

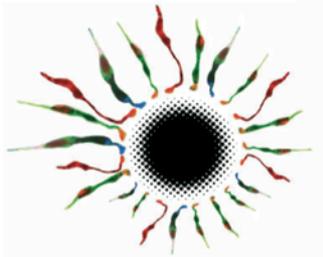
# AMD Day evaluation

Saturday 5 July 2014

Queen Elizabeth II  
Conference Centre

The poster for AMD Day features a central graphic of a sunburst with colorful rays (red, green, blue) emanating from a black circular center. The text is arranged in a clear, hierarchical layout, starting with the UCL logo and NHS Moorfields Eye Hospital logo at the top, followed by the event title, date, time, location, and website. Logos for the National Institute for Health Research, Wellcome Trust, and Macular Society are at the bottom.

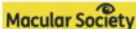


**AMD Day**

Saturday 5 July 2014  
10 am - 4 pm

The Queen Elizabeth II Conference Centre  
Broad Sanctuary, Westminster, London, SW1P 3EE

[www.brcophthalmology.org/AMDday](http://www.brcophthalmology.org/AMDday)

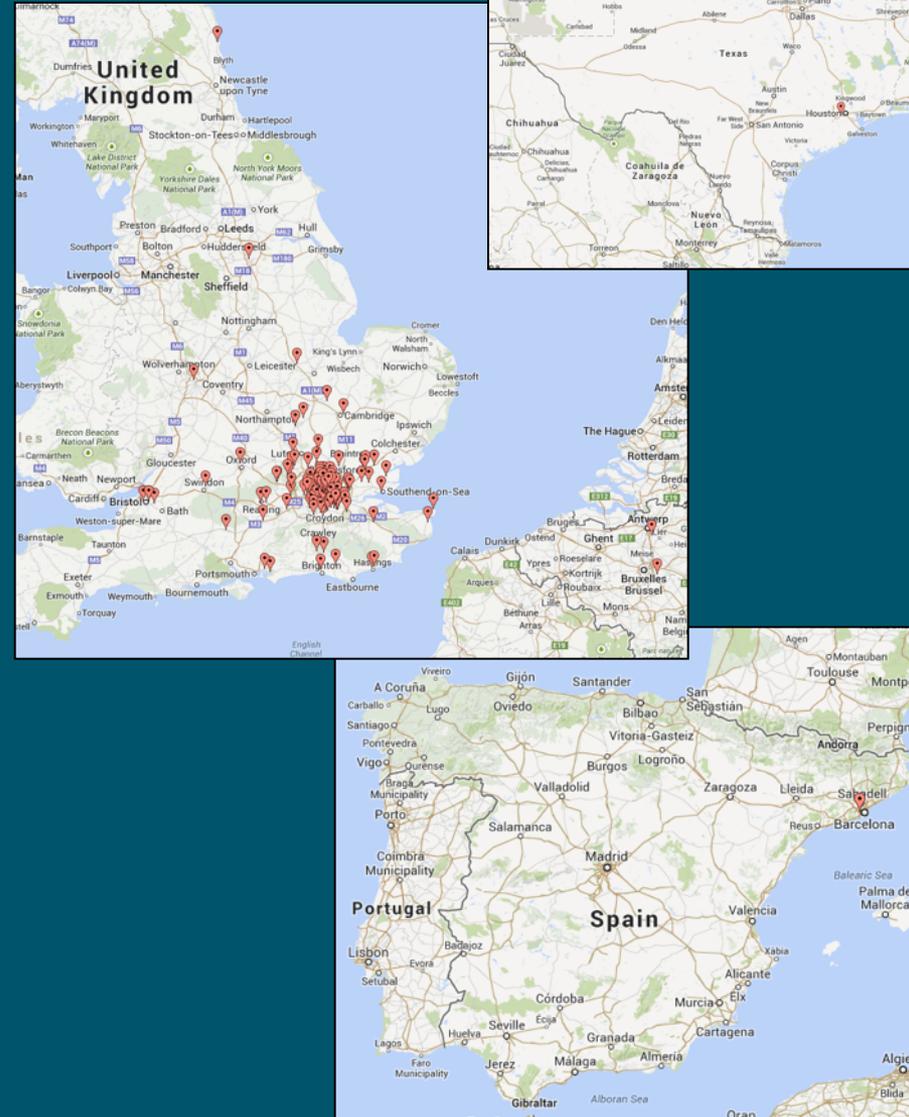
  

National Institute for Health Research

# How many people attended?

189 people attended AMD Day mostly from the UK and in particular the Greater London area but also from:

