

Practical Approaches to External Education Impact Measurements

Presented by the MAPS External Education Focus Area Working Group



>> NOW SPEAKING: **Ivan Desviat, MBA, CHCP, Moderator**

Director, Global Medical Education Excellence, Global Medical Affairs, AbbVie

Introductions



Ivan Desviat, MBA, CHCP

Presenter

Director, Global Medical Education Excellence

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John Ruggiero, PhD, MPA, CHCP

Presenter

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Patricia Jassak, MS, RN, FACEhp, CHCP

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Sarah Funderburk, PhD, CMPP

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Housekeeping

Questions for Presenters

Please submit questions throughout the presentation using the question box.

On-Demand Availability of Webinar

This webinar and corresponding PowerPoint, as with all previous ones, will be available on demand next week via MAPS Connect and the Content Hub.



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Webinar Objectives

At the end of today's webinar, participants will be able to:

- Identify the multiple approaches Medical Affairs is using to assess HCP learning
- Discuss the importance of first identifying achievable outcomes when planning external education strategy
- Examine planning approaches to measure the impact of external education across teams
- Reflect on the use of outcomes data for future planning through real-world practice examples



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Webinar Agenda

01 Welcome and Introduction

02 Planning External Education with the Outcomes in Mind

Two practical approaches:

03 Case 1: Implementing Educational Impact Measures Across All Stakeholders

04 Case 2: Utilizing the Information Across the Organization

05 Open Q&A

Planning External Education with the Outcomes in Mind



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Polling Question 1



Question for the audience: Does your Medical Affairs function measure the impact of external education programs?

- Yes, for IME programs
- Yes, for company-led programs
- Yes, for both IME and company-led programs
- Not yet / Unsure



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Polling Question 2



Question for audience: If you voted yes at all to the previous question, on a scale from always (4) to never (1), do you use the expected outcomes as a starting point when you plan external education activities?

