



Telehealth Technology-Enabled Learning Program
Primary Care Reinvention

Engagement Patterns in Regularly Scheduled Series

A Mixed-Methods Analysis of Super-Users and Interrupted Learners in a Rural Primary Care Telementoring Program

Maximillian Morris, MSPH

Shannon Hanson, MSW

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weitzman institute

- Weitzman Institute is the **research, education, and policy** arm of Moses/Weitzman Health System
- The first community-based research center **established by a Federally Qualified Health Center**
- Our mission is to inspire innovation through research, education, and policy **to ensure that effective, efficient, and equitable primary care is available to all**
- We work with **national and state partners** on mission-aligned projects



Improving Rural Health: TTELP Components



Project ECHOs

- Engages medical providers, behavioral health providers, and care team members from **rural health centers** across the US
- Increases the capacity of clinicians to deliver **evidence-based interventions and treatments** in high-need topic areas
- Offers **two 20-session ECHOs** designed to improve knowledge and skills related to complex medical and behavioral health conditions for underserved **pediatric and adult populations**



Rural Primary Care Advisory Council

- 10** rural primary care **stakeholders**
- Diverse roles including **leadership and clinicians** across a range of settings
- Inform and advise** the content development, recruitment, delivery, and evaluation of activities for providers and care team members in rural primary care



Evaluation & Program Impact

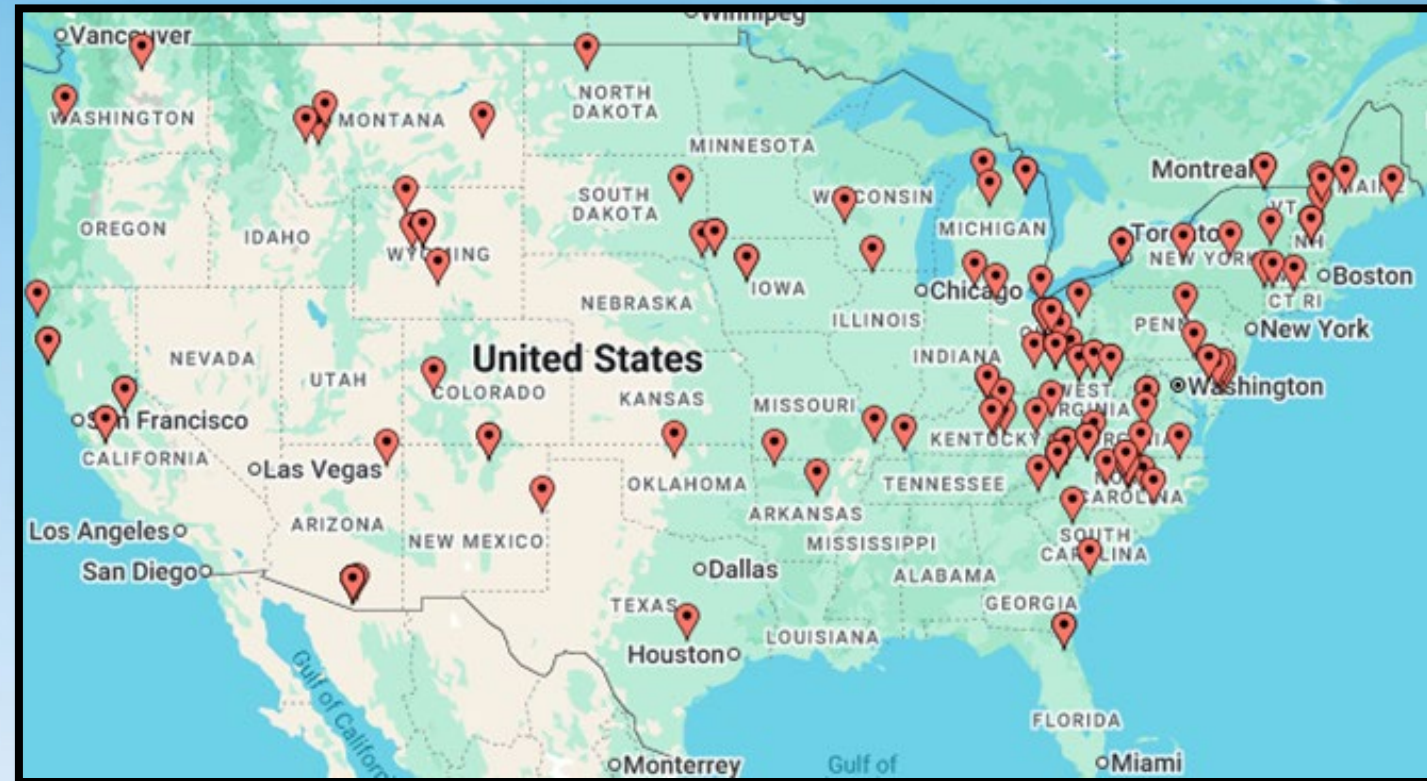
- Evaluate project activities** before, during, and after ECHO programs and advisory council meetings to measure program impact
- Disseminate findings** at conferences annually and publish two manuscripts about program impact over the course of the project



