

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



Support HCP treatment decisions through practical, independent, expert guidance



Build HCPs' awareness and trust in an emerging treatment



Monitor knowledge gain and impact on future behaviours



Solution

With an educational grant, EPG Health, an IQVIA business, 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.

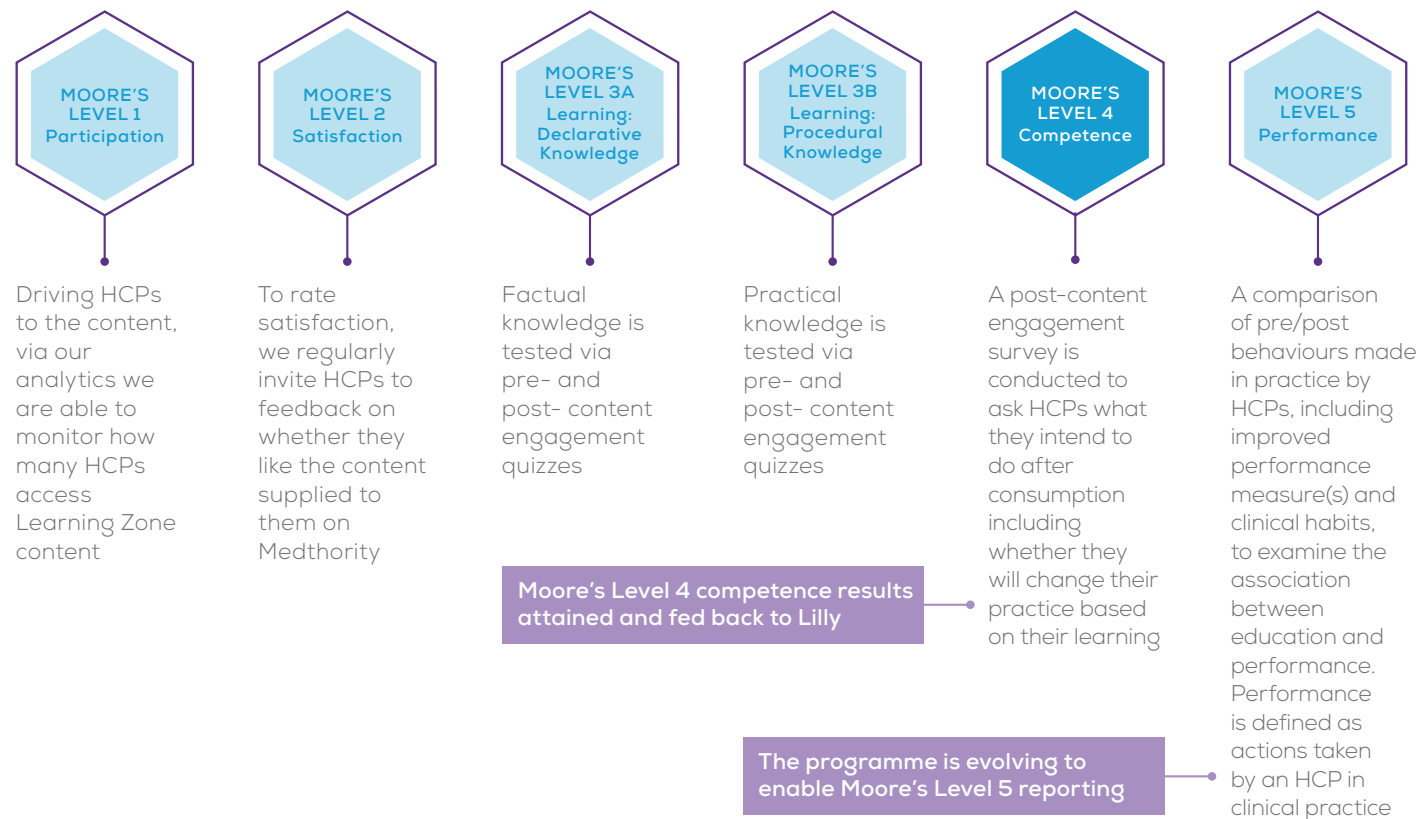
This webinar was broken down into **bite-sized video content** and hosted as enduring materials within an independent Learning Zone on Medthority (www.medthority.com).

