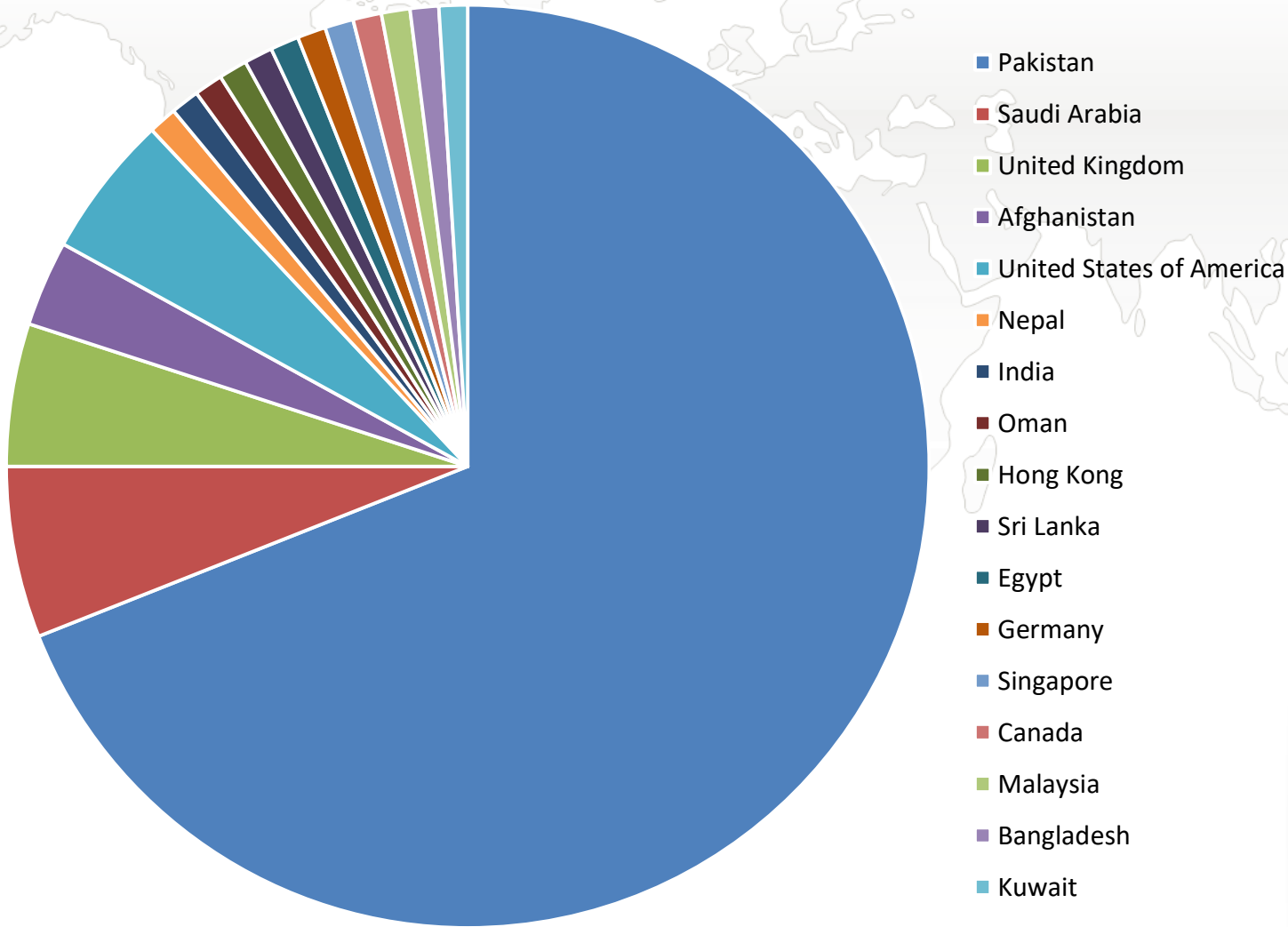
CME

**Total Activities:
16**

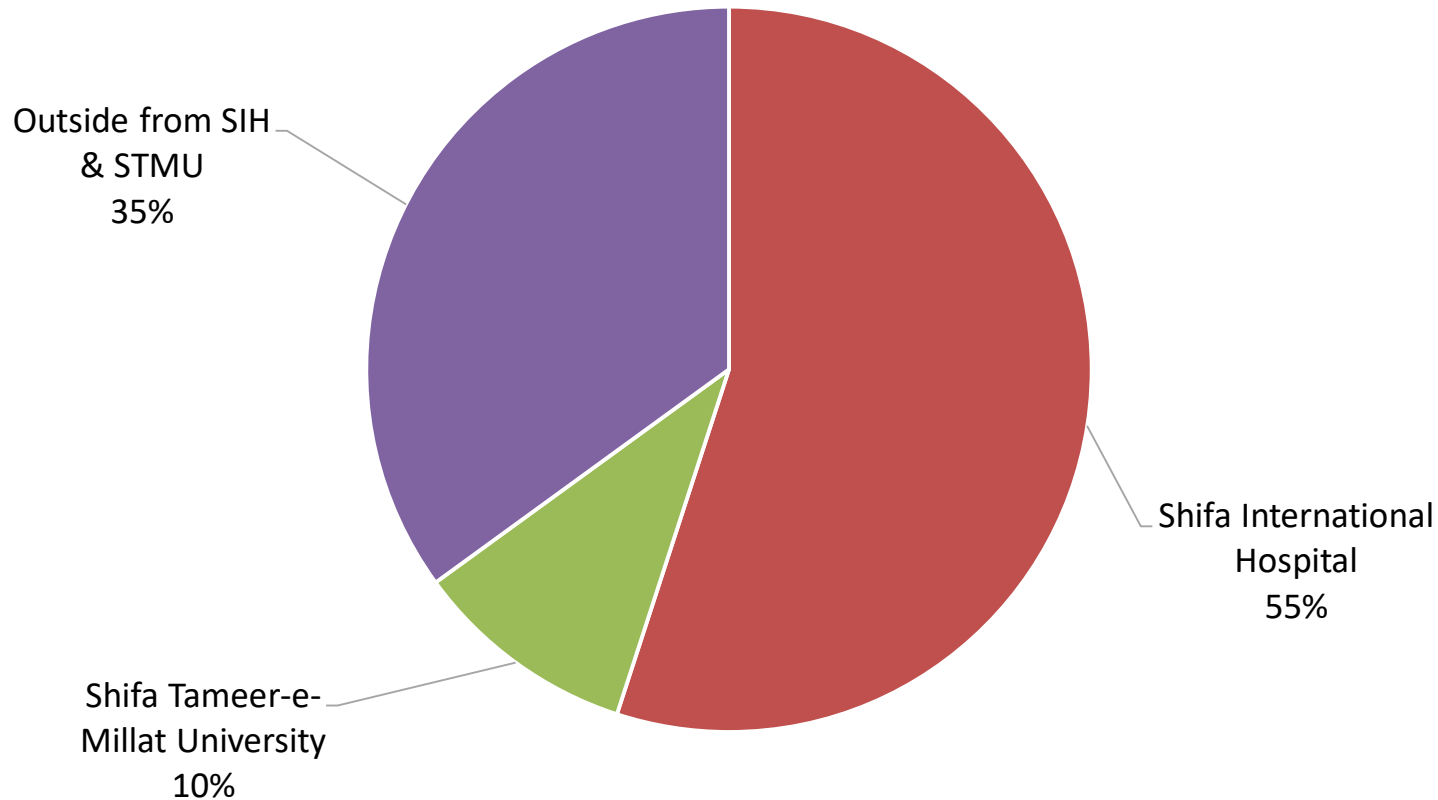


LiST

Learner's Demography



Affiliations of Learners



Content Development



October

- How to develop Learning Objectives in Integrated Curriculum
- Emerging Role of Blended Learning in Medical Education
- Managing Information in Health Care

November

- Masterclass in Pediatric ICU
- Masterclass in Neurosurgery
- Surgical Portfolio and IMM preparation course
- Communication Skills for Health care Managers
- Healthcare Marketing
- Data Analysis using SPSS in Healthcare

December

- Masterclass in Neonatology
- Masterclass in Rheumatology
- Supply Chain Management in Healthcare Settings
- Skills & Methods of Health Care Negotiation & Conflict Resolution
- Research ideas for healthcare professionals

Designing Tasks



Audio/ Visual Designing

- 06 AV aids for Masterclass in Respiratory Therapy – Pre Activity
- 05 AV aids for Masterclass in Respiratory Therapy – Post Activity
- 06 AV aids for Masterclass in Neurosurgery – Pre Activity
- 08 AV aids for Masterclass in Neurosurgery – Post Activity

Flyer Designing

- Masterclass in Neurosurgery
- Masterclass in Respiratory Therapy
- Surgical Portfolio and IMM preparation course

Certificate Designing (by-name)