- Brussels & Antwerp, Belgium
- Barcelona, Spain
- Texas, USA



## **Evaluation part I: AMD Day**

(The following slides are based on data from the pre- and post- evaluation forms handed back to us)

**Thank you for completing our anonymous evaluation!**

**133 people  
(70%)  
completed  
the pre-  
evaluation**

**131 people  
(69%)  
completed  
the post-  
evaluation**

**127 people (67%) handed back both forms**

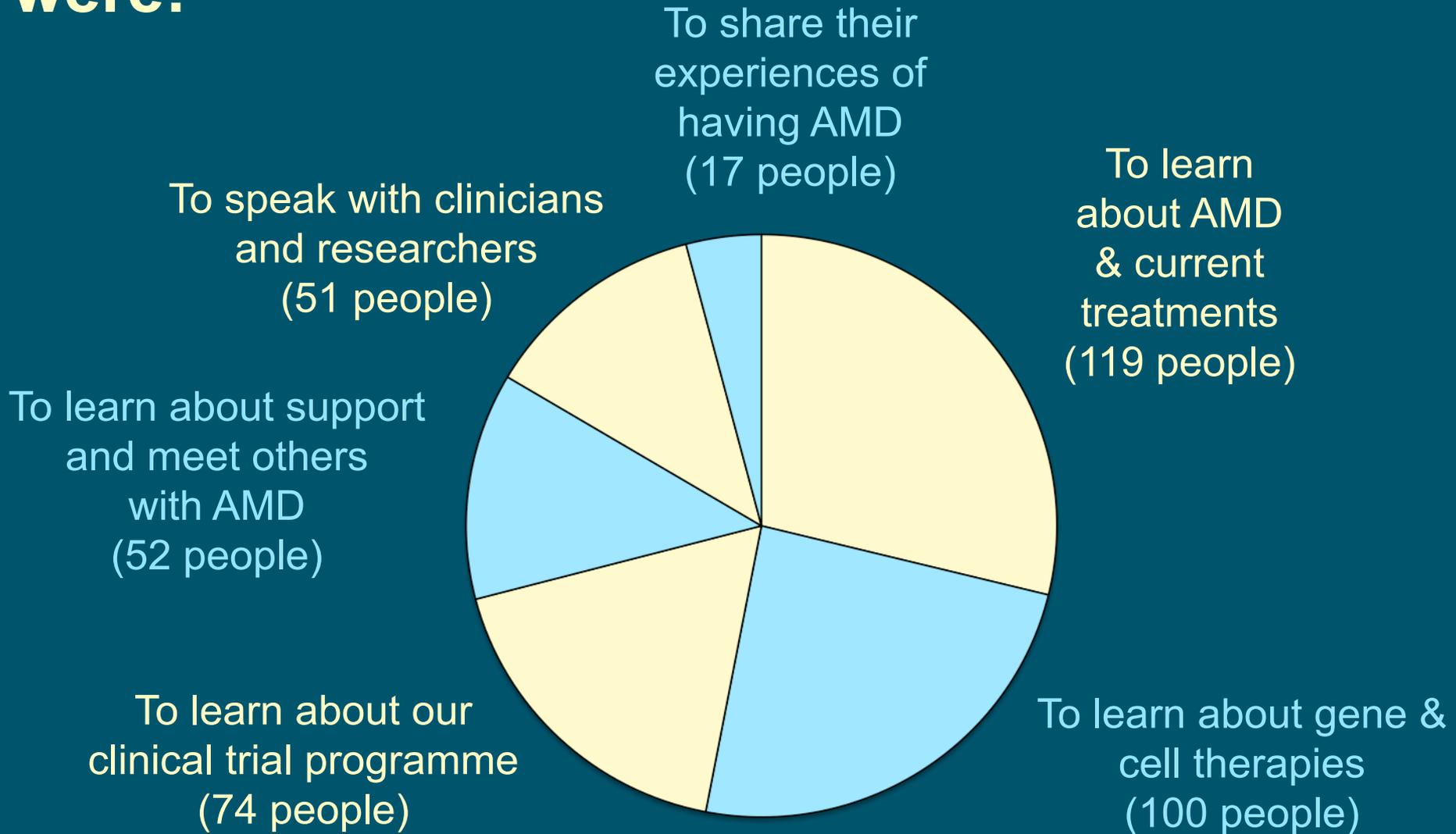
**87% of attendees (109 out of 126) said this was their first research meeting**

