

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.

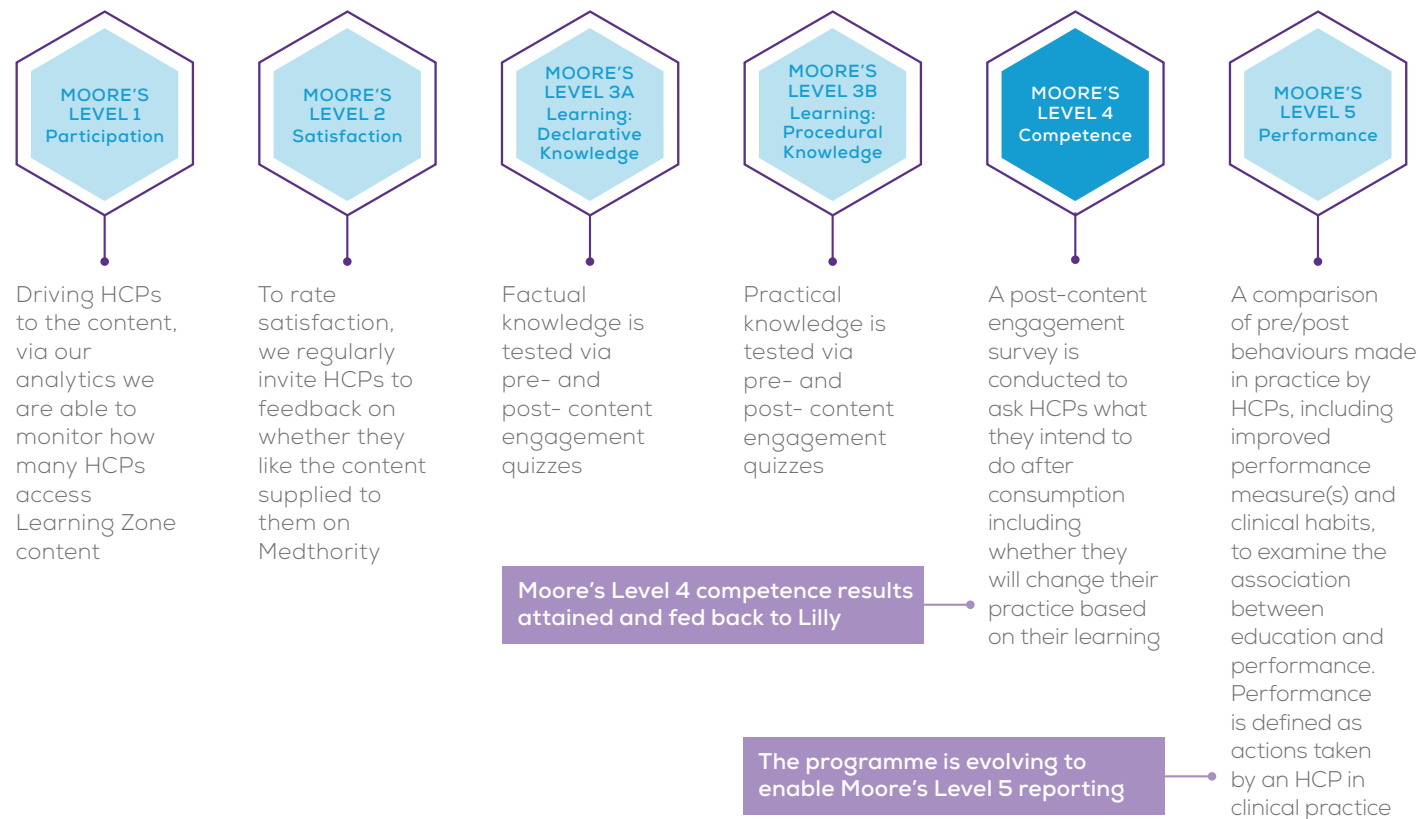
This webinar was broken down into **bite-sized video content** and hosted as enduring materials within an independent Learning Zone, funded by Lilly, on Medthority (www.medthority.com).