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**

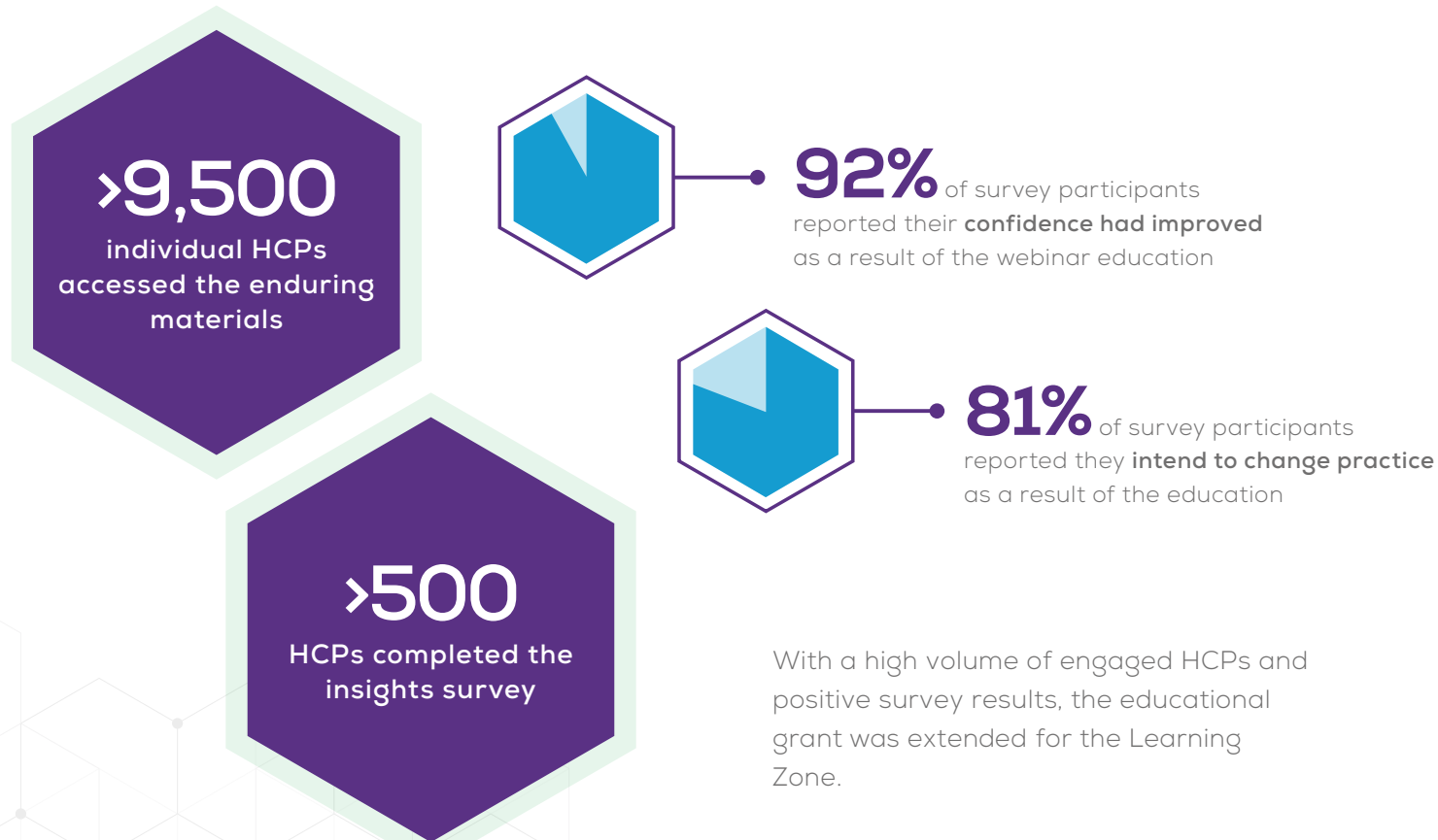
Moore's Level Scoring on Medthority

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



Results

WITHIN 10 MONTHS OF ADDING THE WEBINAR CONTENT TO 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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