Assessing and steering the impact of education provision

Measuring behaviour change with webinar content and aligned surveys using Moore's Level 4



KEY INSIGHTS

74% of HCPs consider webinars as a critical source of scientific information

88% of HCPs want better access to on-demand recordings and 64% want better access to bite-sized content

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

Background

Our client wanted to monitor confidence and potential future behaviours of healthcare professionals (HCPs) in relation to patient management and treatment using their newly FDA approved drug.

With their recent approval it was an appropriate time to extend our client's existing Learning Zone with additional educational content and digest surveys that would build knowledge of the new treatment landscape available to HCPs and when best to treat and manage patients using this drug.

Objectives



Grow and sustain engagement within an
existing Learning Zone



Build HCPs' awareness and trust in an emerging treatment



Support HCP treatment decisions through practical, independent, expert guidance



Monitor knowledge gain and impact on future behaviours





With an educational grant, EPG Health conducted an extended series of expert-led activities, including an independent faculty-led webinar. The aim of the webinar was to build trust and credibility with HCPs by highlighting new and emerging treatments.

This webinar was broken down into bize-sized video content and hosted as enduring materials within an independent Learning Zone on Medthority (www.medthority.com).

After viewing the webinar content (both live or 'on-demand') via the Learning Zone, HCPs were asked a series of questions to **determine their future practice methods**. The three-part survey, including multiple choice, ranking and free response questions, was designed to gauge user attitudes, intentions and reactions, including whether they:

- Feel more confident about the available tools.
- Feel more confident about the emerging evidence in their treatment area
- · Would consider integrating the learnings into their standard clinical practice

Moore's Level Scoring on Medthority

Moore's Score is an industry recognised method to demonstrate behaviour change.



Driving HCPs to the content. via our analytics we are able to monitor how many HCPs access Learning Zone content



To rate satisfaction. we regularly invite HCPs to feedback on whether they like the content supplied to them on Medthority



Factual knowledge is tested via pre- and post- content engagement quizzes

> Moore's Level 4 competence results attained and fed back to Lilly



Practical

pre- and

quizzes

knowledge is tested via survey is post- content engagement do after including



A post-content engagement conducted to ask HCPs what they intend to consumption whether they will change their practice based on their learning



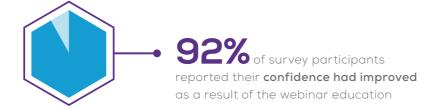
A comparison of pre/post behaviours made in practice by HCPs, including improved performance measure(s) and clinical habits. to examine the association between education and performance. Performance is defined as actions taken by an HCP in clinical practice

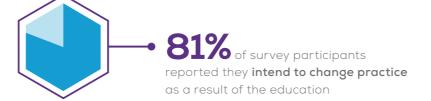
The programme is evolving to enable Moore's Level 5 reporting

Results

WITHIN 10 MONTHS OF ADDING THE WEBINAR CONTENT TO THE LEARNING ZONE:

>9,500
individual HCPs
accessed the enduring
materials





>500

HCPs completed the insights survey

With a high volume of engaged HCPs and positive survey results, the educational grant was extended for the Learning Zone.



EPG Health brought together innovative digital ideas and collaborated with key oncology experts to deliver a comprehensive educational programme that supported HCPs understanding and confidence in CDK4/6 treatment options. I am pleased to have supported this programme."

DR. GREGORY VIDAL, MD, PHD

Medical Oncologist at West Cancer Center and Research Institute and Associate Professor at the University of Tennessee Health Science Center, USA

View case studies for other programmes on Medthority >

Get in touch

For further information about solutions that support and measure behaviour change, contact us.



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