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**

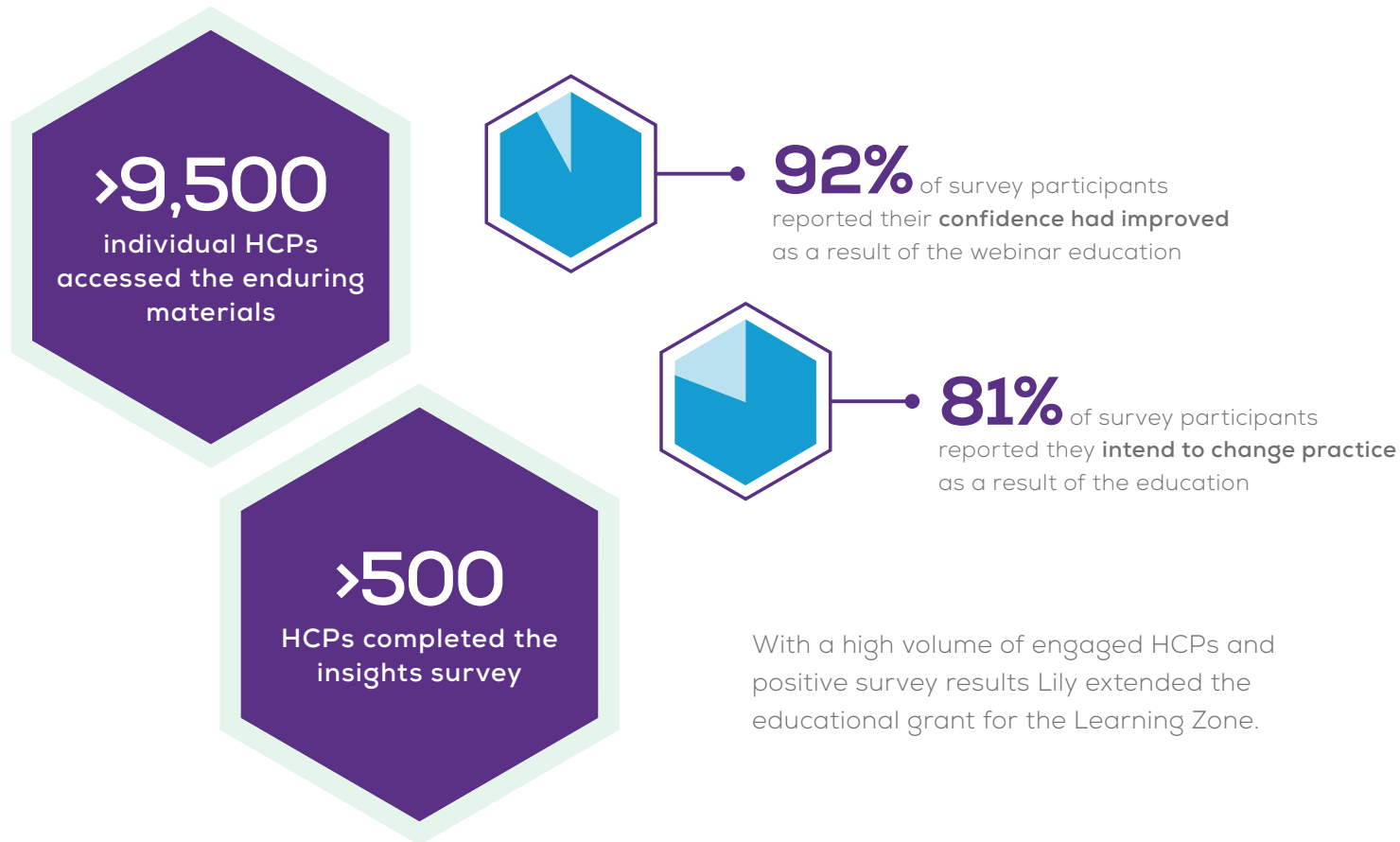
Moore's Level Scoring on Medthority

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



Results

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



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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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