I have been to  
other research  
meetings\*  
(17 people)



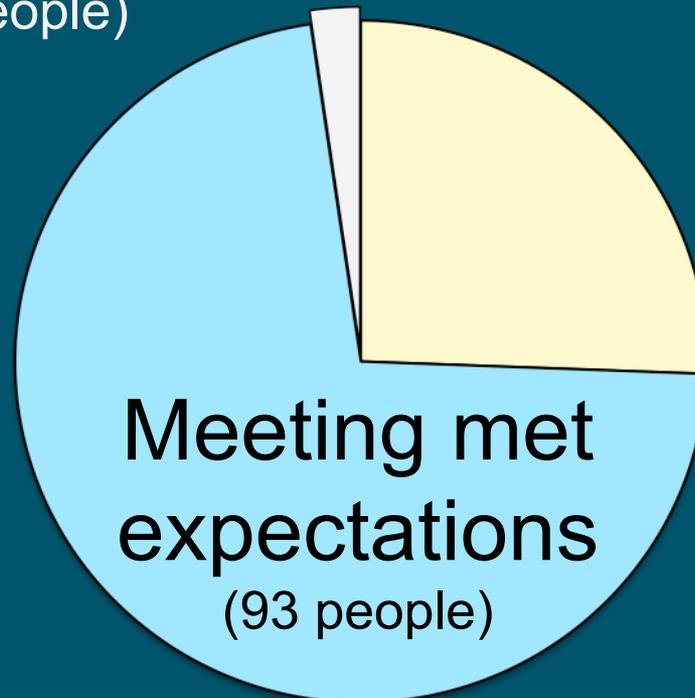
\*People who had been to other research meetings felt **AMD Day was on par or better** than days they had previously attended

