

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, an IQVIA business, 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.

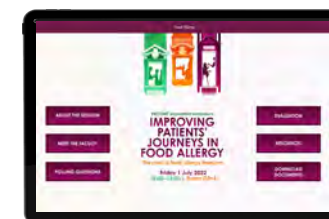
During the congress

- 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

87%

of attendees plan to implement information learned in their clinical practice



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

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Get in touch

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



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