

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



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## Solution

With an educational grant supplied by Eli Lilly, 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.

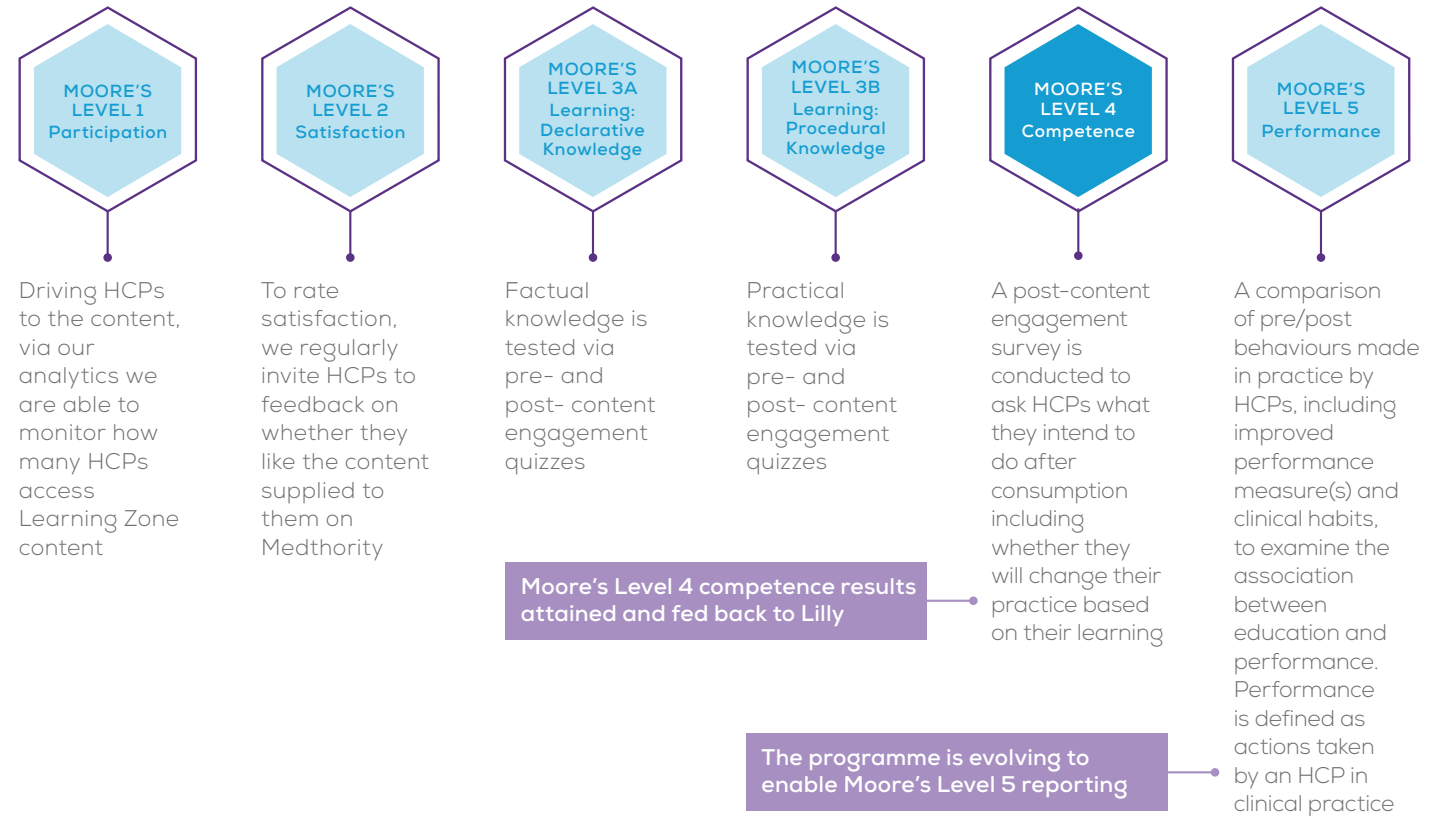
This webinar was broken down into **bite-sized video content** and hosted as enduring materials within an independent Learning Zone, funded by Lilly, on Medthority ([www.medthority.com](http://www.medthority.com)).

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**.



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POWERED BY EPG HEALTH

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## Results

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

>9,500

individual HCPs  
accessed the enduring  
materials



92% of survey participants  
reported their **confidence had improved**  
as a result of the webinar education



81% of survey participants  
reported they **intend to change practice**  
as a result of the education

>500

HCPs completed the  
insights survey

With a high volume of engaged HCPs and positive survey results Lilly extended the educational grant 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

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## Get in touch

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

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