# People's reasons for coming to AMD Day were:



**97% of attendees (126 out of 129) said the day met or exceeded their expectations**

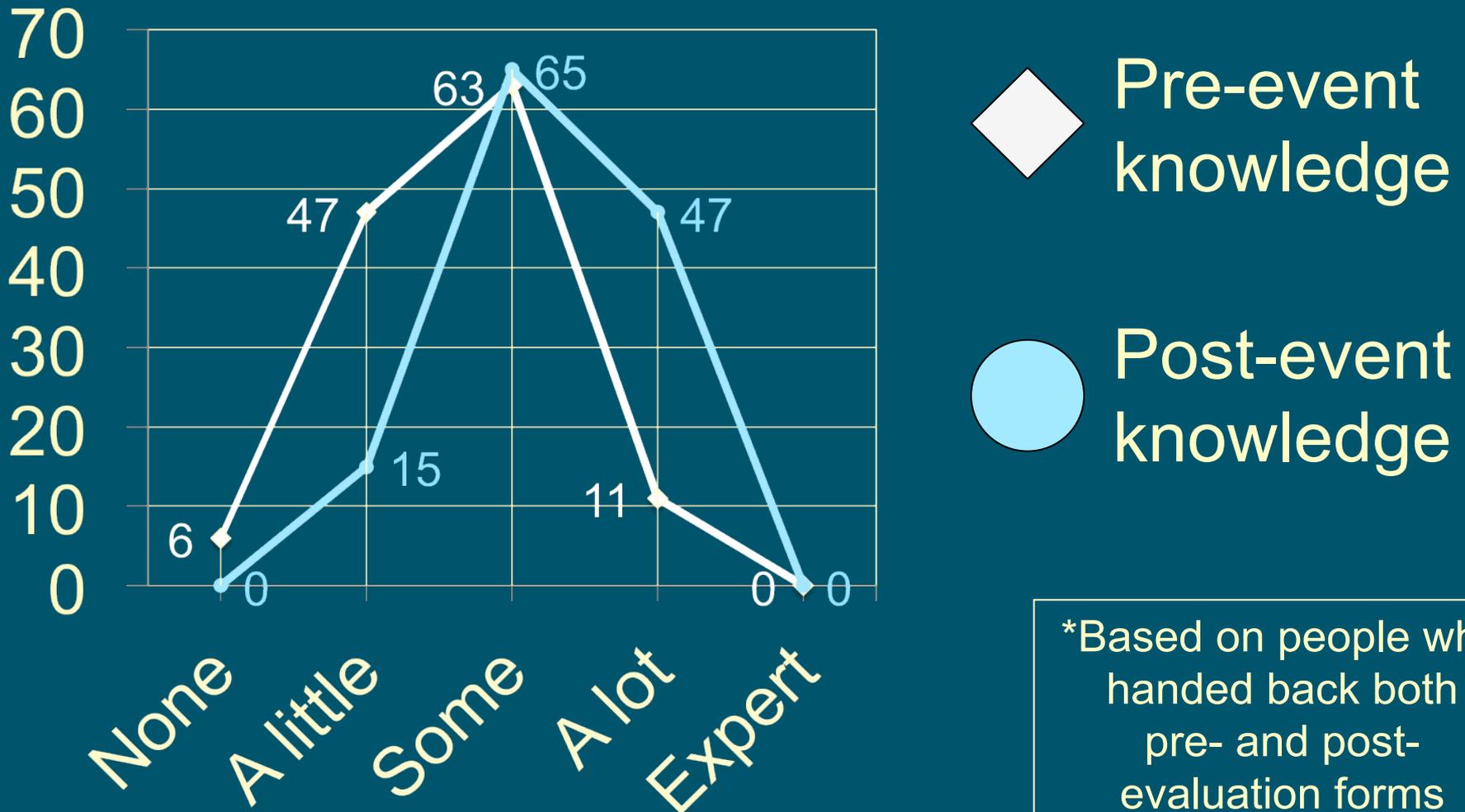
Meeting didn't  
meet expectations  
(3 people)



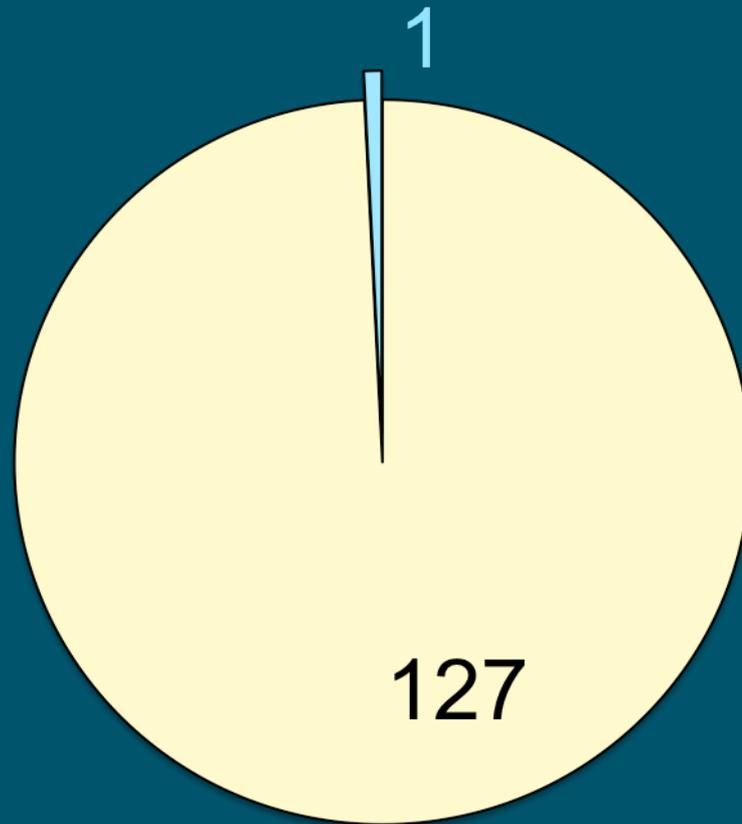
Meeting  
exceeded  
expectations  
(33 people)