4 Always

3 Sometimes

2 Rarely

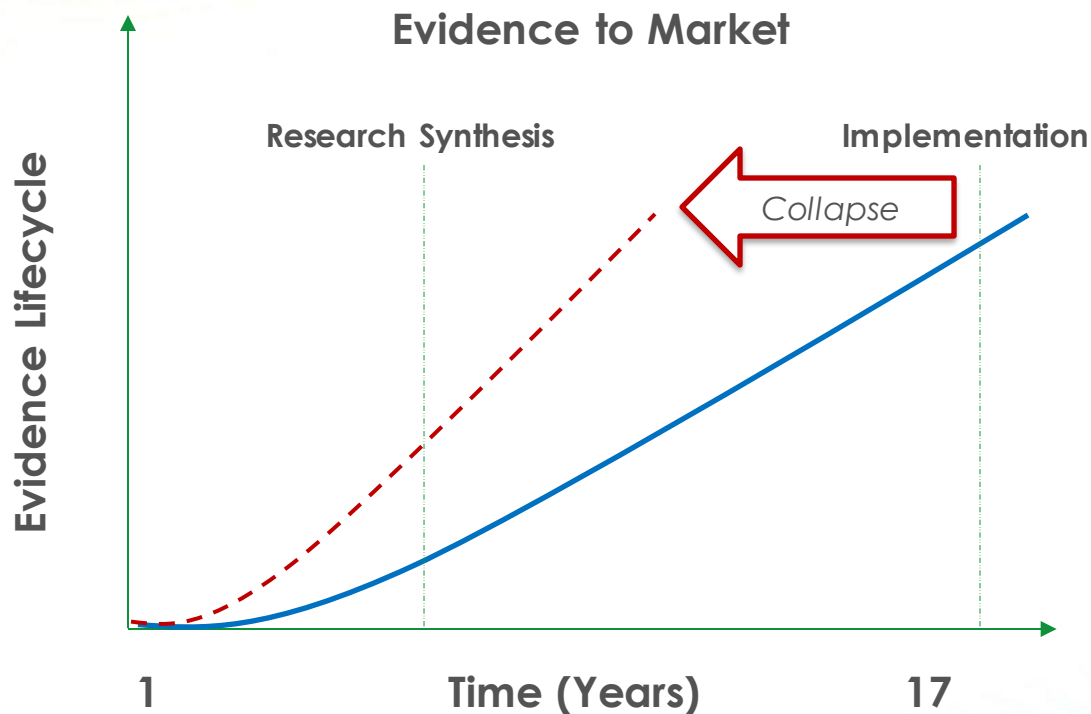
1 Never



>> NOW SPEAKING: John Ruggiero, PhD, MPA, CHCP

Director & Head, Medical Affairs, Health Services Research and the Office of Grants & Education, Daiichi Sankyo, Inc.

Medical Evidence Must Be Accelerated: The Importance of Medical Affairs in Improving Outcomes for Patients



- Medical Evidence takes too long to become fully adopted
- Medical Affairs can accelerate the time it takes for best, personalized care to be practiced
- It starts with planning, with outcomes in mind
- If successful, Medical Affairs teams have the potential of:

- ✓ **Helping HCPs deliver more predictable care outcomes**
- ✓ **Helping HCPs increase the number of patients exposed to evidence**
- ✓ **Collecting data on care variations**
- ✓ **Knowing the care decision-making process**

Adapted from Paynter, N, CH2 & Ruggiero, J, 2016



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An Approach for Planning with Outcomes in Mind

Emerging Evidence

Existing Evidence/Practice

Established Evidence/Practice

A Shift in Knowledge & Attitudes

- **Educational Endpoints:** Knowledge Acquisition, Confidence Improvement



Building Toward Skills & Practice Change

- **Educational Endpoints:** Competence Improvement, Subjective or Observed Practice Change, Community Performance



Optimizing Evidence, Methodically Defunding & Reinvesting in Other Areas / Potential for:

- A Quality Improvement educational project, and/or
- Continued minor support toward educational tracks at first tier conferences and regional meetings or institutions
- **Educational Endpoints:** Quality Improvement



Disease may refer to diagnosis, diagnostics, and evidence related to overall disease management



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An Approach for Planning with Outcomes in Mind



Case 1: Implementing Educational Impact Measures Across All Stakeholders



>> NOW SPEAKING: **Patricia Jassak, MS, RN, FACEhp, CHCP**

Holistic Medical Education Approach – What?





>> NOW SPEAKING: **Patricia Jassak, MS, RN, FACEhp, CHCP**

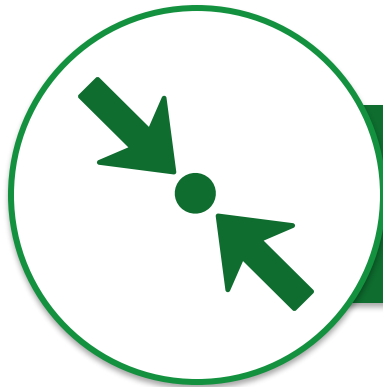
Holistic Medical Education Approach – Why?





>> NOW SPEAKING: **Patricia Jassak, MS, RN, FACEhp, CHCP**

Holistic Medical Education Strategy – What?



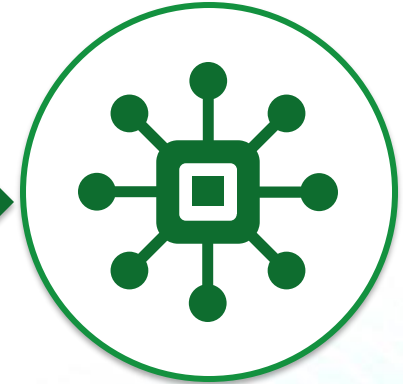
Identify and create alignment between Medical Affairs and Commercial on educational needs/gaps



Implement a measuring tool that is utilized across functions



Measure success by utilizing a consistent educational impact/outcome assessment tool across all activities



Adopt a centralized approach for Medical Affairs and Commercial Symposia



>> NOW SPEAKING: **Patricia Jassak, MS, RN, FACEhp, CHCP**

Holistic Medical Education Assessment – How?

