

Improving **Engagement**
and **Performance** through

DISEASE-STATE EDUCATION



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Objective

Best practices for the development and deployment of disease state training programs that improve learner engagement and result in higher work performance

Disease State Education (DSE)

- **Introduction**
- Rationale
- What does it take?
- How do we assess?
- Workshop

Our Vision

- The American College of Chest Physicians is the global leader in advancing best patient outcomes through ***innovative chest medicine education***, clinical research, and team-based care.

Our Mission

- To champion the prevention, diagnosis, and treatment of chest diseases through ***education***, communication, and research.

American College of Chest Physicians

- Develops and delivers clinical training and knowledge to health care professionals to improve patient outcomes
- 19,000 members in more than 100 countries
- Accreditations from the **Accreditation Council for Continuing Medical Education** and the **Society for Simulation in Healthcare**



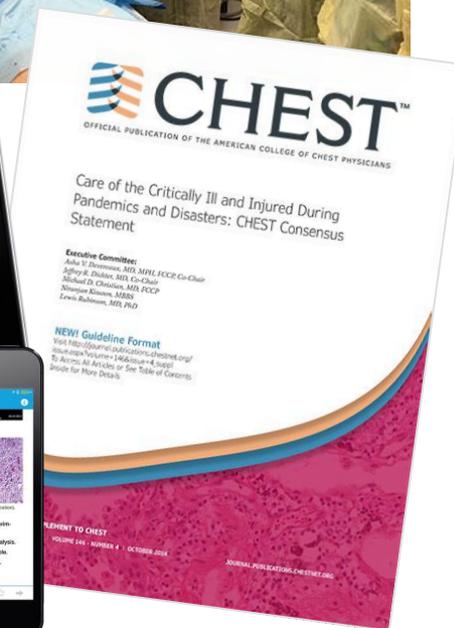
GOAL 1: PROVIDE STATE-OF-THE-ART EDUCATION

CHEST provides the total education solution with content customized to fit individual learner needs and schedules.



Unique Educational Offerings

- Board Review Courses each summer, attracting about 1,300 clinicians
- Evidence-Based Guidelines on topics ranging from cough to antithrombotic therapy to lung cancer
- Live Learning Courses including hands-on, simulation training
- Apps and other electronic media
- Grant-funded education programs
- PREP training for industry partners



CHEST Global HQ and Innovation, Simulation, and Training Center



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Rationale

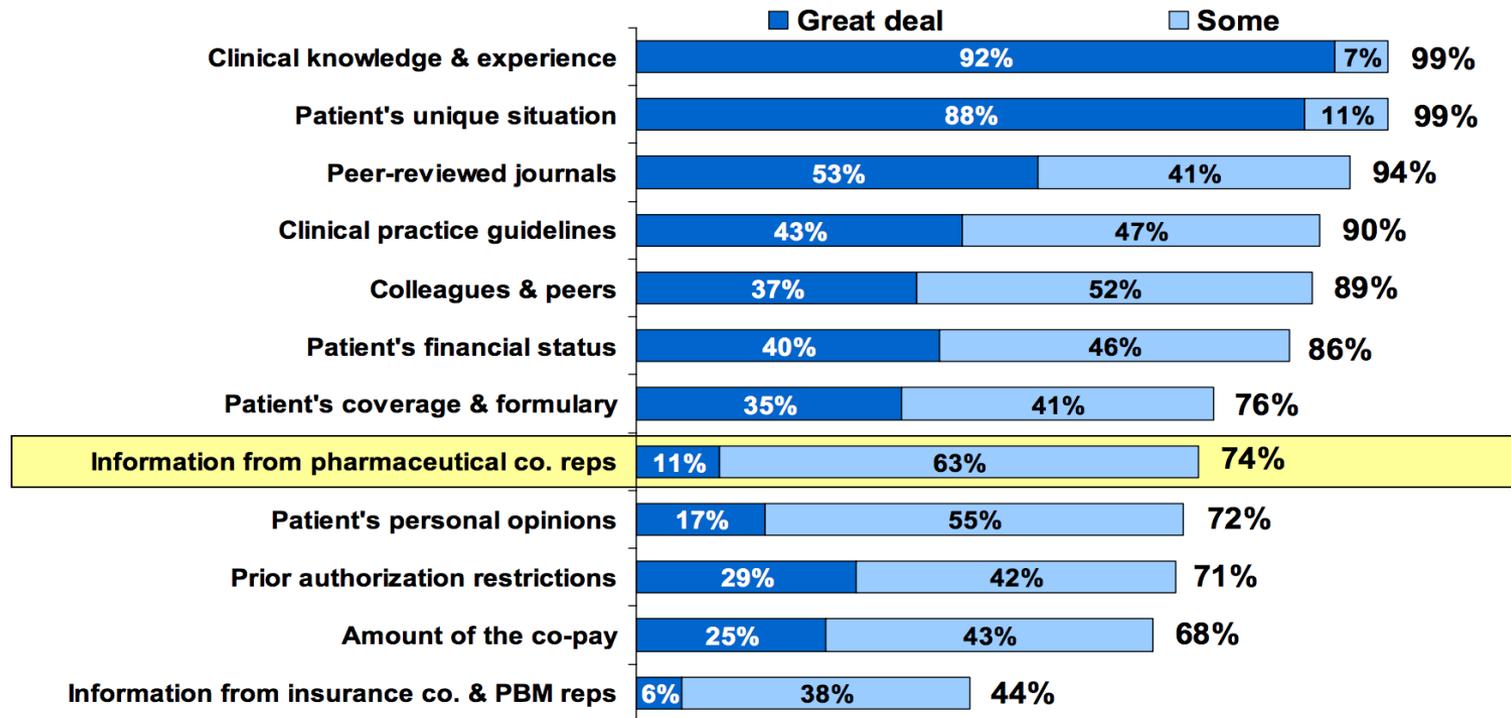
Pharmaceutical Executives Priorities –
2013 Accenture Survey



