

Demonstrating Impact across Educational Grants: Two Different Approaches to Achieve the Goal

PROBLEM: IME supporters face difficulties showing the impact of independent medical education (IME) on clinician practice and patient care across supported programs.



Inundated with outcomes data from individual reports



Lack of consistency with outcomes data varies greatly from one report to the next



Time consuming to find meaningful takeaways across educational grant reporting

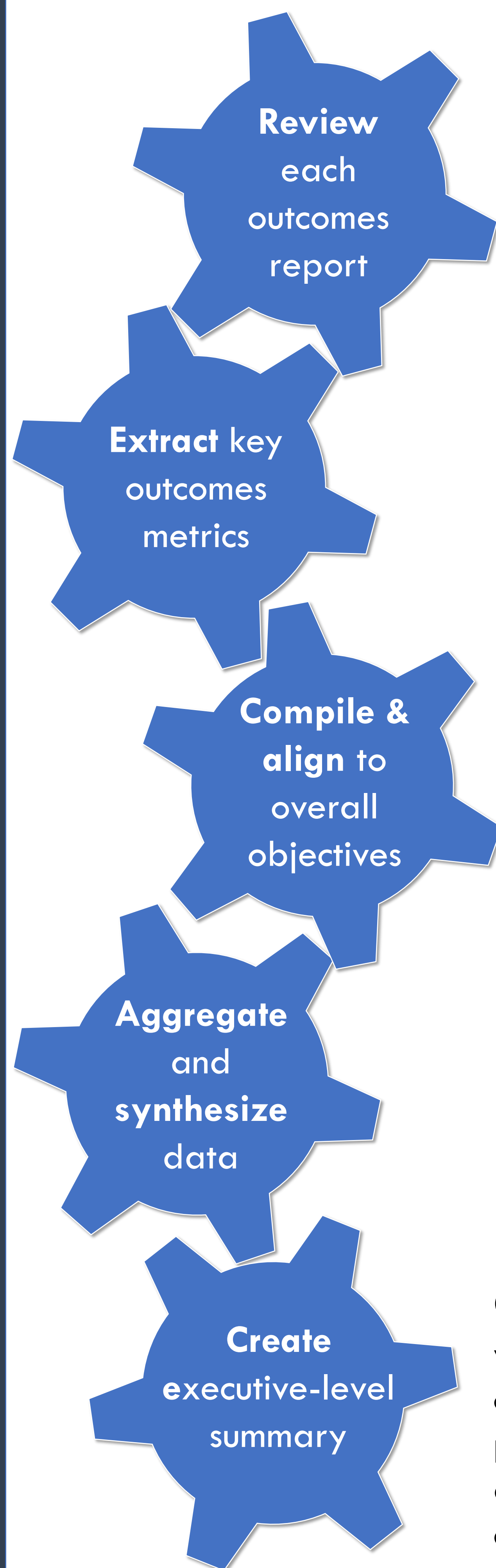
Demonstrating impact across educational grants: The power of outcomes aggregation

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GOAL:

Demonstrate reach and impact across AstraZeneca's (AZ) supported IME grants in addressing key objectives to improve care of patients with cancer.

