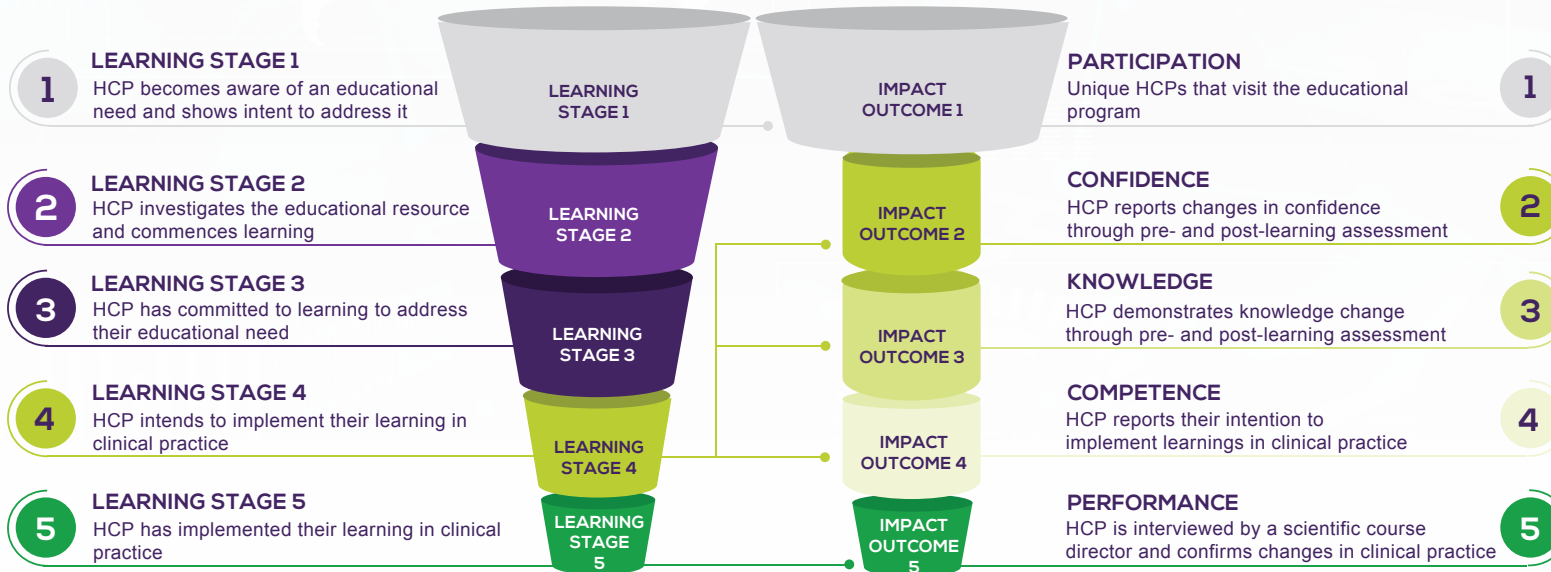Understanding learning behavior and measuring meaningful impact
Impact Outcomes Framework

Powered by advanced data capabilities, educational programs on Medthority capture deep healthcare professional insights that go far beyond simple engagement metrics.

We unlock valuable understanding of HCPs' learning needs, behaviors and outcomes in the digital space using our **Impact Outcomes Framework**, adapted from Moore's levels to more meaningfully assess the impact of online medical education.

Our approach **tracks HCPs through the 5 stages of learning** as they engage with Medthority content, informing how we nurture their educational journeys, and ensuring **measured improvements in knowledge, competence and clinical performance** are underpinned by evidence of active learning.

LEARNING STAGE 1
HCP becomes aware of an educational need and shows intent to address it

LEARNING STAGE 2
HCP investigates the educational resource and commences learning

LEARNING STAGE 3
HCP has committed to learning to address their educational need

LEARNING STAGE 4
HCP intends to implement their learning in clinical practice

LEARNING STAGE 5
HCP has implemented their learning in clinical practice

PARTICIPATION
Unique HCPs that visit the educational program

CONFIDENCE
HCP reports changes in confidence through pre- and post-learning assessment

KNOWLEDGE
HCP demonstrates knowledge change through pre- and post-learning assessment

COMPETENCE
HCP reports their intention to implement learnings in clinical practice

PERFORMANCE
HCP is interviewed by a scientific course director and confirms changes in clinical practice

MEDTHORITY BEHAVIORAL INSIGHTS

Content consumption
HCPs learn in bite-sized chunks – Medthority's **average session time of 10.5 mins** remains steady over repeat engagements.

Device preferences
2 out of 3 Medthority sessions are on mobile devices…
With repeat visits, HCPs increase desktop usage as they commit to learning.

Topic focus
HCPs seek a range of information. On average, learners on Medthority will access content in **3 different therapeutic areas**.

Medthority (www.medthority.com) is an independent medical education website and trusted source of decision support for healthcare professionals worldwide.

Through industry-funded IME, our mission is to empower HCPs across all disciplines and geographies with easy access to high-quality medical education that informs enhanced treatment decisions and outcomes.

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Evidencing meaningful HCP engagement and learning impact with an independent Medthority Learning Zone

Situation

Having identified key unmet needs affecting the management of patients with metastatic castration-resistant prostate cancer, grant funding was secured for an independent digital program that would **improve HCP understanding of the changing treatment landscape and clinical strategies,** including emerging therapies.
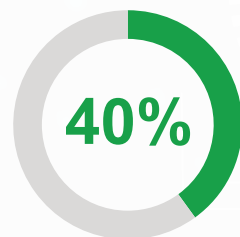
Solution

- Develop and drive HCP engagement with a **dedicated 'Learning Zone'**, hosted on the independent and trusted website Medthority

- **Digitally-optimized educational design** supporting flexible journeys through multimedia content that addresses specific Learning Objectives

- An advanced digital approach to **tracking HCP learning journeys and measuring impact** using the Impact Outcomes Framework, adapted from Moore's levels
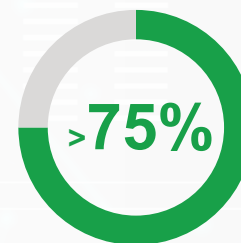
Results

10,668 HCPs engaged within 12 months of going live

40% average improvement in HCP knowledge

>75% will implement specific learnings in clinical practice

CASE STUDY