

Evaluation of Audiovisual Teaching Materials in Family Practice: A Report of Review Activities, 1979-1980

John P. Geyman, MD
Seattle, Washington

Although audiovisual teaching materials are commonly used in medical education at all levels, it remains difficult for educators and interested learners to become aware of what is available, of good quality, and relevant to specific learning needs. The Audiovisual Review Committee has functioned since 1974 as a subcommittee of the Education Committee of the Society of Teachers of Family Medicine. This paper lists the audiovisual materials that have been reviewed during the last two years, and briefly comments upon the review process that has been used over the last seven years.

Although many thousands of audiovisual teaching programs have been developed in recent years by medical schools, medical organizations, pharmaceutical companies, and others, it is extremely difficult for potential users of these materials to find out what is available and to assess both quality and relevance to individual needs. In response to this problem, the Audiovisual Review Committee was established in 1974 as a subcommittee of the Education Committee of the Society of Teachers of Family Medicine. The work of this group was reported previously for the years 1974 to 1978.^{1,2} This paper will describe the work of this

committee during 1979 and 1980 and comment briefly on the review process itself.

The Review Process

The committee has 18 members and meets twice each year for one half-day for the purpose of reviewing audiovisual programs. These usually have been prescreened by individual committee members and proposed for review by the group. The committee functions in subgroups for the review of three types of media: 16 mm films, videotapes, and tape-slide programs. Each program is appraised for various learning levels within family practice by relevance of content, effectiveness of format, and technical quality, as previously described.^{1,2} After each meeting the evaluations of the reviewers are collated for publication in *The Journal of Family Practice*. All reviewers serve on a voluntary basis, and funding of the group's ac-

From the Department of Family Medicine, University of Washington School of Medicine, Seattle, Washington. Requests for reprints should be addressed to Dr. John P. Geyman, Department of Family Medicine, RF-30, University of Washington School of Medicine, Seattle, WA 98915.

**Table 1. Appraisals of Audiovisual Materials
1979-1980**

	Number
Highly Recommended	23
Recommended	20
Some Value	7
Limited Value	2
Total	52

tivities (equipment and space rental) has been provided by this journal.

Results

Over the two-year period 1979-1980, a total of 52 audiovisual programs have been reviewed and appraised by the committee, including 12 16 mm films, 23 videotapes, 14 tape-slide programs, and 3 teaching models. Table 1 totals the overall appraisals for the programs. Table 2 lists the source, cost, title of program, recommended audience, and overall appraisal for these programs.

Over the last seven years, 1974-1980, a total of 212 audiovisual programs have been formally reviewed and appraised by the committee, including 37 16 mm films, 80 videotapes, 75 tape-slide programs, 10 audio cassettes, 4 teaching models, and 6 other programs. Of these, 70 have been highly recommended, 94 have been recommended, 32 have been considered to be of some value, and 16 have been judged to be of limited value. The full reviews of these audiovisual materials have been previously published.^{1,2}

Although it is not possible to fully document the value of these review efforts to the family practice community at large, many inquiries have been received from medical schools, residency programs, community hospitals, and interested individuals requesting listings of recommended audiovisual materials in various content areas. It thus appears

that this process has been helpful to many users who otherwise may not have been aware of useful audiovisual teaching materials.

Comment

The appraisal of audiovisual teaching materials that has been carried out by the Audiovisual Review Committee over the last seven years provides four useful outcomes: specialty-specific appraisal of audiovisual materials relevant to the field; group review rather than individual peer review; reduction of both the awareness and selection barriers for prospective users of these materials; and feedback to producers of audiovisual materials with respect to strengths and limitations of their products within the field of family practice. The maintenance over the years of a relatively stable group of reviewers has allowed for the development of expertise and interest in the reviewing process.

A major problem has emerged, however, which may threaten the continued function of this kind of group review process. This is the rapidly increasing cost of travel, which is limiting attendance of the semi-annual meetings of the group. It is therefore timely to reassess the logistics and methods of the review process, and consider various alternatives to continuing what appears to be a needed and useful process.