Meeting met  
expectations  
(93 people)

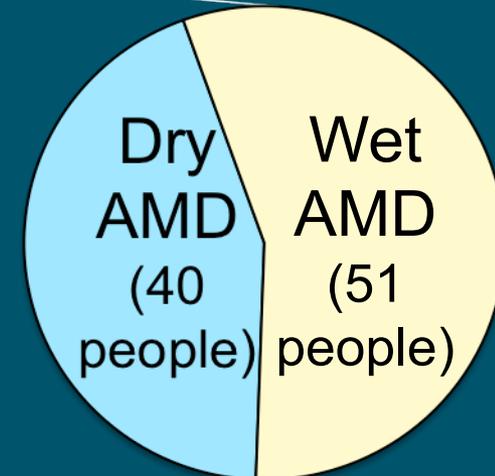
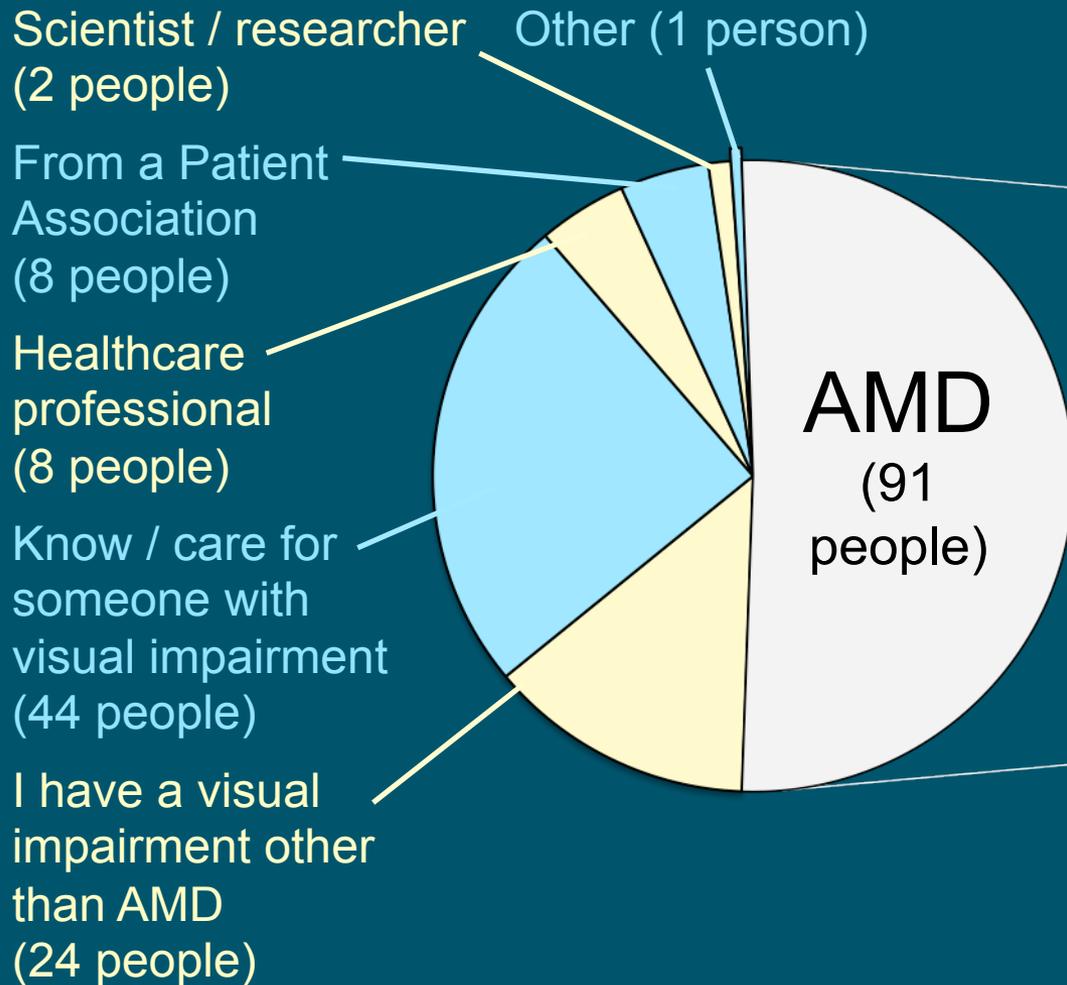
# 127 people said AMD Day increased their knowledge around AMD\*



