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

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

METHODS:
- Review each outcomes report
- Extract key outcomes metrics
- Compile & align to overall objectives
- Aggregate and synthesize data
- Create executive-level summary

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:

1. **Breast**
   - 96,200 AIP engagements across 96 activities - 22 grants
   - 29% gain in knowledge/competence
   - 70% see a clear change in practice

2. **Heme**
   - >29,000 AIP engagements across 389 activities - 65 grants
   - 23% gain in knowledge/competence
   - 75% see a clear change in practice

3. **Lung**
   - >60,500 AIP engagements across 42 activities - 20 grants
   - 30% gain in knowledge/competence
   - 82% see a clear change in practice

4. **Prostate**
   - >78,000 AIP engagements across 69 activities - 21 grants
   - 38% gain in knowledge/competence
   - 76% see a clear change in practice

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 meaningful takeaways across educational grants.

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 schizophrenia therapy targets, including trace amine-associated receptor 1 (TAAR1).

METHODS:
- Gathering awareness of new mechanisms or drug targets that are being investigated for schizophrenia treatment
- Conducting a baseline survey to identify educational needs among US Psych and Psych NP/PA

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)

- **Learners**
  - Familiarity with approved and investigational targets for the treatment of schizophrenia
  - Mean (± SD)
  - Mucinergic receptors: 2.8 ± 0.6
  - Alpha adrenergic receptors: 2.8 ± 0.6
  - Mu opioid receptors: 2.8 ± 0.6
  - TAAR1 agonists: 2.4 ± 0.6

- **Non-learners**
  - Familiarity with approved and investigational targets for the treatment of schizophrenia
  - Mean (± SD)
  - Mucinergic receptors: 2.2 ± 0.4
  - Alpha adrenergic receptors: 2.2 ± 0.4
  - Mu opioid receptors: 2.2 ± 0.4
  - TAAR1 agonists: 1.9 ± 0.4

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.