**Table 2. Summary of Audiovisual Materials Reviewed
1979-1980**

		MEDIA		AUDIENCE		
		ST	Slide-tape	FP	Family physician	
		FM	16 mm film	FR	Family practice resident	
		VT	Videotape	FA	Family nurse practitioner/Medex/ physician's assistant	
		ML	Models	MS	Medical student	
SOURCE	PROGRAM	MEDIA		AUDIENCE	OVERALL APPRAISAL	REFERENCE
American College of Physicians 4200 Pine Street Philadelphia, PA 19104 Self-Learning Series produced monthly, \$225 per year for members, \$250 per year for nonmembers	Systemic Manifestations of Rheumatoid Arthritis	ST	FP FR MS	Highly Recommended		J Fam Pract 9(5):968, 1979
Sandoz Medical Film Library c/o Association Films, Inc. 600 Grand Avenue Ridgefield, NJ 07657 Free on Loan	Operative Obstetrics	FM	FP FR MS	Highly Recommended		J Fam Pract 9(5):969, 1979
Medical Plastics Laboratory, Inc. PO Box 38 Gatesville, TX 76528 Purchase: \$325 (with case) \$290 (without case)	Neonatal Radial Artery Puncture: A Teaching Simulator	ML	FP FR	Recommended		J Fam Pract 9(5):969, 1979

SOURCE	PROGRAM	MEDIA		AUDIENCE	OVERALL APPRAISAL	REFERENCE
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, \$225 per year for members, \$250 per year for nonmembers</p>	<p>A Brief Course in Dermatology: Part 3</p>	ST	FP FR FA MS	Highly Recommended	J Fam Pract 9(6):1127, 1979	
<p>Professional Research, Inc. 129 60 Coral Tree Place Los Angeles, CA 90066</p> <p>Purchase: \$125</p>	<p>Technique for Office Vasectomy</p>	VT	FP MS	Recommended	J Fam Pract 9(6):1128, 1979	
<p>Sandoz Medical Film Library c/o Association Films, Inc. 600 Grand Avenue Ridgefield, NJ 07657</p> <p>Free on Loan</p>	<p>Interviewing a Child</p>	FM	FP FR FA MS	Recommended	J Fam Pract 9(6):1128, 1979	
<p>Medical Plastics Laboratory, Inc. PO Box 38 Gatesville, TX 76528</p> <p>Purchase: \$320 (with case) \$275 (without case)</p>	<p>Hip Dislocation: A Teaching Simulator</p>	ML	FP FR MS	Highly Recommended	J Fam Pract 9(6):1128, 1979	

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		VT	FA MS		
<p>Learning Resources Room 1G8 McMaster University Health Sciences 1200 Main Street West Hamilton, Ont L8S 4J9</p> <p>Purchase: \$160 (Canadian) Rental: \$30</p>	Soft Tissue Injuries	VT	FA MS	Of Some Value	J Fam Pract 10(1):161, 1980
<p>Sandoz Medical Film Library c/o Association Films, Inc. 600 Grand Avenue Ridgefield, NJ 07657</p> <p>Free on Loan</p>	Low Cervical Caesarian Section	FM	FP FR	Highly Recommended	J Fam Pract 10(1):162, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, \$225 per year for members, \$250 per year for nonmembers</p>	Cardiac Arrhythmias: Part 2	ST	FP FR MS	Recommended	J Fam Pract 10(1):162, 1980
<p>Department of Family Medicine Trailer 15, 269 H University of North Carolina Chapel Hill, NC 27514</p> <p>Purchase: \$75</p>	The Common Cold	VT	FR FA MS	Of Some Value	J Fam Pract 10(1):162, 1980

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		ST	AUDIENCE		
<p>Learning Resources Center SB-56 University of Washington Seattle, WA 98195</p> <p>Purchase: \$54 Preview: \$5</p>	Evaluation of Eye Emergencies	ST	FA MS	Of Limited Value	J Fam Pract 10(2):355, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, \$225 per year for members, \$250 per year for nonmembers</p>	Viral Hepatitis: Part 1	ST	FP FR MS	Recommended	J Fam Pract 10(2):356, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, \$225 per year for members, \$250 per year for nonmembers</p>	Venous Thrombo-embolism	ST	FP FR MS	Highly Recommended	J Fam Pract 10(2):356, 1980
<p>Network for Continuing Medical Education 15 Columbus Circle New York, NY 10023</p> <p>Twenty-three tapes available by yearly subscription, in 1/2 or 3/4 inch format, for rental or purchase, from \$1,040 to \$1,630</p>	Dermatologic Techniques for Your Practice	VT	FP FR MS	Recommended	J Fam Pract 10(2):356, 1980

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
			AUDIENCE		
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	Viral Hepatitis: Part 2	ST	FP FR FA MS	Highly Recommended	J Fam Pract 10(3):553, 1980
<p>Network for Continuing Medical Education 15 Columbus Circle New York, NY 10023</p> <p>Twenty-three tapes available by yearly subscription, in 1/2 or 3/4 inch format, for rental or purchase, from \$1,040 to \$1,630</p>	Hospice Approach to Pain Control	VT	FP FR FA MS	Recommended	J Fam Pract 10(3):554, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	Management Problems in Diabetes Mellitus	ST	FP FR MS	Highly Recommended	J Fam Pract 10(3):554, 1980