Sample: Total (200); Marketing (50), Sales (50), Analytics (50), Commercial and Support (50)

Factors Physicians Consider in Prescribing

Now I'm going to read you a list of factors you might consider when prescribing medications for a patient after you've diagnosed them. For each one, please tell me how much that influences your prescribing decision—a great deal, some, not very much, or not at all. First...



Rationale

What Physicians Want! 2014/2015

A Publicis Touchpoint Solutions White Paper

Results of a Sermo Physician Survey

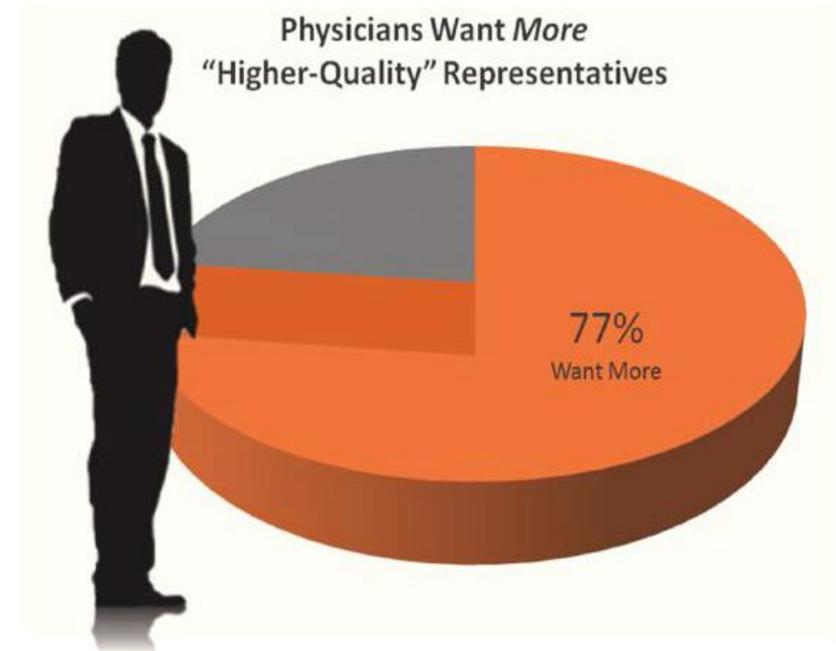
Sermo is the largest online community, exclusive to physicians, where over 200,000 US physicians in 68 specialties network, discuss treatment options, and collaborate with peers.

Rationale

Quality Interaction Is Key

"...the life sciences sales profession is alive and well.

