

Measuring the impact of digital medical education

# Evidencing meaningful engagement and assessing learning using the Impact Outcomes Framework



## KEY INSIGHT

**80%** of pharma do not measure knowledge gain and behavioural impact in practice for most of their HCP education activities

[The Future of HCP Engagement Impact \(2023\)](#)

## Background

Having identified unmet needs affecting the management of a condition without curative treatment, an **independent educational programme** was initiated – with funding from a pharmaceutical sponsor – to **improve understanding** of clinical strategies and the treatment landscape, including emerging therapies.

## Objectives



• **Acquire an audience** of HCPs from target specialties and geographies



• **Meet educational needs** through easily-consumable digital content



• **Demonstrate active learning and impact** aligned to pre-defined Learning Objectives



• **Identify remaining knowledge gaps** for focus in ongoing programme evolution

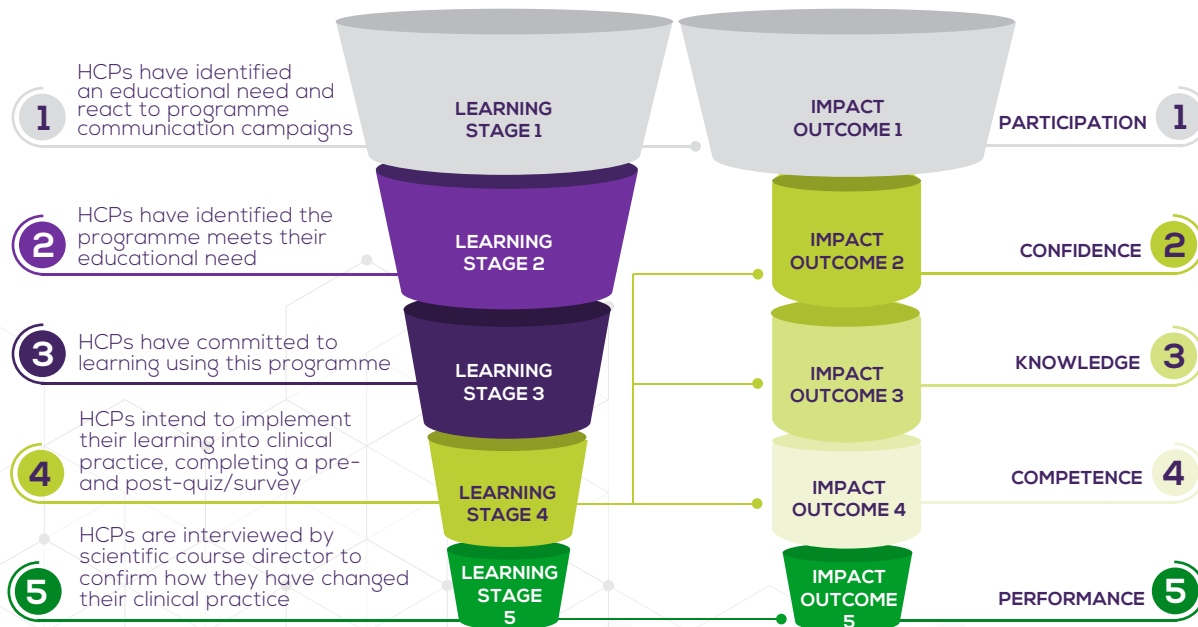


## Solution

At the outset, EPG Health **identified a series of 4 Learning Objectives** defining how the programme would fill educational gaps, taking HCPs from their current practice to the desired outcomes.

These Learning Objectives drove the **development of a disease-focused 'Learning Zone', hosted on the Medthority website ([www.medthority.com](http://www.medthority.com))**. They also underpinned the approach to impact assessment, following **EPG Health's novel Impact Outcomes Framework**.

Using the framework, HCP behaviour was tracked across 5 digital Stages of Learning as they made **self-directed journeys** through the content. This provided a structure to assess a series of **Impact Outcomes (IOs), including improved knowledge and competence**.



Target learners were reached through **orchestrated communications spanning multiple digital channels**. **Automated audience retargeting activity** helped drive return visits for progress through Stages of Learning.

To demonstrate impact on knowledge (IO3), HCPs were twice served with an **automated 'case study' quiz** focusing on correct treatment selection for an example patient – once when entering the programme for the first time, and again upon reaching Learning Stage 3 (indicating commitment to learning). Quiz answers were compared pre-and post-learning to show the **fulfilment of Learning Objectives**.

This process was also used to **identify any remaining educational needs** and, as part of the post-learning assessment, **participants rated how likely they were to apply learnings** in clinical practice (IO4). Those giving permission to do so would go on to be **interviewed for qualitative insights into how their practice has actually changed** due to the content (IO5).



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## Results WITHIN 6 MONTHS OF GOING LIVE:



**5,023**

total HCPs engaged  
(**Impact Outcome 1**) - indicating an educational need, **Learning Stage 1**



**5.3**

average pages were consumed by repeat visitors (24% of audience) - indicating the programme was successful at meeting their educational needs, **Learning Stage 2**



**73%**

were confident in their knowledge post-learning, versus 36% beforehand (**Impact Outcome 2**)



**2h 10m**

average learning time among HCPs reaching **Learning Stage 3** - indicating a commitment to learning



**92%**

said what they have learned will impact or change their clinical practice (**Impact Outcome 4**)



**117**

HCPs indicated willingness to be interviewed about how their learnings have been implemented in clinical practice (**Impact Outcome 5**)



knowledge gain among HCPs completing pre- and post-learning assessments (**Impact Outcome 3**)



**I am absolutely thrilled to witness the remarkable impact this programme is generating. It's truly inspiring to see the positive changes taking place and the difference it's making.**

**Professor Axel Merseburger**

Chairman of the Department of Urology at University Hospital Schleswig-Holstein



EPG Health has produced an impressive programme and provided valuable insights into the [HCP] focus and learning journeys. The team effectively highlighted the target audience in terms of channel and content preferences, and provided strong evidence surrounding audience segmentation. The judges appreciated the channel integration and retargeting tactics, along with the clever use of congress highlights to drive engagement."

**PMEA 2023 judging panel**

Category - Excellence in Engagement Through Digital Channels



[Learn more about our Impact Outcomes Framework >](#)

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## Get in touch:

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

+44 1892 577 706

contact@epghealth.com

www.epghealth.com