

ICE 360:

An innovative lung cancer training program

ICE 360 has helped prepare our teams for future clinical trials that are underway

This program not only educated teams on new clinical data, but provided an accelerated understanding of the wider diagnostic, treatment, and patient-related considerations in a new treatment setting.

ICE 360

What is ICE 360?

The Integrated Clinical Education program, or ICE 360, was a 2-week, virtual, global medical training program in early-stage cancer, an area that differs substantially from our teams' usual treatment settings; they needed training and support to confidently engage clinicians, including new stakeholders such as surgeons.

Insights generated by ICE 360 have influenced ongoing discussions on key topics, such as clinical trial endpoints, that will have a significant impact at the global and local level in the coming months and even years.

The number of interactions by our field medical team with surgeons has substantially increased, leading to the emergence of new partnerships and opportunities for collaboration.



Participant feedback

This should be shared with other franchises as an example of high-level digital training. I have been impressed by the quality of this training and how it fits to the need of high-value medical training. Congratulations.

I now understand [the] patient journey, and relationships between patients and HCPs.

More practical, real-world (different from usual theory trainings).

Moreover, the realization that there is room for the patient perspective in every aspect of our work has created new opportunities to collaborate with our patient affairs function and is impacting ongoing training programs in other therapy areas.



Three key critical factors influenced the innovative approach taken for ICE 360, based on thorough consideration of the diverse needs of our target learners:

1.

Tailoring sessions to the target audience

Separate headquarter and field tracks alongside core sessions to allow role-specific training

2.

Engaging learners regardless of experience level

Range of formats including inspiring plenaries, informational lectures with guided discussion, and peer-to-peer hot topic discussions, with signposting to more in-depth resources

3.

Reaching an audience around the world

Regional workshops with the same overarching structure and objectives were delivered by local multidisciplinary faculties to reflect local clinical practice

ICE metrics snapshot

27 external experts from...

>300 registrants (200 anticipated)

94% of attendees could correctly recall the official company ambition statement for lung cancer

9 countries (US, UK, Germany, Italy, Netherlands, Spain, Australia, Singapore, and Korea) across 3 continents

96% of respondents reported that the program meaningfully improved their knowledge of lung cancer diagnosis and treatment

88% of survey respondents said they felt more confident discussing the clinical data with surgeons

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