

Case Study: How a multi-tactic educational program can increase physician competence about a topic (Moore's Level 4)

EXECUTIVE SUMMARY

To enhance physician competence in treating non-small cell lung cancer (NSCLC) based on stage-specific diagnoses, a Medical Affairs team at a leading pharmaceutical company leveraged Sermo's holistic engagement and insights platform to execute a targeted medical educational program. Through a combination of social platform posts and dedicated emails, the program reached and engaged US pulmonologists over a four-month period.

Results showed significant improvement in physicians' understanding and application of stage-appropriate treatments, meeting or exceeding all education goals.

Drive physician education with a multi-tactic engagement program

✓ SOLUTION

A multi-tactic educational program was designed, **leveraging 2 Social Platform Posts & 2 Dedicated Emails over a 4-month length program** to engage physicians effectively

✓ RESULTS

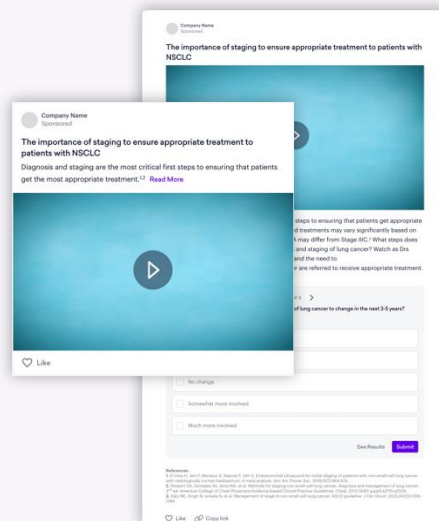
The program achieved full engagement and view goals across all activities.

Overall Engagement Rates:

- ✓ Post 1: 51%
- ✓ Post 2: 48%
- ✓ 2 Dedicated Emails (avg. open rate): 25%.

BEST PERFORMING AD

Post 1 exceeded view goal by 600%



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PROGRAM IMPACT STUDY

The program included an impact study to measure learning and application of knowledge, utilizing Moore's Level 4 framework. This methodology assessed pre- and post-activity competence, focusing on conceptual understanding and practical implementation.

Findings revealed notable improvements in physicians' ability to make stage-specific treatment decisions, with significant differentiation in treatment approaches for stage II and stage IIIA NSCLC patients

The program targeted US pulmonologists, with the objective of improving their understanding of NSCLC staging and its communication to patients.

Enhanced Treatment Precision

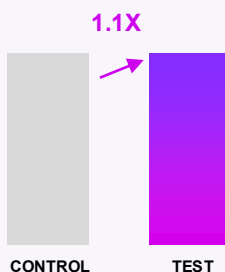
Physicians exposed to the program exhibited enhanced stage-specific treatment behaviors compared to a control group.

- ✓ **+1.1x:** Thoroughness of how diagnosis procedure is conducted
- ✓ **+2x:** Specific type of diagnosis procedure chosen
- ✓ **+2.55x:** Where physician is sent / who conducts testing

Knowledge Transformed into Practice

Exposed physicians agree that recommended treatments for NSCLC vary significantly based on stage

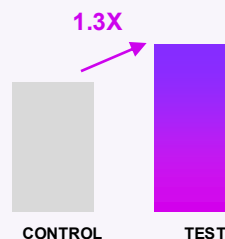
Impact: Moore's Level 4 achieved, proving measurable impact in real-world clinical decisions.



Differentiation in NSCLC treatments

Physicians exposed to the program were substantially more likely to differentiate between treatments for stages II and IIIA of NSCLC

Impact: Physicians showed improvement in tailoring treatments for stages II and IIIA of NSCLC



The multi-tactic program significantly improved physician competence regarding NSCLC staging and treatment. By utilizing social platform posts, dedicated emails, and an educational impact study, the program not only met its engagement objectives but also demonstrated measurable educational impacts.

Results highlight the potential of tailored educational initiatives to create meaningful changes in healthcare practices, ultimately benefiting both physicians and their patients