**Complex Integrated
Pediatrics**

- Emphasizes the integration and collaboration between medical and behavioral health providers
- Primary focus areas include: infectious diseases, behavioral health, substance use, and other specialty care topics
- Since 2021:
 - 89 sessions held
 - 397 participants reached (51 % rural)

CIP ECHO Rural Participants

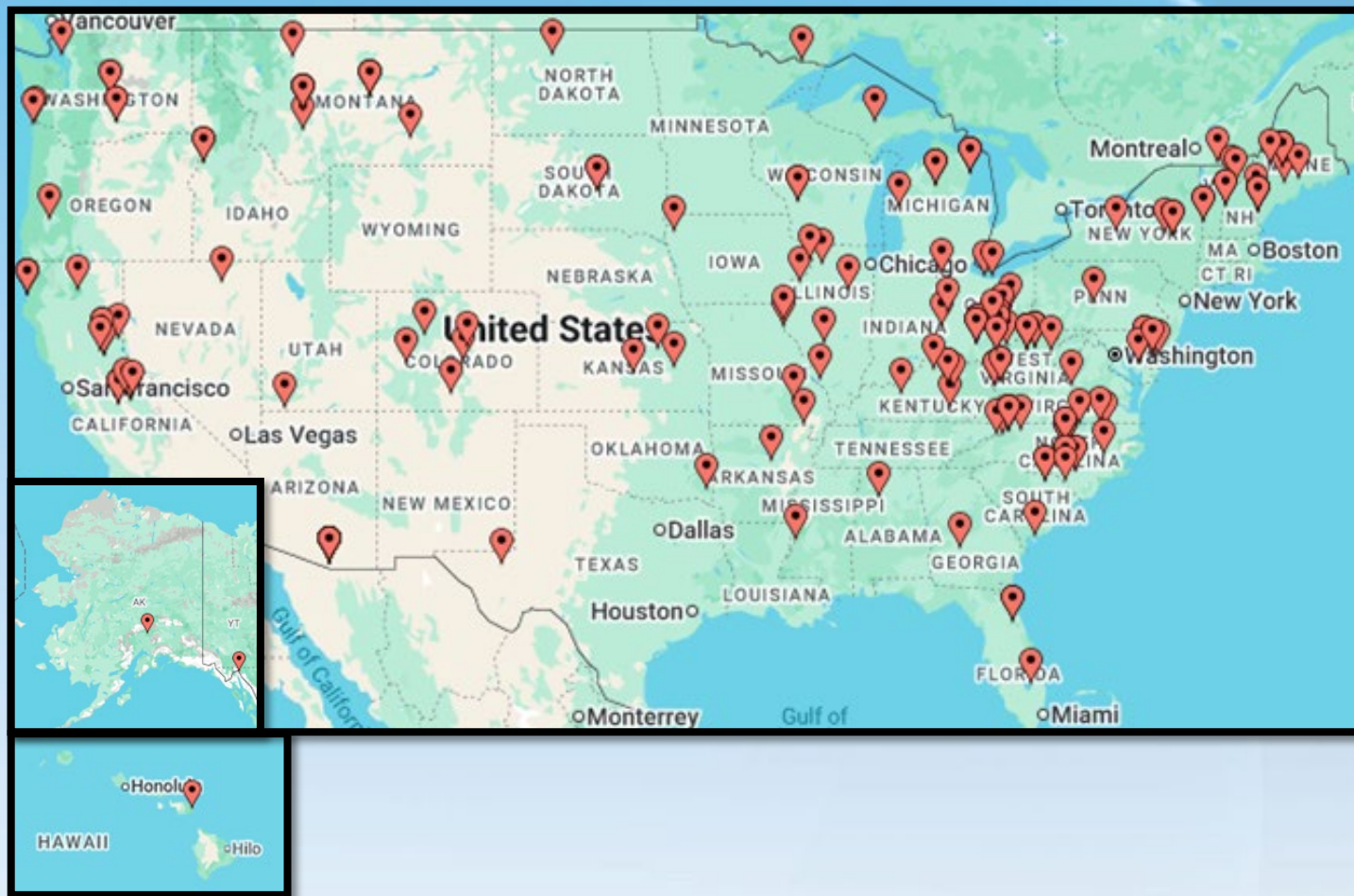




Advanced Primary Care

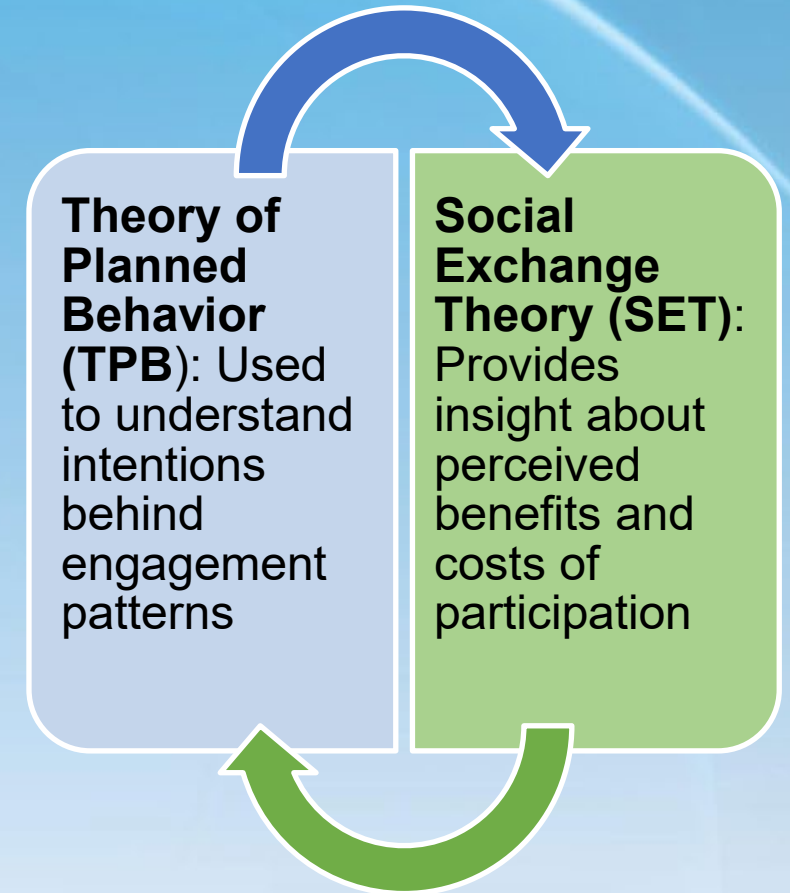
- Engages participating providers with a multidisciplinary team of experts and specialists to improve quality of care and clinical outcomes for rural and underserved patients
- Primary focus areas include: adult psychiatry and substance use disorders
- Since 2021:
 - 89 sessions held
 - 506 participants reached (45% rural)

APC ECHO Rural Participants



Analysis

- **Purpose:** Understanding the characteristics of different attrition patterns among participants and the underlying barriers or facilitators to staying engaged in the ECHOs
- Deductive coding based on core themes for each group:
 - Super-User: participation, satisfaction, implementation of change
 - Interrupted Attendee: participation, satisfaction, factors for rejoining



Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
[https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)

Cook, K. S., & Rice, E. (2006). Social Exchange Theory. In *The Handbook of Social Psychology* (pp. 53–76). essay, Springer Dordrecht.