Basic Learner Demographics / Total # of Learners / # of Patients Seen with X Disease

Learner Satisfaction / Expectations Met

Improved Knowledge / Understanding of How to Treat X Disease in Patients

Increased Confidence in Decision Making

Extent HCP Intends to Change How He / She Treats or Manages Treatment Side Effects

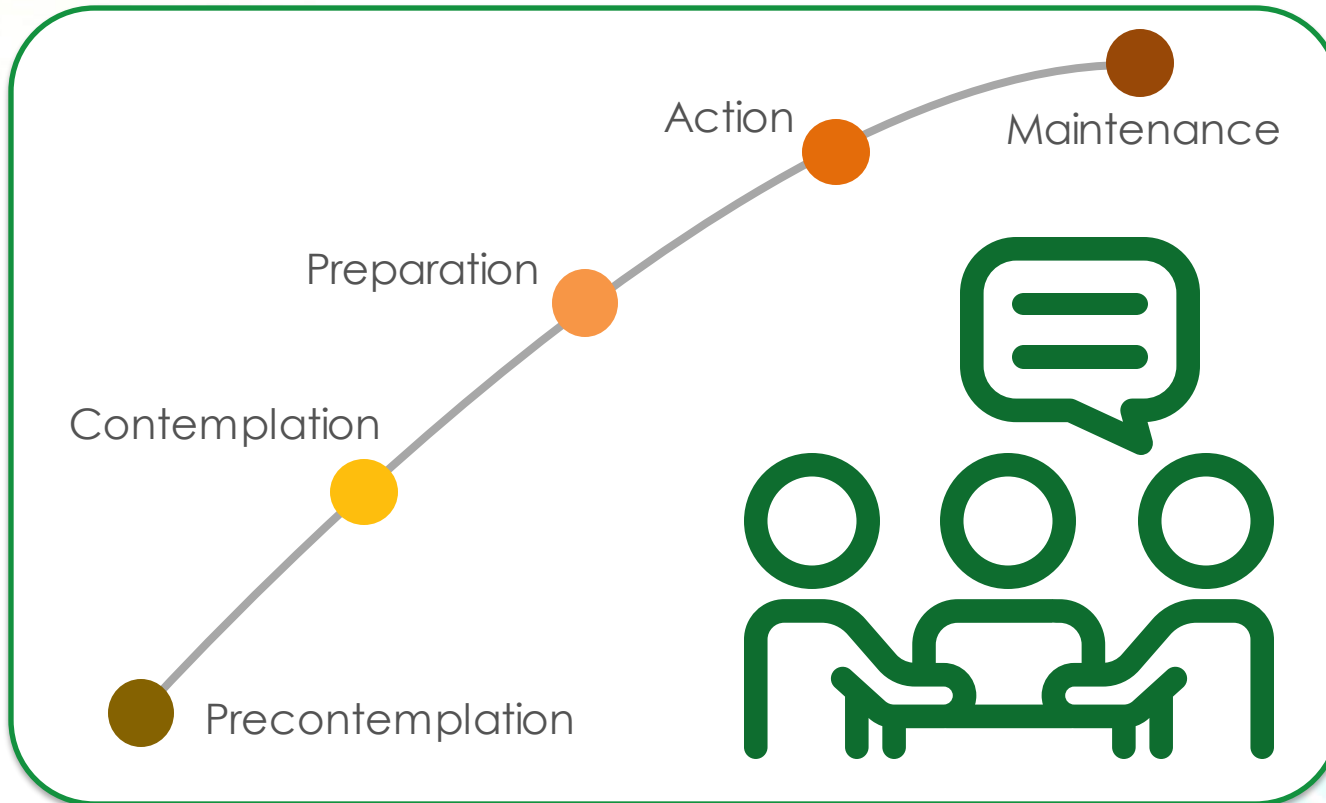
Aggregation of educational impact data across all activities





>> NOW SPEAKING: Patricia Jassak, MS, RN, FACEhp, CHCP

Implementation and Challenges – Who?