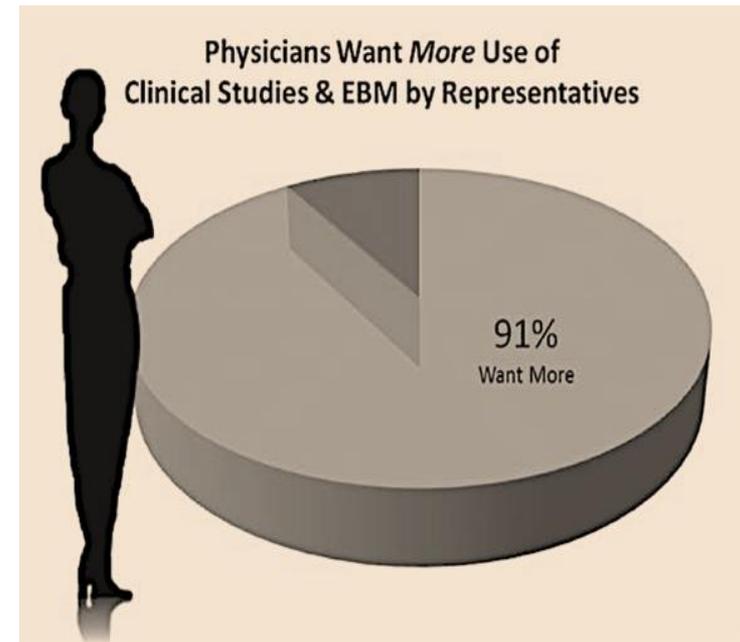
But the data also show that HCPs have high standards for the representatives that call on them. *Indeed, they demand representatives who are highly trained, experienced, and adept at engaging in clinical discussions that add value to their practices.*...more than three fourths of respondents still want more calls from "higher-quality" representatives."



Rationale

Focus on the Science

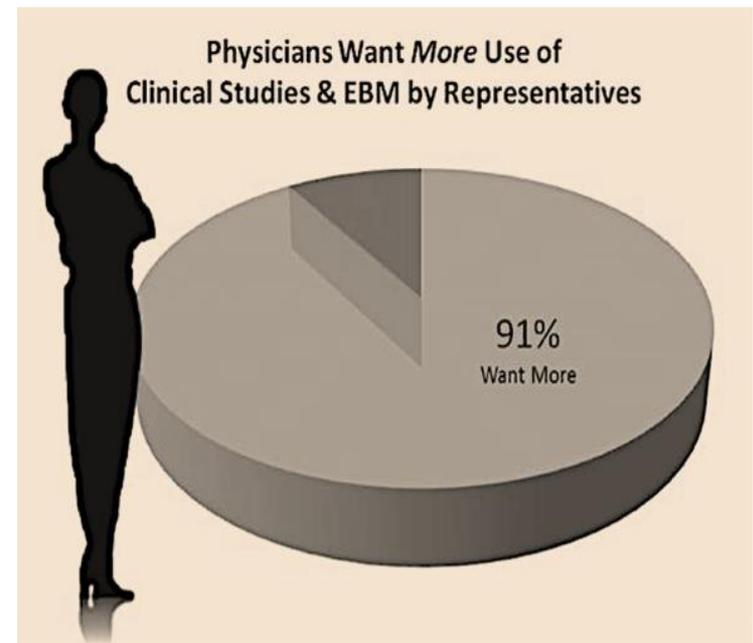
- Physicians are hungry for clinical conversations that are based on clinical studies and evidence-based medicine.
- More than 9 out of 10 physicians surveyed (91%) want representatives to make more use of clinical studies and EBM in their conversations.
- Training and empowering representatives to use clinical studies actively in their conversations with physicians is paramount.



Rationale

Focus on the Science

- Representatives with expertise in using clinical studies have a strong understanding of the science – including the disease state, therapeutic options, research methodology, statistics, etc.
- Representatives who successfully employ clinical studies are also adept at using high-science sales approach that seamlessly incorporates clinical study results into a dialog to address specific issues concerning each physician's practice.



Rationale

Survey verbatims indicate HCPs want representatives to deliver up-to-date information that will help them make better decisions for their patients:

- “Education regarding various options for treatment of the same disease”
- “Help me stay up to date on latest developments in medicine”
- “[Help] keep me up to date on newest products”
- “Deciphering the best meds to use for individual patient needs”



Rationale - Summary

- Wide variation in the knowledge base of sales representatives
- Speaking the language of the clinicians
- The lack of understanding of the pathophysiology of the disease