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
			AUDIENCE		
<p>Medical Plastics Laboratory Inc. PO Box 38 Gatesville, TX 76528</p> <p>Purchase: \$475 (without case) \$530 (with case)</p>	Mr. Hurt	ML	FP FR FA MS	Recommended	J Fam Pract 10(3):554, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	Chest Discomfort of Esophageal Origin: Part 1: Gastroesophageal Reflux Disease	ST	FP FR FA MS	Highly Recommended	J Fam Pract 10(4):749, 1980
<p>National Audiovisual Center General Services Administration Order Section Washington, DC 20409</p> <p>Purchase: \$66</p>	Decision Making and Management Process in Family Practice	VT	FP FR	Of Some Value	J Fam Pract 10(4):750, 1980
<p>Learning Resources Center SB-56 University of Washington Seattle, WA 98195</p> <p>Purchase: \$75 Preview: \$7.50</p>	Lumbar Puncture	VT	FR MS	Recommended	J Fam Pract 10(4):750, 1980
<p>Merrell Film Library 1269 Gest Street Cincinnati, OH 45203</p> <p>Free on loan</p>	The Best of Care	FM	FP FR FA MS	Highly Recommended	J Fam Pract 10(4):750, 1980

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		ST	FP		
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	<p>Chest Discomfort of Esophageal Origin: Part 2: Motor Disorders and Tumors</p>	ST	FP FR FA MS	Highly Recommended	J Fam Pract 10(5):919, 1980
<p>Network for Continuing Medical Education 15 Columbus Circle New York, NY 10023</p> <p>Twenty-three tapes available by yearly subscription, in 1/2 or 3/4 inch format, for rental or purchase, from \$1040 to \$1630</p>	<p>Hospice Approach to the Family</p>	VT	FR FA MS	Recommended	J Fam Pract 10(5):923, 1980
<p>Learning Resources Center SB-56 University of Washington Seattle, WA 98195</p> <p>Purchase: \$75 Preview: \$7.50</p>	<p>Axillary Approach to Block of the Brachial Plexus</p>	VT	FR	Of Some Value	J Fam Pract 10(5):923, 1980
<p>Scripps Memorial Hospital Cancer Center 9888 Genessee Ave La Jolla, CA 92037</p> <p>Purchase: \$325 Rental \$50</p>	<p>From Both Ends of the Stethoscope</p>	VT	FP FR FA MS	Highly Recommended	J Fam Pract 10(5):923, 1980

SOURCE	PROGRAM	MEDIA		AUDIENCE	OVERALL APPRAISAL	REFERENCE
<p>American College of Surgeons c/o Davis & Geck, distributor One Casper Street Danbury, CT 06810</p> <p>Rental: \$12</p>	<p>Management of Lacerations in the Emergency Room (DG 12-98)</p>	FM	FP FR FA MS	Highly Recommended		J Fam Pract 10(6):1105, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	<p>The Non-Hodgkins Lymphomas: Diagnosis, Staging and Management</p>	ST	FP FR MS	Recommended		J Fam Pract 10(6):1106, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	<p>A Rheumatological Approach to Shoulder Problems</p>	ST	FP FR FA MS	Highly Recommended		J Fam Pract 10(6):1106, 1980
<p>American College of Physicians 4200 Pine Street Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, subscription costs \$225 per year for members, \$250 per year for nonmembers</p>	<p>Cardiac Arrhythmias: Part 3: Ventricular Arrhythmias</p>	ST	FP FR	Highly Recommended		J Fam Pract 11(1):151, 1980

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		ST	AUDIENCE		
<p>American College of Physicians 4200 Pine St Philadelphia, PA 19104</p> <p>Self-Learning Series produced monthly, \$225 per year for members, \$250 per year for nonmembers</p>	Synovial Fluid Analysis	ST	FP FR FA MS	Highly Recommended	J Fam Pract 11(2):337, 1980
<p>American Medical Association Marketing Services Division 535 N Dearborn St Chicago, IL 60610</p> <p>Purchase: \$300 Rental: \$30 for members, \$37.50 for nonmembers</p>	The Multiply Traumatized Patient	VT	FP FR FA MS	Highly Recommended	J Fam Pract 11(3):477, 1980
<p>Johnson Institute Communications 10700 Olson Memorial Highway Minneapolis, MN 55441</p> <p>Purchase: \$502.50 Preview: Free of charge</p>	The Intervention	FM	FP FR FA MS	Highly Recommended	J Fam Pract 11(4):675, 1980
<p>Academy of Health Sciences US Army Health Sciences Media Division Fort Sam Houston, TX 78234</p> <p>Purchase: Provide blank videotape, no charge for duplication</p>	Emergency Airway Ref No. CME25	VT	FP FR	Recommended	J Fam Pract 11(6):995, 1980

