

Transferring Product Knowledge from Clinical Research Setting into Real-World Practice: A Case Study



Educating to Empower with Confidence-Based Learning

Empowering healthcare professionals to transition from traditional Western medicine to personalized medicine

“In theory there's no difference between theory and practice. But in practice there is.” – Lawrence Peter “Yogi” Berra, Major League Baseball Manager renowned for pithy and paradoxical statements

Project Overview

Omni-HC supported the efforts of a prelaunch pharmaceutical company focused on a novel therapeutic approach. The project involved development of a unique learning platform to transfer knowledge of an evolving science into the clinical practice setting. Omni-HC developed an online program using confidence-based learning principles which will enhance the retention and learnings for participating clinicians as well as identify areas of knowledge that need more reinforcement.

The client described their needs as:

- Consider physicians' stages of learning:
 - o What is current level? What is “teachable” opportunity? How best to engage? How to try out and incorporate learning into practice?
- Focus of clinical problems and provide information that physicians can use in practice.
- Organize activities in which physicians can obtain/develop skills in settings where they would normally use such knowledge/skills.
- Provide opportunities for *active learning*.
- Provide a continuum of learning.

Challenges

Translating complex study results into outcomes with utility for practicing clinicians has become the responsibility of Medical Affairs Departments. An agency supported the effort of one biopharmaceutical company to educate healthcare providers about its prelaunch product, which provided a novel therapeutic approach via an evolving science. A research project was conducted prior to the educational program development that interviewed scientists and physicians on their knowledge of this breakthrough concept. Key findings included:

- There were many misperceptions on the application of this novel approach to clinical practice.
- Physicians trained prior to the year 2000 were lacking in the basic tenets of the science of this therapeutic approach.
- An innovative educational approach would be required to overcome misperceptions and communicate state-of-the art information.

Omni Roles and Responsibilities

Omni-HC's objectives were to:

- Identify current knowledge of the evolving science key concepts with targeted audiences.
- Develop multifaceted educational program to close the knowledge gaps identified.
- Identify, develop and execute tactics designed to expand the reach of the educational effort and increase referral of patients for the new therapy.

Omni-HC identified perceived knowledge gaps from therapeutic research to clinical practice by:

- Utilizing market research learnings to develop a multi-module clinician learning program that enables tracking and identification of knowledge gaps.

- Identifying and recruiting faculty to assist in the creation of an interactive learning program.
- Creation of educational program utilizing Confidence-Based Learning (CBL).
- Designed a multi-use approach to learning module enabling it to be used in payer, provider, and other medical-related settings.
- Identified and managed educational platform provider which enhances the learning and records critical learning metrics
- Convened weekly team meetings (four months)
- Coordinated activities of client, faculty and educational platform to ensure ability to use in various settings.
- Launched novel online learning program prior to large provider conference.
- Managed all finances, including honoraria and vendor payments, as well as project reconciliation.
- Ongoing level-one assistance to program users.

Results, Return on Investment and Future Plans

- Accomplished all client-identified program objectives.
- Used a CBL program enabling novel metrics and ability to uncover knowledge gaps and areas of confidently held misinformation.
- CBL goes beyond traditional testing and learning methodologies to reveal the full spectrum of learner knowledge: what they really know, where they guess, where they have doubt, or where they are completely misinformed about a subject.
- The CBL program automatically creates a personalized learning plan for each individual learner, allowing Medical Science Liaisons (MSL) to quickly understand how to bring the clinician to 100 percent mastery of information, more efficiently, and with greater retention than traditional didactic learning techniques.
- Cost-effectively created additional slide kit from developed learning program content.
- Enabled use among MSLs on individual meetings.

Omni Healthcare Communications is a value-driven medical communications agency whose mission is to educate, empower, and truly engage all stakeholders including providers, payers and patients

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