- Masterclass in Respiratory Therapy
- Masterclass in Neurosurgery
- How to develop Learning Objectives in Integrated Curriculum
- Emerging Role of Blended Learning in Medical Education
- Surgical Portfolio and IMM preparation course



Website Management

- Linking of CME Forms
- Linking of YouTube Videos
- Creating pages for upcoming activities
- Linking LiST session – results
- Linking LiST Form
- Creating pages for news and updates (blogs)
- Linking Instagram SCOPE's account with website

Social Media Platforms



Facebook

Reach	34,535
Engagement, Post Reactions, Comments/ Shares	1,593

Twitter

Impressions	4,292
Engagement	39
Retweets	28

Instagram

Views	22
-------	----

YouTube

Views	250
-------	-----



Paid Marketing - Result

Facebook	
Page Views	99
Page Likes	55
Post Reach	12,450 (people)
Post Engagement	936
Videos Reach	516 (people)
Page Followers	55



LiST Program's Streamline

- ITC Policies
- Flow Charts
- Internal Check Lists
- Instructors' Orientation Session

Purchasing for BLS materials – AHA Accreditation Efforts

- BLS Instructor Manual e-books
- BLS Course Videos and Student Manual (ITC Copy)



SCOPE Member's Training & Development

- G2020 MENA Rollout – AHA Virtual Conference





**SHIFA
FOUNDATION**

making an effort

THANK YOU

SCOPE