**99% of attendees (127 out of 128) said they would come to another one of our events**



# 68% of attendees (91 out of 133) had AMD



## Other visual impairments people mentioned they had were...

- Angioid streaks
- Bilateral Aphakia
- Cataracts
- Central Serous Retinopathy
- Glaucoma
- High Myopia
- Macular Schisis
- Polyps
- Punctate Inner Choroidopathy
- Vitreo Macular Traction

## Evaluation part 2: Future Focus

(The following slide is based on data collected at AMD Day for the question: “Where do you think there needs to be more focus and support for people with AMD?”)

Where do you think there needs to be more focus and support for people with AMD?

Understanding the causes of AMD

Understanding of diet & lifestyle impact

Counselling & support networks

Research into vision aids

Research into drug delivery into the eye

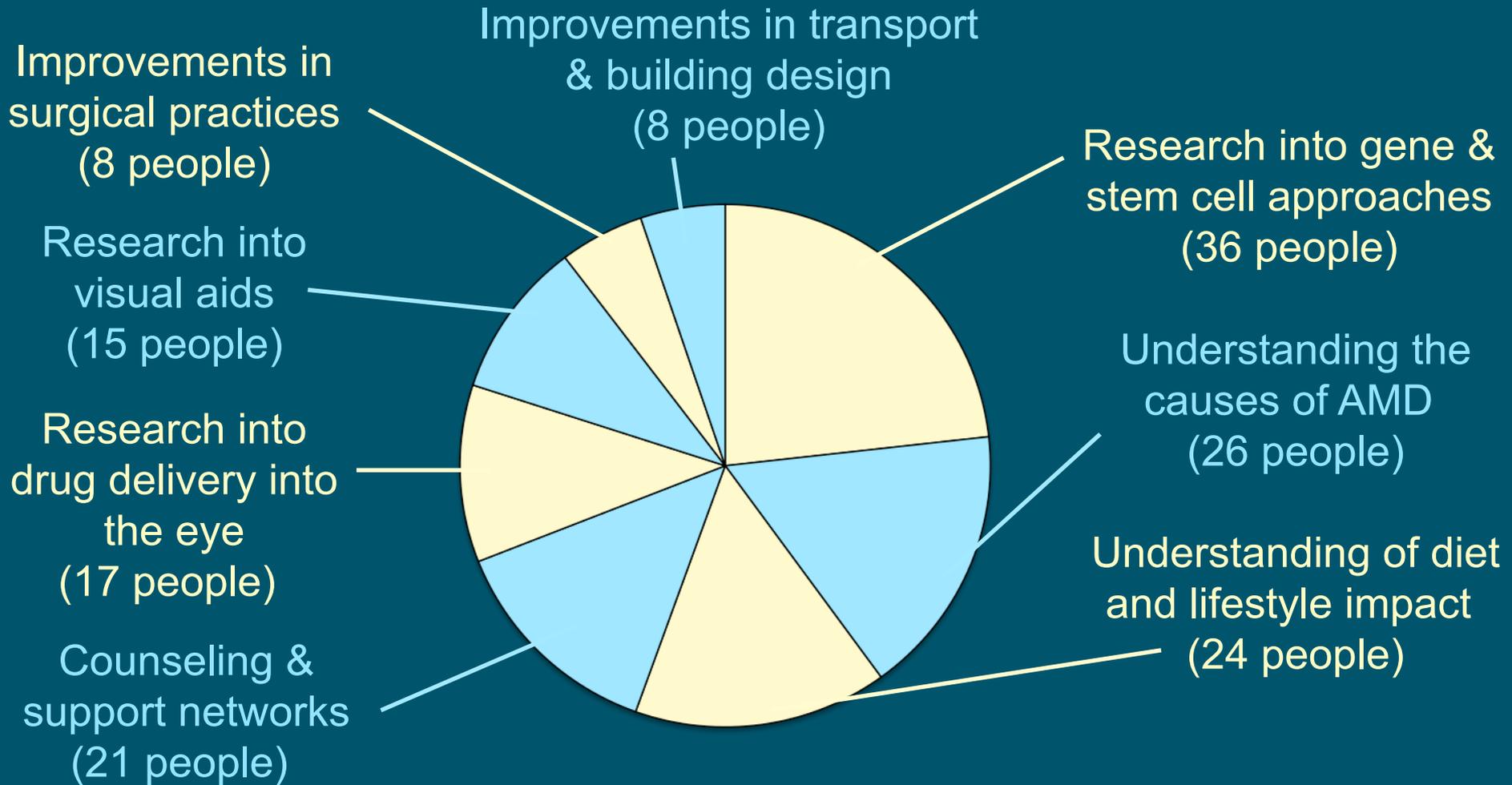
Research into gene and stem cell approaches

Improvements in surgical practices

Improvements in transport and building design

- Attendees were invited to indicate which of the following topics relevant to AMD they felt required more focus
- This data has been shared with our colleagues at the BRC Moorfields Eye Hospital to help inform future research planning

# “Where do you think there needs to be more focus and support for people with AMD?”



## Evaluation part 3: Learnings

(The following slides are based on feedback collected from evaluation forms, posters and conversations)

## What went well this time?

- Presentations were a good length, very focused and language was not too technical on the whole
