

**Project Final Report for
Professional Services Advancement Support Scheme (“PASS”)**

1. Project Details

- 1.1 Project Reference No.** : PS184002
- 1.2 Project Title** : Capacity Building on Medical Professionalism and Professional Ethics
- 1.3 Grantee** : Hong Kong Academy of Medicine (HKAM)
- 1.4 Collaborating Organisation(s)** : N.A.
- 1.5 Implementation Agent(s)** : N.A.
- 1.6 Sponsoring Organisation(s)** : N.A.
- 1.7 Consultant(s)** : N.A.
- 1.8 Project Co-ordinator** : (Name) Aaron CHENG
(Post title) Chief Executive Officer
- 1.9 Deputy Project Co-ordinator** : (Name) Kevin LUI
(Post title) Executive Officer
(Period) 01/07/2019 to 15/02/2021
(Name) Natalie HO
(Post title) Project Officer
(Period) 16/02/2021 to 13/06/2023
(Name) Spencer LIN
(Post title) Assistant Manager
(Period) 14/06/2023 to 30/06/2024
- 1.10 Project Period (duration)** : from 01/07/2019 to 30/06/2024 (60 months)
- 1.11 Major Beneficiary Sector(s)** : Health-related services
- 1.12 Approved PASS Grant (HK\$)** : 758,000

2. Project Implementation

2.1 Project Summary

(Please give a summary of the project including objectives, deliverables and target professional service sectors within 100 words.)

This project aims to promote medical professionalism and ethics among medical and dental practitioners in Hong Kong by means of seminars and workshops and to enhance their knowledge in respect of medico-legal matters. Four seminars and four workshops had been organised under the project for the healthcare professionals in Hong Kong.

2.2 Project Deliverables

(Please compare the actual results achieved with the agreed targets for each item.)

Agreed Targets		Actual Results Achieved <i>(Please submit copies of all relevant supporting materials, e.g. proceedings, attendance records.)</i>	
<i>Date / Deliverables (with quantity)</i>	<i>Beneficiaries (estimated no. of local / non-local participants)</i>	<i>Date / Deliverables (with actual quantity)</i>	<i>Beneficiaries (actual no. of local / non-local participants)</i>
Sep 2019 (1 st), Mar 2020 (2 nd), Nov 2020 (3 rd), Apr 2021 (4 th) Four half-day seminars in Hong Kong	400 local medical practitioners (including 280 doctors, 60 dentists and 60 nurses; 100 per seminar)	<u>Completed:</u> 1 st : 21/03/2020 2 nd : 18/07/2020 3 rd : 06/12/2020 4 th : 30/10/2021	1,183 participants, including 1 180 local medical practitioners (including 1 089 doctors, 61 dentists and 30 nurses) and 3 other participants (For total participants: 296% of target met) (For Hong Kong professionals: 295% of target met)
Dec 2019 (1 st), Jun 2020 (2 nd), Feb 2021 (3 rd), Jun 2021 (4 th) Four half-day workshops in Hong Kong	120 local medical practitioners (including 80 doctors, 20 dentists and 20 nurses; 30 per workshop)	<u>Completed:</u> 1 st : 02/11/2019 2 nd : 07/01/2024 3 rd : 09/03/2024 4 th : 01/06/2024	234 participants including 216 local medical practitioners (including 207 doctors, 8 dentists and 1 nurse) and 18 other participants (For total participants: 195% of target met) (For Hong Kong professionals: 180% of target met)

2.3 Project Promotion and Dissemination

(Please compare the actual means used / outcomes with the agreed activities for each item.)

Agreed Activities	Actual Means Used / Outcomes <i>(Please submit copies of all relevant supporting materials, e.g. posters, leaflets, invitation letters, publications, website printouts, dissemination e-mails, newsletters, feedback surveys and analysis.)</i>
(a) For Project Promotion:	
To prepare articles for HKAM newsletter on all events	Articles to promote the events were published in HKAM website.
To place advertisements in Hong Kong Medical Journal for all events	Invitation emails with event e-poster were adopted and issued to Fellows, which was considered an effective channel for promotion (instead of placing promotion advertisement in the Hong Kong Medical Journal which could not reach the whole population of Fellows).
To issue invitation and distribute promotion leaflets for all events to our Fellows via email	Invitation emails with programme details for all events were sent to HKAM Fellows.
(b) For Dissemination of Project Deliverables:	
Prepare activity reports for dissemination in HKAM newsletter and post on HKAM's website	Activity reports were uploaded onto the HKAM's e-learning platform, namely, eHKAM LMS
Upload all workshop and seminar materials onto HKAM website	Event recordings were uploaded onto the HKAM's e-learning platform, namely, eHKAM LMS.
Conduct a feedback survey after each event to collect comments and suggestions from both speakers and participants	An online evaluation form was developed and sent to all participants after the event.

3. Achievements and Grantee's Evaluation of the Project

3.1 Number of participants and eligible beneficiaries

Project Deliverables	Eligible Number of Beneficiaries (if known)
(i) Four half-day seminars in Hong Kong	1 180 local medical practitioners (including 1 089 doctors, 61 dentists and 30 nurses)
(ii) Four half-day workshops in Hong Kong	216 local medical practitioners (including 207 doctors, 8 dentists and 1 nurse)

3.2 Feedback from participants / users / professional services sectors

Feedback from participants was overall positive. Most of them found the events informative and rewarding, with the knowledge and experience gained from the lectures and exercises being very helpful for their professional development. Some participants provided constructive suggestions on the program design and appreciated the interactive sessions in the workshops, which offered a fruitful learning experience. Despite some sessions running over time, there were responses indicating a desire for more in-depth discussions and a longer session focused on specialty-related topics. Overall, the events were well-organized and beneficial to the target participants.

3.3 Dissemination of project deliverables to relevant professionals

All the event recordings were uploaded to the Academy's e-learning platform eHKAM LMS for Fellows to review.

3.4 PASS and other objectives reached *(May choose more than one)*

- Increasing the exchanges and co-operation of Hong Kong's professional services with their counterparts in external markets
- Promoting relevant publicity activities
- Enhancing the standards and external competitiveness of Hong Kong's professional services
- Others

Please elaborate on how the objective(s) was/were met:

- To collaborate with experts of some local professional bodies, such as The Li Ka Shing Faculty of Medicine of the University of Hong Kong (HKU), the Centre for Medical Ethics and Law (CMEL) at HKU to provide share knowledge, promote networking, and facilitate interaction between local professionals and their counterparts from external markets.
- To invite local and international experts in relevant fields to deliver speeches, share insights and expertise, participate in group discussion to provide feedback to participants.
- To tailor-make the programmes to enable the participants to apply the knowledge gained in the lectures and to practice the acquired skills through case-study and role-playing.

3.5 Overall achievements of the project

- Overall attendance of the events was satisfactory.
- Feedback from the workshop and seminar participants were positive and encouraging.
- Through participating in the events, not only the skill development was addressed, but also the significance of medical professionalism and ethical practice among Hong Kong healthcare professionals was enhanced.
- Through the pre-and post-event promotions, a large number of healthcare practitioners would benefit from the recorded education materials other than the attendees.

The Project Final Report is prepared by the Grantee.