

Impact and Perceived Value of iGeriCare e-Learning Among Dementia Care Partners and Others: Evaluation Using the IAM4all Questionnaire



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Background

Dementia is a growing global health issue; informal care partners provide the majority of care for individuals living with dementia, often at significant personal, emotional, and

Web-based educational interventions have the potential to support care partners, but existing programs are often limited by scope, language, and accessibility.

iGeriCare is a free, open-access, evidence-based internet program featuring 12 multimedia lessons, video resources, and email-based subscription micro-learning.

Objective

Our objective was to disseminate iGeriCare and evaluate its uptake and impact.

Uptake and engagement are measured using web and learning analytics, and the IAM4all questionnaire is used to assess web-based health information outcomes.

Methods

Data were collected after each lesson using the validated (IAM4all), which evaluates the impact of online consumer health information.

Data from the surveys were collected from the iGeriCare website using custom learning analytics database and SurveyMonkey.

Net Promoter Score (NPS) is a consumer experience metric for likelihood to recommend (scale of 0 - 10).

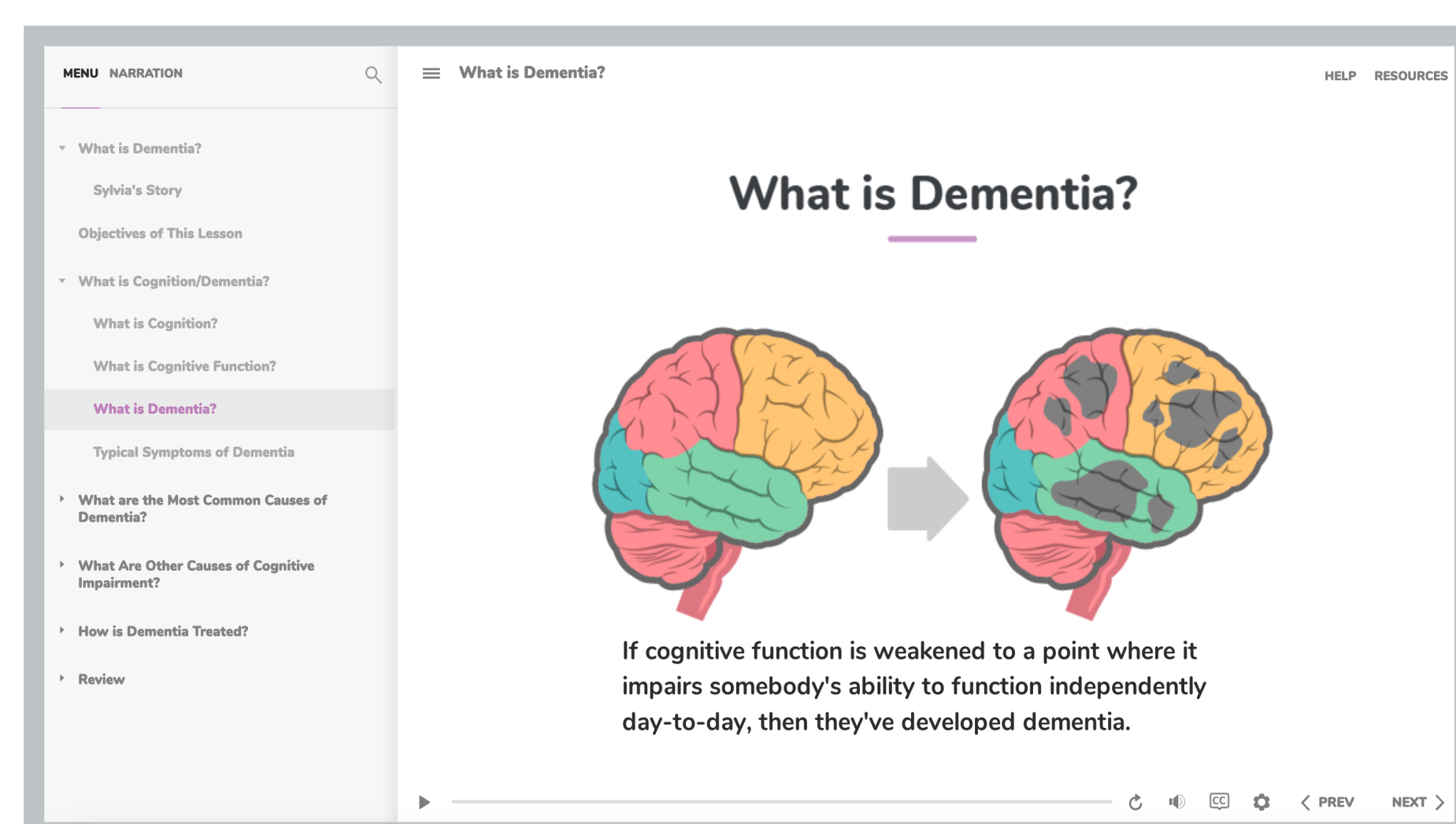