- Research posters and exhibits were informative and interesting
- Good opportunity to speak with researchers

## What can we improve next time?

- More focus on currently available treatment and prevention needed
- More time for questions
- Reduce the length of the presentation session or incorporate a break
- Posters and exhibits were too close together
- Poster contrast was not high enough  
  
(Please see the poster section of the AMD Day page for our improved contrast posters)
- Difficult to get time with clinicians and to discuss our Moorfields experience  
  
(Please see the FAQ section of the AMD Day page for more information in regards to this)

## What went well this time?

- Catering was good on the whole
- Lots of opportunity to share experiences with exhibitors and presenters

## What can we improve next time?

- More seating and tables required
- Provide a formal session for people with AMD to share experiences with each other for those who would like to participate
- Increase awareness of the event among clinical staff
- Advertise the event more broadly and earlier

Help us increase awareness of events by completing the short questionnaire at the bottom of the page or by going to:

[https://docs.google.com/forms/d/1UXrfJm\\_YLrsIW2e9CtqHuhPgTRgPzadIleQkrUo4rOU/viewform?usp=send\\_form](https://docs.google.com/forms/d/1UXrfJm_YLrsIW2e9CtqHuhPgTRgPzadIleQkrUo4rOU/viewform?usp=send_form)

# Thank you.

Your opinion really matters to us. If you have a query or comment regarding this evaluation then please contact us at: [eye.info@ucl.ac.uk](mailto:eye.info@ucl.ac.uk) or by using the form on our Contact Us page.