

Changing clinical practice through credible hybrid learning

End-to-end delivery of an EACCME® accredited symposium and enduring materials

KEY INSIGHT

>70% of HCPs consider scientific meetings critical or very important to their practice while **9 out of 10** attribute high value to both CME accreditation and on-demand videos for events

The Gaps Between HCP Demand and Pharma Supply of Medical Information, 2021

Background

With limited treatment options currently available beyond avoidance, **educational gaps were identified** around the topic of food allergy. EPG Health proposed to raise awareness of the burden on patients and highlight existing clinical trials through delivery of an **independent, accredited and faculty-steered** congress symposium, integrated into a **wider medical education programme**.

Objectives

-  **Reach** allergy specialists and other HCPs involved in the care of patients with food allergies
-  **Inform** on unmet needs and the current treatment landscape
-  **Expand** the consumption of key educational messages through enduring materials
-  **Measure** knowledge gain and intent to change practice (the learning outcomes)



Solution

Having received an educational grant from Novartis, EPG Health conducted end-to-end delivery of an **on-site EACCME® accredited symposium at EAACI, attracting in-person and virtual attendance.**

Enduring materials were developed and hosted in a **Food Allergy Learning Zone** on EPG Health's independent medical education platform, Medthority (www.medthority.com), to reach a wider audience of HCPs beyond the congress. Delivery involved:

Pre-event

- Recruitment of, and collaboration with, the faculty on developing **key educational messages** and content for the symposium
- Coordinating the **accreditation** process for both the symposium and the enduring full session recording
- Creating a HCP awareness and registration campaign for the symposium and post-event access to enduring content



To view the project, scan or click the QR code.

During the congress

- Maximising **awareness of the symposium** via digital posters, banners, flyers, emails and social media
- Directing the faculty, attendees, film crew and **event logistics**
- Managing **interactive audience polling, Q&A and feedback surveys** using a bespoke app-based iPad solution
- Filming introductory videos with the experts, intended to **drive online engagement** with enduring content

Post-event

- Symposium recording **hosted on Medthority** and accredited for three months, with multi-channel outreach and website signposting
- Session highlights, key takeaways and unanswered questions added **two weeks after the congress**
- Repurposing congress content to update existing sections of the Learning Zone, for **ongoing dissemination**
- Assessing and sharing (with Novartis) **detailed 'learning outcome' insight reports** from the interactive activities

LIVE ACCREDITED SYMPOSIUM ATTRACTING SPECIALIST HCPS



INTERACTIVE ENGAGEMENT VIA LIVE IPAD POLLING AND CONTENT

EXPERT-LED TAKEAWAYS HOSTED ON MEDTHORITY



Outcomes

ENGAGEMENT

Among the best attended sessions at the congress:

- 210 in-person attendees
- 143 online attendees
- 83% were the intended HCP demographic



129 delegates viewed meeting content in the iPad app, yielding 1,040 total poll responses



1,559 (4.5x more) HCPs engaged with on-demand content in the Medthority Learning Zone within four months

[View case studies for other projects involving symposia and enduring materials](#) >

LEARNING IMPACT



93%

thought the event fulfilled their educational goals and expected learning outcomes



59%

will use basophil activation tests more often following the meeting, compared to 29% who used them previously



It was a pleasure to work with EPG Health on the preparation and delivery of the symposium. Speakers were world-class experts and the session was dynamic, interactive and innovative; a wonderful experience all round for both faculty and attendees."

ALEXANDRA SANTOS

Professor of Paediatric Allergy, King's College London

"Our intent from the outset of this Learning Zone was to support a holistic, independent programme of content driven by a steering committee of food allergy experts. EPG Health used their experience and expertise to deliver a variety of high-quality educational pieces to support HCPs including this accredited symposium."

SAMANTHA BANEHAM

Global Scientific Communication Director, Novartis Pharma AG

Get in touch

For further information about solutions that include CME accredited and non-accredited learning, contact us.

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