Data Collection

- **Date Range:** March 14, 2025 - January 12, 2026
 - Recruitment technique: targeted, personalized outreach by email
- **Sample:** 79 ECHO participants
 - Inclusion Criteria
 - Super-User: Previously participated in one of our ECHO Series for at least 2 years consecutively
 - Interrupted Attendee: Had started a series and attended at least 2 sessions within 2 months before discontinuing

Participant Demographics

Super Users (n = 7)

Participant Role

-  Medical (n = 1)
-  Behavioral Health (n = 5)
-  Care Team (n = 1)

Organization Type

-  FQHC (n = 4)
-  Private Practice (n = 1)
-  Publicly Funded Social Service Agency (n = 1)
-  Public School District (n = 1)

Interrupted Users (n = 6)

Participant Role

-  Medical (n = 2)
-  Behavioral Health (n = 1)
-  Care Team (n = 3)

Organization Type

-  FQHC (n = 2)
-  Private Practice (n = 1)
-  Local Health Department (n = 1)
-  Hospital System (n = 2)

Key Themes

Executive Summary

- Almost all participants noted that the biggest challenges to engagement were scheduling conflicts due to time zone differences or because of seeing patients.
- In terms of participation, the major benefits were the variety and depth of didactic topics, the community of practice, and ease of access/ability to come back to ECHO resources later.
- Regardless of their level of attrition, all participants noted satisfaction with the ECHO environment overall and what they were able to take away from sessions.

