

Supporting HCP confidence and
a change in clinical practice

eLearning for primary care physicians using bite- sized, interactive formats

E-LEARNING



KEY INSIGHT

95% of HCPs want bite-
sized, interactive content

[The Evolving Role of Websites for
Healthcare Professionals: Chapter 5 –
Content Type and Format](#)

Background

Pfizer clearly identified that patients motivated to overcome tobacco dependency were **four times more likely to be successful when offered support from a healthcare professional** compared to using willpower alone.

With a **focus on GPs, pharmacists and disease specialists in Europe**, the global medical team saw **improving patient consultations** as an opportunity to build HCP confidence and improve patient outcomes. They sought an **independent educational programme** endorsed by an international expert body.

Objectives ENABLE HCPS TO:



→ **Help patients understand**
the health consequences of their
dependency and the immediate
and long-term benefits of quitting



→ **Quickly establish**
if a patient is ready to
overcome their dependency



→ **Gain confidence**
in the consultation and
treatment approach



→ **Achieve best practice**
through medical intervention
at the appropriate stage



Solution

As the publisher of Medthority (www.medthority.com), a digitally advanced source of credible and independent scientific information for healthcare professionals worldwide, EPG Health received an **educational grant from Pfizer to develop an independent online Learning Zone** focussing on smoking cessation. This would contain a range of educational content, including interactive eLearning modules.

EPG Health secured The International Primary Care Respiratory Group (IPCRG) – an internationally recognised, clinically led charitable organisation that collaborates with WHO and WONCA on improving respiratory health – to provide an **expert steering committee of European primary care experts for the development of key educational messages (KEMs)**.

Also secured, was a separate **faculty of European experts** to offer different perspectives for the series of eLearning modules. The three modules were directed and produced by EPG Health using a variety of interactive mediums and included:

- **Module 1 – Doctor-patient consultations, role-played** by actors and filmed in EPG Health offices to produce short training videos
- **Module 2 – Interactive infographics** highlighting the impact of immediate, medium and long-term effects of the dependency with a video case study scenario
- **Module 3 – Detailed, scientific content** for the mode of action of pharmacotherapies and practical considerations for their use

Each module provided **multiple choice questions, the option to bookmark for later and links into the wider Learning Zone** for further reading around the key educational messages.

With a phased launch, HCP communications outreach included **faculty endorsements shared via email and social media, onsite signposting and reciprocal links in newsletters** sent by the respiratory organisation.



To view the project, scan or click the QR code.

Start eLearning >

Section 1:
Ask, Advise, Act
Patient interviews



Section 2:
Health consequences
Infographics



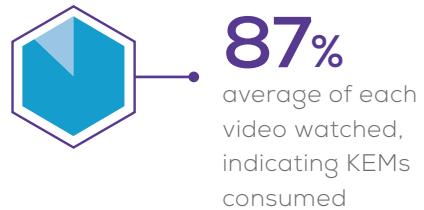
Section 3:
Effective evidence based interventions
Scientific content



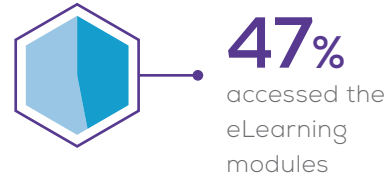
Results WITHIN 3 MONTHS OF LAUNCH:



PATIENT INTERVIEWS



ELEARNING



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VBA [very brief advice] is a 30 second intervention that is evidence based, positive in its approach and purposely quite prescriptive to fit into clinical practise.

The IPCRG/Medthority module illustrates short VBA videos for multi-morbid, anxious, ambivalent and relapsed smokers. This is really important so clinical colleagues in GP practices and community pharmacies can become more proficient at offering VBA more seamlessly.

The Module also provides clinicians across the world with the latest pharmacotherapies that are used internationally and excellent infographics on common illnesses smoking can cause."

Pharmacist in the UK, Primary Care Respiratory Society (PCRS)
Executive Committee member and part of the IPCRG teaching faculty



Get in touch

For further information about supporting independent, digitally optimised Learning Zones on Medthority, contact us.

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