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		VT	FA		
Focus International 1776 Broadway New York, NY 10019 Purchase: \$295 Rental: \$50	Sex in the Handicapped	VT	FA MS	Recommended	J Fam Pract 11(7):1135, 1980
Learning Resources Center SB-56 University of Washington Seattle, WA 98195 Purchase: \$75 Preview: \$7.50	Arthrocentesis of the Knee	VT	FR MS	Highly Recommended	J Fam Pract 12(1):158, 1981
Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435 3-Day Preview: \$10 Purchase: \$250 per program	Emergency Management: The First 30 Minutes: Drug Overdose	VT	FP FR FA MS	Recommended	J Fam Pract 12(1):157, 1981
American Medical Association Marketing Services Division 535 N Dearborn St Chicago, IL 60610 Purchase: \$600 Rental: \$45 for members, \$60 for nonmembers	The Neurological Examination	VT	FA MS	Of Some Value	J Fam Pract 12(1):158, 1981
Baylor College of Medicine Learning Resource Center 1200 Moursund Ave Houston, TX 77030 Rental: \$7.50	Cardioversion in the Awake State	FM	FP FR	Recommended	J Fam Pract 12(1):158, 1981

SOURCE	PROGRAM	MEDIA		AUDIENCE	OVERALL APPRAISAL	REFERENCE
<p>Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435</p> <p>3-Day Preview: \$10 Purchase: \$250 per program</p>	<p>Emergency Management: The First 30 Minutes: Anaphylactic Shock</p>	VT	FP FR FA MS		Highly Recommended	J Fam Pract 12(2):385, 1981
<p>Biomedical Communications University of Nebraska Medical Center 42nd & Dewey Omaha, NB 68105</p> <p>Rental: \$5 for 3 days, \$7.50 for 1 week Purchase: \$100</p>	<p>Technique of Umbilical Catheterization</p>	FM	FP FR		Recommended	J Fam Pract 12(2):386, 1981
<p>American Medical Association Marketing Services Division 535 N Dearborn St Chicago, IL 60610</p> <p>Purchase: \$300 Rental: \$30 for members, \$37.50 for non-members</p>	<p>Dizziness</p>	VT	FR FA MS		Of Some Value	J Fam Pract 12(2):386, 1981
<p>Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435</p> <p>3-Day Preview: \$10 Purchase: \$250 per program</p>	<p>Emergency Management: The First 30 Minutes: Coma</p>	VT	FP FR FA MS		Recommended	J Fam Pract 12(2):386, 1981

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		VT	FP		
<p>Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435</p> <p>3-Day Preview: \$10 Purchase: \$250 per program</p>	<p>Emergency Management: The First 30 Minutes: Hand Injuries</p>	VT	FP FR FA	Highly Recommended	J Fam Pract—In Press
<p>Eaton Laboratories Medical Film Library 17 Eaton Avenue Norwich, NY 13815</p> <p>Free on loan</p>	<p>Vasectomy</p>	FM	FP FR	Highly Recommended	J Fam Pract—In Press
<p>Academy of Health Sciences US Army Health Sciences Media Division Fort Sam Houston, TX 78234</p> <p>Purchase: Provide blank videotape, no charge for duplication</p>	<p>Nasal Fractures Ref No. LPVT919</p>	FM	FA MS	Of Some Value	J Fam Pract—In Press
<p>Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435</p> <p>3-Day Preview: \$10 Purchase: \$250 per program</p>	<p>Emergency Management: The First 30 Minutes: Pulmonary Embolism</p>	VT	FP FR FA MS	Recommended	J Fam Pract—In Press

SOURCE	PROGRAM	MEDIA		OVERALL APPRAISAL	REFERENCE
		FM	FP		
Associated Films Inc. Astra Films 7838 San Fernando Road Sun Valley, CA 91352 Free on loan	Peridural and Caudal Anesthesia	FM	FP FR	Recommended	J Fam Pract—In Press
Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435 3-Day Preview: \$10 Purchase: \$250 per program	Emergency Management: The First 30 Minutes: Pneumothorax and Hemo- thorax	VT	FP FR FA MS	Highly Recommended	J Fam Pract—In Press
Adria Laboratories PO Box 16529 Columbus, OH 43216 Free on loan	Cancer Chemotherapy	FM	FA	Limited Value	J Fam Pract—In Press
Multi Media Educational Program 4530 West 77th St Minneapolis, MN 55435 3-Day Preview: \$10 Purchase: \$250 per program	Emergency Management: The First 30 Minutes: Arthrocentesis and Synovial Fluid Analysis	VT	FP FR FA MS	Recommended	J Fam Pract—In Press

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