Key Findings: Aspects of Learning Environment

Theme	Subtheme	Exemplary Quote
Rewards & Reciprocity	Community of Practice (n=6)	"...I didn't feel, "Oh, we're a small agency. Nobody's going to listen to us. We're in the Southwest, and nobody cares about the Southwest." But actually, people did listen . And actually, we had a lot of relevance that we were bringing into the conversations that they weren't even seeing. " (Behavioral Health Provider, Super-User)
Rewards & Reciprocity	Faculty Expertise & Engagement (n=3)	" I reached out to the faculty members. They make themselves available for the average person like me to reach out to them. And that I really appreciate because sometimes you just have a further question you think of after the fact... the faculty were so open with sharing their information, their knowledge base, and willing to reach out and interact with us after. " (Behavioral Health Provider, Interrupted Attendee)
Attitude Towards Behaviors & Comparison to Alternatives	Program Accessibility (n=3)	"I always felt like the Weitzman Institute has always made things as easy as possible. For everybody who wants to partake, they can partake in it. And also, you guys had so much accessibility to so much free stuff, which is always a bonus as well... other [programs] just did not have that level of accessibility. " (Medical Provider, Super-User)

Key Findings: Didactic Topics

Theme	Subtheme	Exemplary Quote
Perceived Behavioral Control & Rewards	Substance Use (n=5)	“Some of the case studies for people dealing with substance use disorders, and some of the different psychiatric meds that providers had success with were extremely helpful; the root of addiction is mental health and especially when providers have success with certain meds, that’s always so nice to know how they’re able to help their patients since you want to do the same” (Medical Provider, Super-User)
Perceived Behavioral Control & Rewards	Immunizations (n=2)	“I wanted to specifically learn more immunizations and things like that. So then I can help with our medical providers so that if parents have questions, then I could be more knowledgeable about answering those questions.” (Behavioral Health Provider, Super-User)
Behavioral Intention & Rewards	Pediatric Mental Health (n=2)	“The thing for me that was most helpful with all the different experts and folks looking at the mental health side of things. And I know we've discussed that quite a bit for different populations and how the mental health piece has affected kids and families and whether they're dealing with trauma, whether they're just any number of issues that are affecting our kids. So I think for me, if that makes any sense, that it just heightened my awareness that I couldn't look at just the physical side of things. (Medical Provider, Super-User)

Key Findings: Practice Changes & Implementation

Theme	Subtheme	Exemplary Quote
Rewards & Behavioral Intention	Organizational Practice Change (n=5)	"I think it's helped make our MAT program...more compassionate, more stigma-reducing and harm reduction-focused . That's been a huge help in the harm reduction category. I would say that it's also given us just ideas on how to do interdisciplinary rounds. And that kind of helped us create that culture of sharing and support for providers. " (Behavioral Health Provider, Super User)
Rewards & Behavioral Intention	Collaboration with Local Resources (n=2)	" We do have more collaboration with community services... There's been a lot of different ideas thrown out there, and we're actually seeing more interaction between primary care doctors and also police, trying to educate the police on how to handle kids that have mental health issues . So we're having a lot of discussions." (Care Team, Super-User)

Implications

- Creating a community of practice serves as a primary driver of sustained engagement
 - **Intentionally design sessions to promote peer exchange**, including protected time for case discussion, shared problem-solving, and cross-site learning
 - **Continue to elevate participant voice and local context**, reinforcing the community of practice as a space for bidirectional learning
- Offering high-value, timely didactics reinforces continued participation
 - **Prioritize didactic topics aligned with learner needs**, informed by participant feedback and emerging trends
 - **Maintain concise, high-yield didactic formats** that complement interactive discussion
- Scheduling flexibility is essential to support ongoing participation
 - **For multi-cohort initiatives, intentionally stagger cohort schedules** to expand access and reduce scheduling-related attrition