Figure 1: Screenshot from the "What is Dementia?" lesson

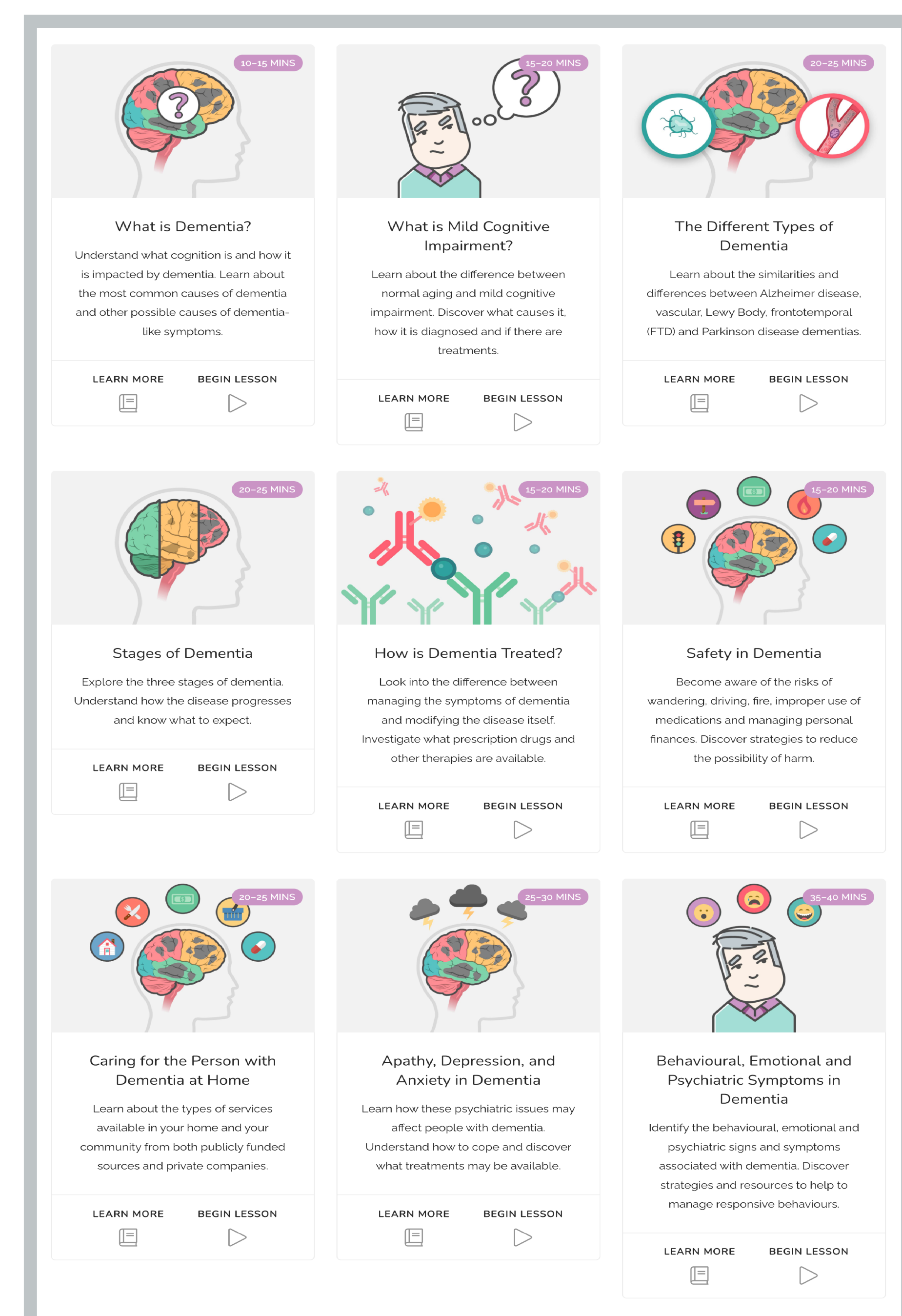


Figure 2: Screenshot from iGeriCare.ca, showing several of the lessons

8. Please tell us which benefit(s) you are expecting. Check all that that apply.

This information will help me to:

- improve my health or well-being
- improve the health or well-being of the person that I care for
- be less worried
- prevent a problem
- handle a problem or the worsening of a problem
- decide something with someone else
- other (please specify)

Figure 3: Screenshot from IAM4all survey that evaluates relevance, understandability, intention to use, and perceived benefit

Results

Since July 2018, iGeriCare has over 227,000 unique users, more than 337,800 sessions, and 615,000 page views. The lessons have been accessed over 58,600 times. The 52-week email-based micro-learning series has had more than 3,050 subscribers. Thirty-eight live events have been hosted and recordings have been watched > 52,600 times.

Net Promoter Score (NPS)

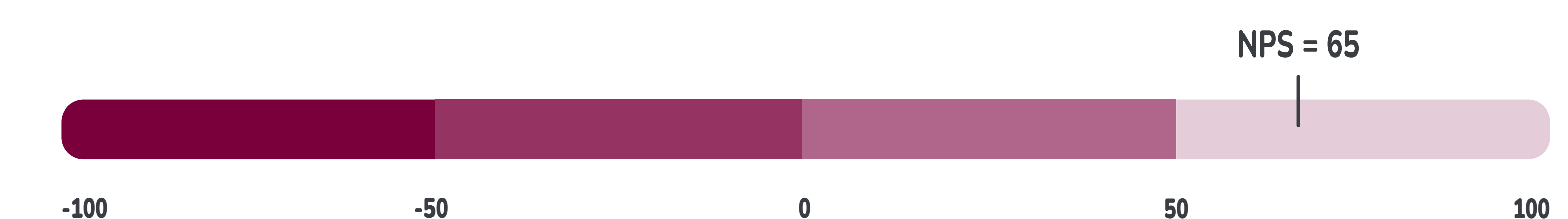


Figure 4: NPS score of 65 on a scale from -100 to +100, making it a rating of 'excellent' based on 12, 273 responses

Information Assessment Method for all (IAM4all)

Between March 17, 2021 and June 13, 2025, 1,150 IAM4all responses were received. iGeriCare was perceived as highly relevant and understandable, with strong intention to use the information and anticipated benefits. 94% of respondents found the lessons relevant, and 99% understood the content well or very well. 99% said they will use the information, and 95% expect to benefit from it.



Figures 5 - 8: Data taken from IAM4all survey: Respondent roles, perceived relevance, understandability, intended use and benefit

Respondent Quotes

"Very informative, will revisit time and time again." - Respondent #395

"I like this program. It makes me feel more secure and it validates my condition. I feel important and that I matter." - Respondent #369

"Thanks for doing this...most helpful and even seemed to create less fear of 'down the road'" - Respondent #994

"I'm very impressed! The format is excellent. I certainly want to repeat the lessons. Thank you for giving us this material!" - Respondent #1023

Conclusion

An evidence-based resource that's ready to complement clinical care

iGeriCare represents an innovative and scalable solution to meet the educational needs of care partners. By leveraging evidence-based instructional design, iGeriCare empowers care partners with the knowledge and confidence to manage their responsibilities effectively. Future analyses of a recently completed pilot randomized controlled trial will further explore its impact on care partner outcomes.

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iGeriCare