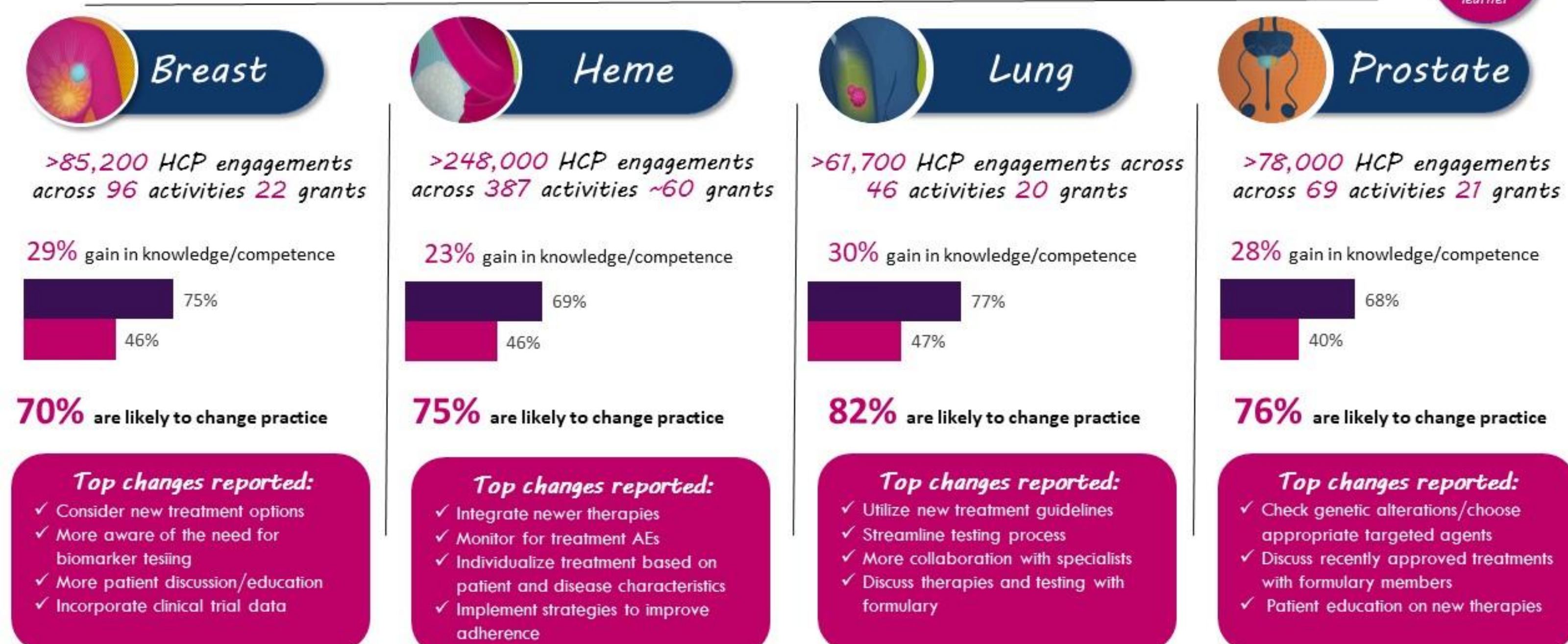
METHODS:



RESULTS highlighted the aggregated impact from >80 grants across 4 different tumor types and for common objectives across tumor types

Key insights from aggregated outcomes for select grants across Breast, Heme, Lung, and Prostate

- >455,400 HCP learner engagements across 598 activities
- Physicians: 46%
- NP/PAs: 8%
- Nurses: 16%
- Pharmacists: 6%
- Managed Care: 4%
- 65% community
- \$23 cost per learner



AZ-supported IME programs had significant impact to target learner audiences in fundamental areas that will impact clinician practice and improve patient care.

Aggregated impact across common objectives: Breast, Heme, Lung, and Prostate

Objective	# of activities	Reach	Aggregated pre/post scores
Biomarker testing	89	103,984	44% (78% gain)
AE recognition, counseling, and management	350	284,453	41% (73% gain)
Clinical trial information	175	198,360	42% (67% gain)
Treatment algorithm/guidelines, differentiation, sequencing	548	456,587	46% (70% gain)
Health equity (breast and prostate only)	7	9,699	43% (78% gain)

CRITICAL SUCCESS FACTOR: Engagement of internal champions who are passionate about the project. Champions ensured success by engaging in regular meetings and following up with educational providers to obtain missing outcomes data.

