

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



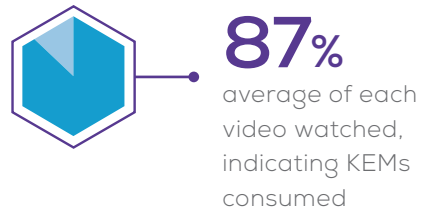
→ **Achieve best practice**
through medical intervention
at the appropriate stage



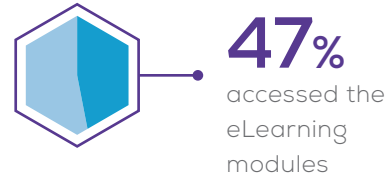
Results WITHIN 3 MONTHS OF LAUNCH:



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

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