

Raising awareness of an evolving molecular testing and treatment landscape

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



## Background

With innovative, **targeted precision medicines in development**, AstraZeneca's global medical team explored ways to support independent medical education in an area of cutting-edge science **with pivotal clinical trial data**.

## Objectives



→ **Reach** and engage oncologists and urologists internationally



→ **Generate** valuable enduring content in an area under supported



→ **Introduce** evidence around molecular diagnostic testing



→ **Gain** current behaviour insights to guide future activities

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

## Solution

With an educational grant from AstraZeneca, EPG Health conducted end-to-end delivery of a **live EACCME® accredited symposium, with enduring materials hosted post-event on EPG Health's website Medthority ([www.medthority.com](http://www.medthority.com))**, a digitally advanced source of credible and independent scientific information. Delivery involved:

### Pre-event

- Identifying and recruiting an international faculty of focal area experts, including a world-renowned **lead author of a pivotal trial**
- Collaborating with the faculty on **agenda and key educational messages** for multiple sessions, which included background, latest evidence, future treatment landscape and take-away learnings
- **Medical writing, artwork, referencing and peer-review** for slides and supporting materials



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

### During the congress

- Maximising **awareness of the symposium** via digital posters, banners, flyers, emails & social media
- Managing technical logistics, including **interactive audience polling (12 questions) Q&A and feedback surveys** with a tailored iPad solution

### Post-event

- Post-production of footage into **consumable chunks with synchronised slides**
- Session highlights, panel discussion highlights and full symposium sessions hosted on the **Medthority website**
- Presenting **audience insights** from the interactive activities

### PRE-EVENT FACULTY RECRUITMENT, STRATEGY AND DEVELOPMENT



### LIVE SYMPOSIUM AWARENESS, POLLING AND FILMING



### POST EVENT ONLINE ENGAGEMENT WITH ENDURING MATERIALS



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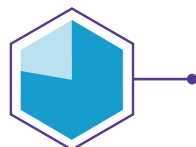
## Outcomes

PRE- AND POST-EVENT ASSESSMENT REVEALED THAT:

90%

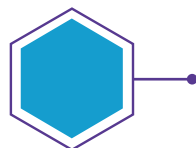
of attendees would now routinely carry out molecular testing, versus 24% who did so previously

### SYMPOSIUM



78%

of symposium attendees were the intended audience



100%

rated the symposium useful in informing their clinical practice

### ON THE MEDTHORITY WEBSITE:



HCPs spend on average **18 minutes** viewing enduring materials from the symposium



For our EMUC multidisciplinary GU Oncology symposium, EPG Health was both innovative and professional in creating a case based educational program to facilitate the needed education for genomic profiling and its clinical utility."

**DR. NEAL SHORE**

MD, FACS, Director, CPI, Carolina Urologic Research Center

## Get in touch

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

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