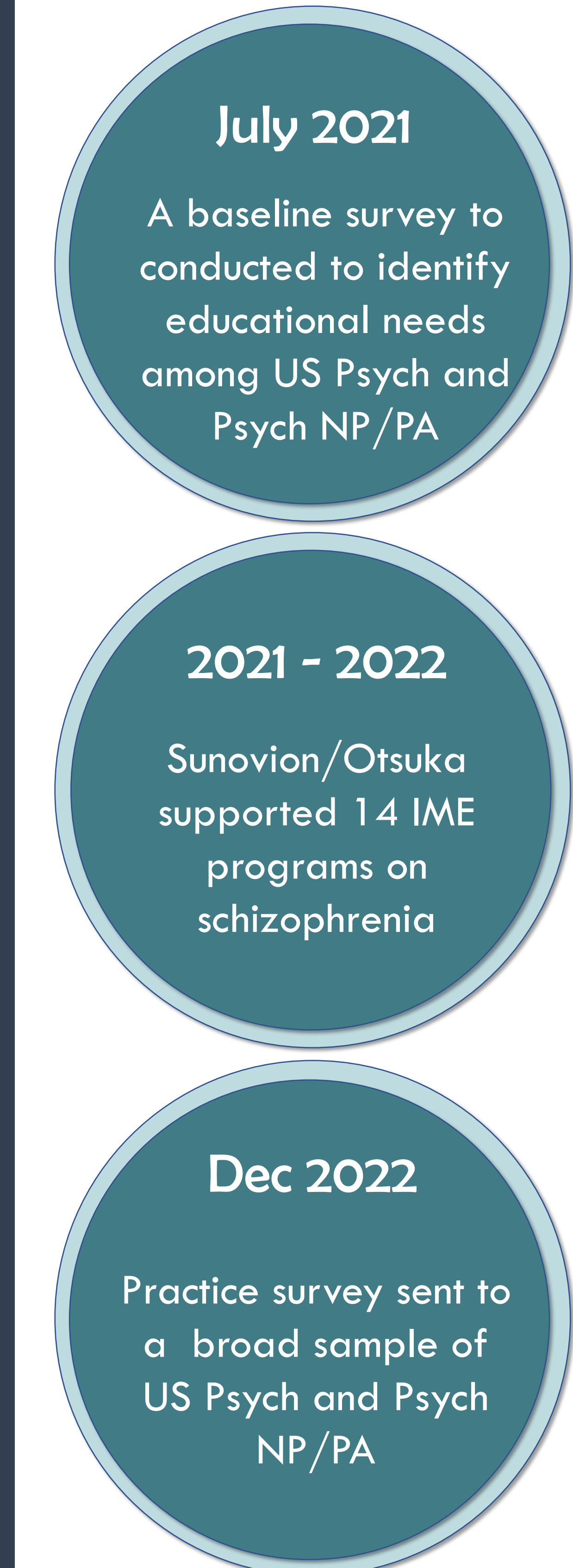
CONCLUSION: By approaching outcomes aggregation in a methodical manner while acknowledging there are limitations to the output of data aggregation, the goal of demonstrating the impact across IME supported grants can be accomplished. By presenting aggregated outcomes data internally, stakeholders are able to see a clear and concise communication of the impact of IME support on addressing clinician educational needs and contributing to enhancing patient care.

Demonstrating impact across educational grants: Increasing awareness of emerging treatment targets to improve care of patients with schizophrenia

GOAL:

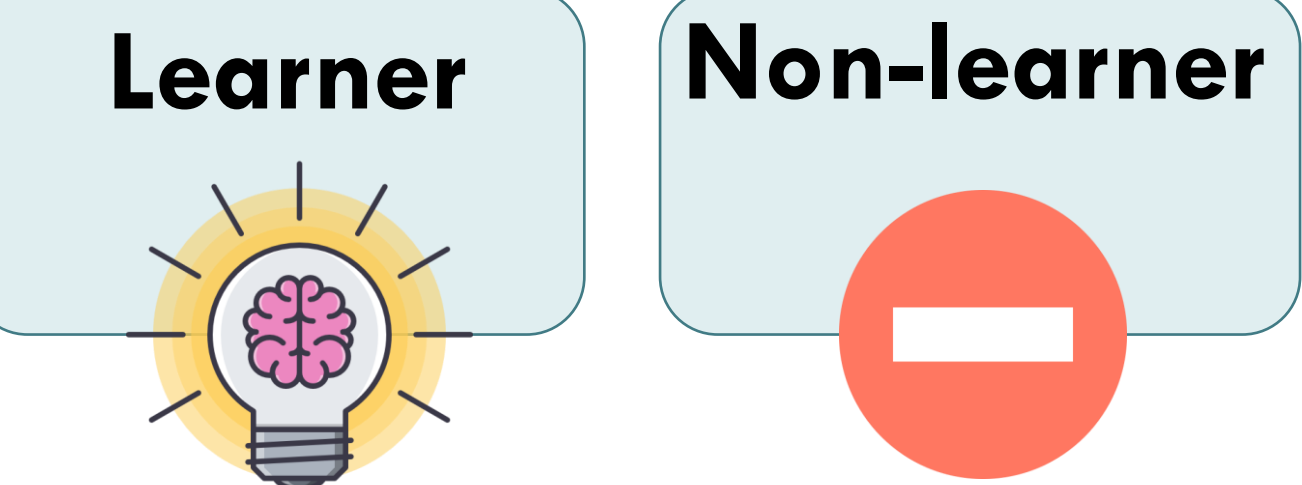
Demonstrate the impact of Sunovion/Otsuka-supported IME in increasing awareness of emerging schizophrenia therapy targets, including trace amine-associated receptor 1 (TAAR1).