Need for champions

Consistency of approach

Consistency of aggregation technique



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Polling Question 3



Question for the audience: Does your company leverage consistent educational impact measures across all functions (e.g. Commercial, Medical Affairs)?



Yes



Not yet / Unsure



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Polling Question 4



Question for the audience: If you voted yes to the previous question, on a scale from very (4) to not at all (1), how similar is the approach just described to what your company is doing?

- 4 Very
- 3 Moderately
- 2 Slightly
- 1 Not at all

Case 2: Utilizing the Information Across the Organization



Our Vision

Make patient care better through exceptional learning engagement

We are on a journey to consistently, in real-time, report on the **impact** of our educational efforts

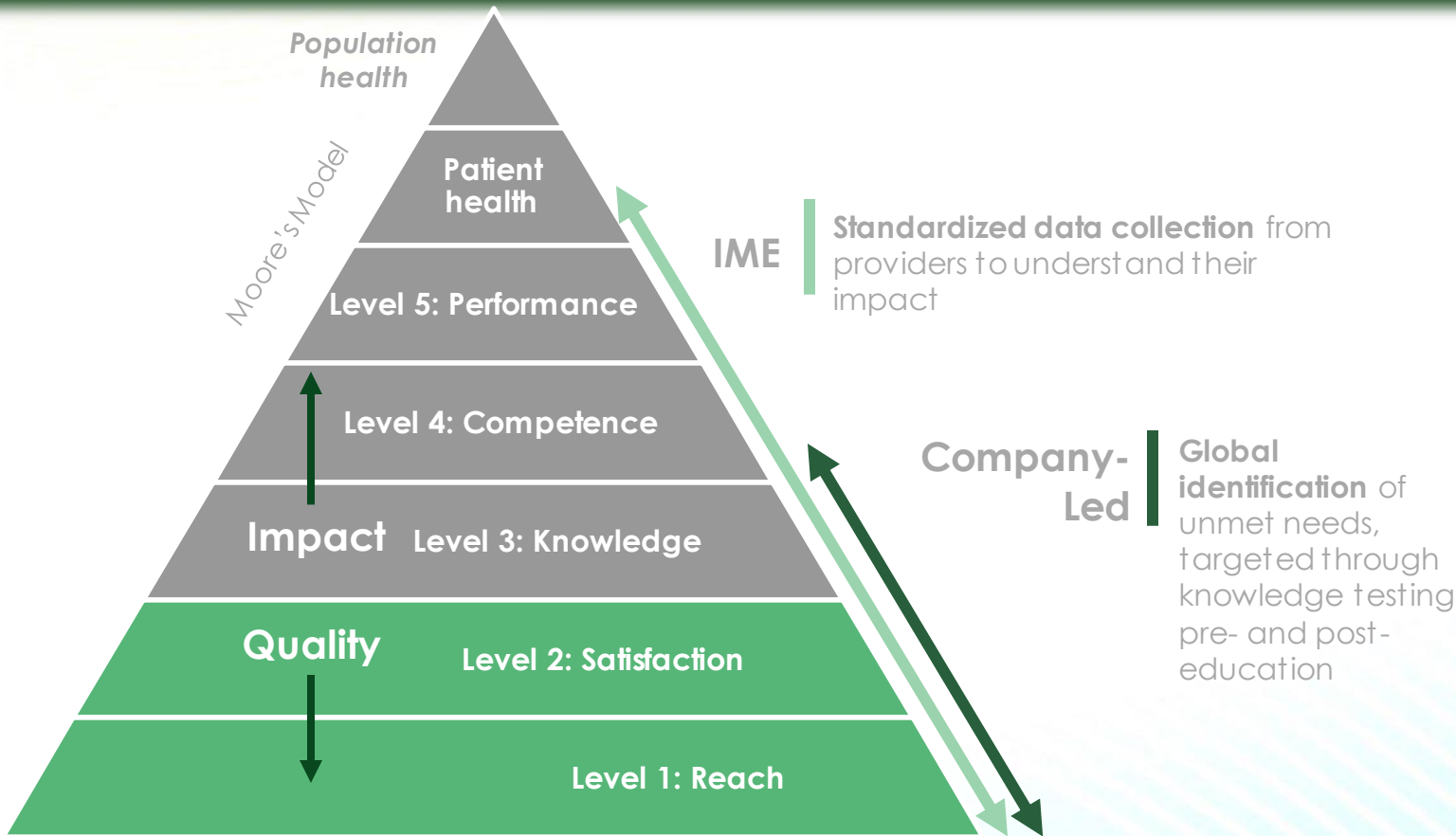
With the aim of achieving our vision by **evaluating & optimizing our learning engagement**



>> NOW SPEAKING: Jean-Jacques Murama, BSc, MBA

Sr Director, Global Medical Affairs Education, Launch and TL Engagement, Global Medical Affairs Office, Eli Lilly and Company

Our Journey Started with Quality Measures, and Is Now Working Towards Impact Measurement



Knowledge Measurement Approach

- Identify unmet Educational needs / practice gaps globally
- ↓
- Characterize learning objectives
- ↓
- Define knowledge measurement questions within 5 pre-defined topics
- ↓
- Measure knowledge increase with pre- and post-education testing
- ↓
- Aggregate meaningful data using a centralized system
- ↓
- Adjust learning objectives for next cycle

1. Disease Background & Burden
2. Diagnosis
3. Treatment Selection
4. Scientific Exchange on Latest Evidence
5. Patient Management

*Adapted from: Moore et al. Journal of Continuing Education in the Health Professional; Achieving desired results and improved outcomes: Integrating planning and assessment throughout learning



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Continuous & Consistent Impact Measurement Allows Meaningful Data Gathering in Real-time



In-house System with Enhanced Capabilities

- **Grant-by-grant data** captured & aggregated regularly for 'real-time' reporting
- **Analysis** based on topics of focus / interest



Providers with Clarity on Roles and Responsibilities

- **Moore's Model** leveraged
- **Measurement level, methodology & frequency** specified



Regular Impact / Value Measurement

- **Outcome reports** of IME / Grant activities
- Continuous impact review and communication to identify most impactful programs



Individual Program



Therapy Area X



All Therapy Areas

Increasing level of data aggregation



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Key Challenges Arose From the Implementation of Internal Reporting, Knowledge Measurement, and Provider Engagement

| The Challenge

Reporting

Mobilizing Organization globally to understand the process of education (activity to impact)

Harmonized data gathering

Aligning knowledge questions to learning objectives while allowing for central aggregation

Provider engagement for IME

Ensuring quality of data and consistency of reporting



| The Solution

Mindset change

Consistent communication & capability build

3–6 month rollout plan

Methodology, centralized data capture, stakeholder communication, training, T2T

Outcomes reporting module of

Grant system for IME provider entry



While efforts are still ongoing, **results** have already been observed

Improvement in learner engagement

Internal replication of knowledge measurement efforts



>> NOW SPEAKING: **Sarah Funderburk, PhD, CMPP**

Medical Insights Director, Caudex

Key Reflection Points

There are different approaches to assess and measure HCP learning

Common themes for success:

1

Plan with the outcomes in mind

- It will help your organization target the right approach and the right measure that all have agreed to upfront, which helps elevate the value of external education work

2

Measure the impact of external education programs across teams and activity types

3

Aggregate metrics to identify and close educational gaps and enhance strategic planning

4

Develop process to incorporate the outcomes as enhancement triggers to correct / amend current and future activity plans

Thank you!
Questions?