METHODS:



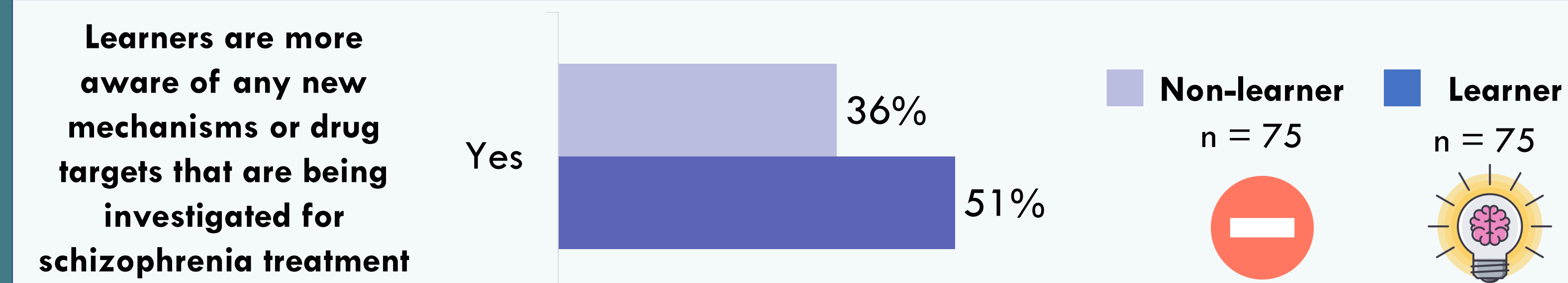
Survey assessing current management of patients with schizophrenia and awareness/knowledge of emerging targets for schizophrenia therapies sent to US clinicians with questions regarding participation in supported activities.

Respondents filtered as:

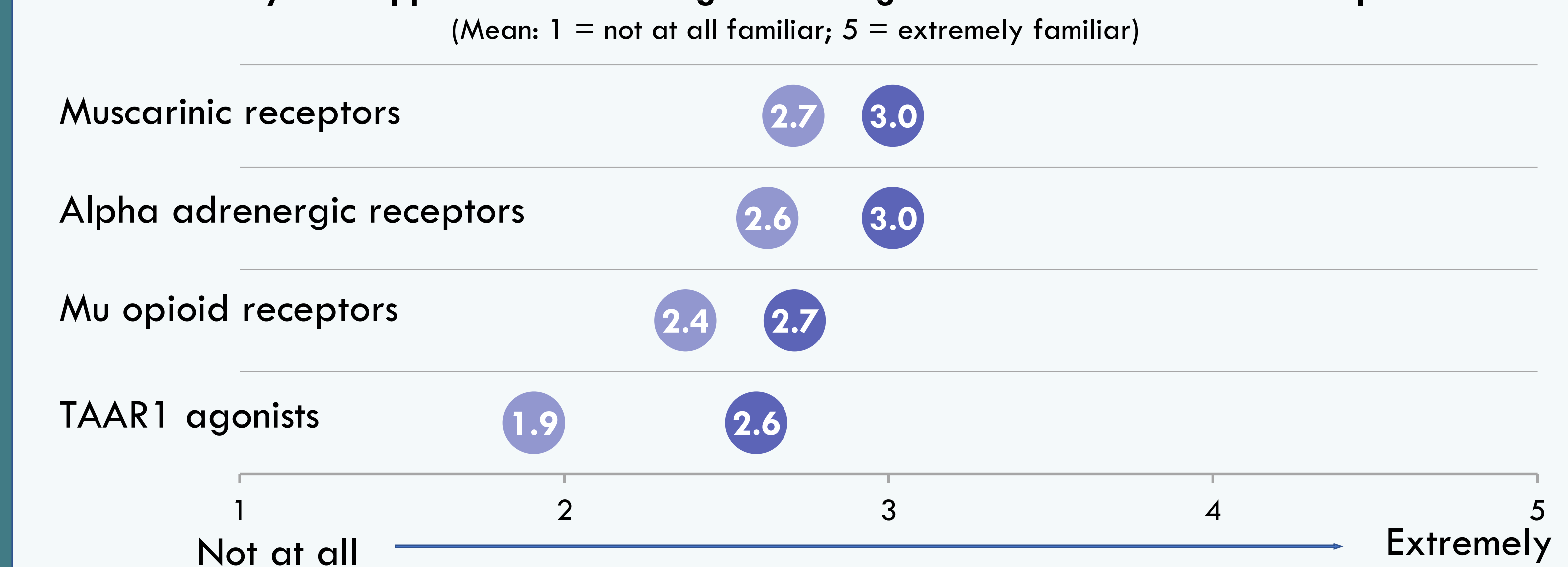


RESULTS:

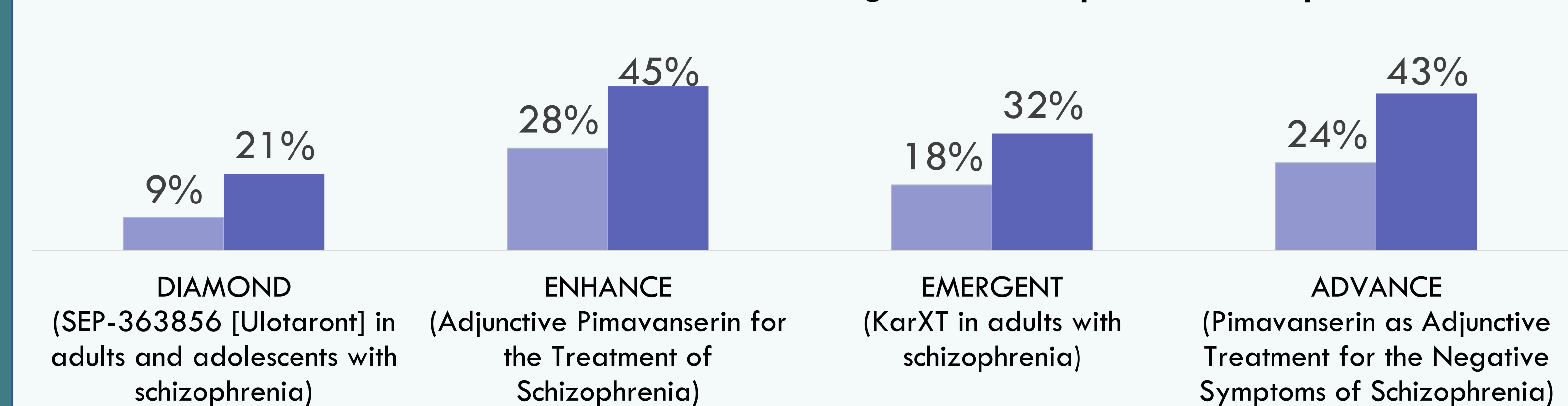
Significant differences were measured in alignment with Sunovion/Otsuka's overall educational goals between learners in supported IME compared to psychiatry clinicians who were not exposed to supported schizophrenia IME (non-learners)



Familiarity with approved and investigational targets for the treatment of schizophrenia



% who are aware of clinical trials for investigational therapies for schizophrenia



CONCLUSION: Current treatments for patients with schizophrenia focus on the same targets and are marginally effective in addressing negative and cognitive symptoms. This study showed that IME was effective in improving awareness of new targets for schizophrenia therapies and data related to emerging therapies within a disease area where clinical management has been relatively stagnant.