

Crossing the Bridge Through Partnerships: An Association's Technical Collaboration

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BACKGROUND

Collaboration is a key element to the success of many medical education initiatives, as not all organizations hold the same strengths.

PARTNERS

Collaboration: Bringing Specific Strengths to the Table

Through the Immuno-Oncology Institute, the Association of Community Cancer Centers (ACCC) is the leader in optimizing the delivery of cancer immunotherapies for patients by providing clinical education, advocacy, research and practice management solutions for cancer care teams across all healthcare settings. ACCC has a dedicated membership of over 24,000 multidisciplinary practitioners and 2,100 cancer programs and practices nationwide. Members rely on ACCC for education and advocacy support in adapting and responding to complex changes and challenges in the delivery of quality cancer care.



Disease-State Expertise

Oncology Thought Leader Relationships

ACCC Membership Relationship/Credibility

PlatformQ Health Education is a leading provider of live-online medical education events. PQHE delivers education through dedicated learning channels that are disease-state aligned, such as OMedLive for oncology education.

Of note for this collaboration, PQHE holds particular strength in program production from a technical standpoint, as well as outcomes measurement and reporting.



Strengths

Technical Capacity (Production, Live broadcast management, video streaming)

Online Audience Generation

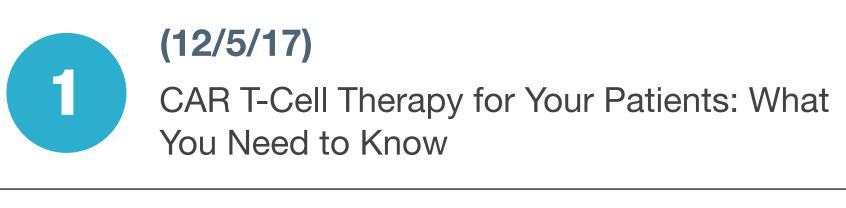
Outcomes Evaluation

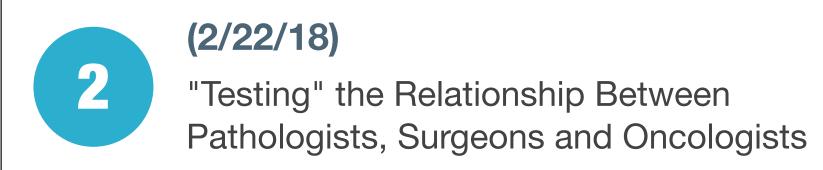
EDUCATION

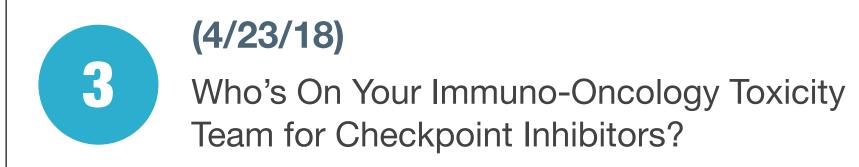
Medical associations are often experts in specific disease areas, familiar with patient needs, and well-established with patient advocacy organizations and thought leaders in their clinical space. However, associations are traditionally focused more on live, and in-person programs versus online education. ACCC's desire to expand more robustly in the online educational space – specifically in the area of immuno-oncology- and PQHE's search for content experts in the oncology space led to the development of a partnership between the two organizations.

The partnership has yielded six online educational programs to date:

6 ACCC educational programs were launched in 2017-2018 on OMedLive.com

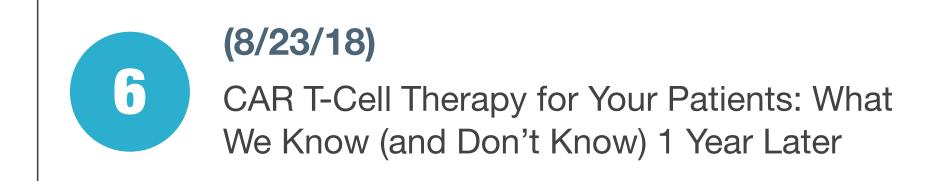


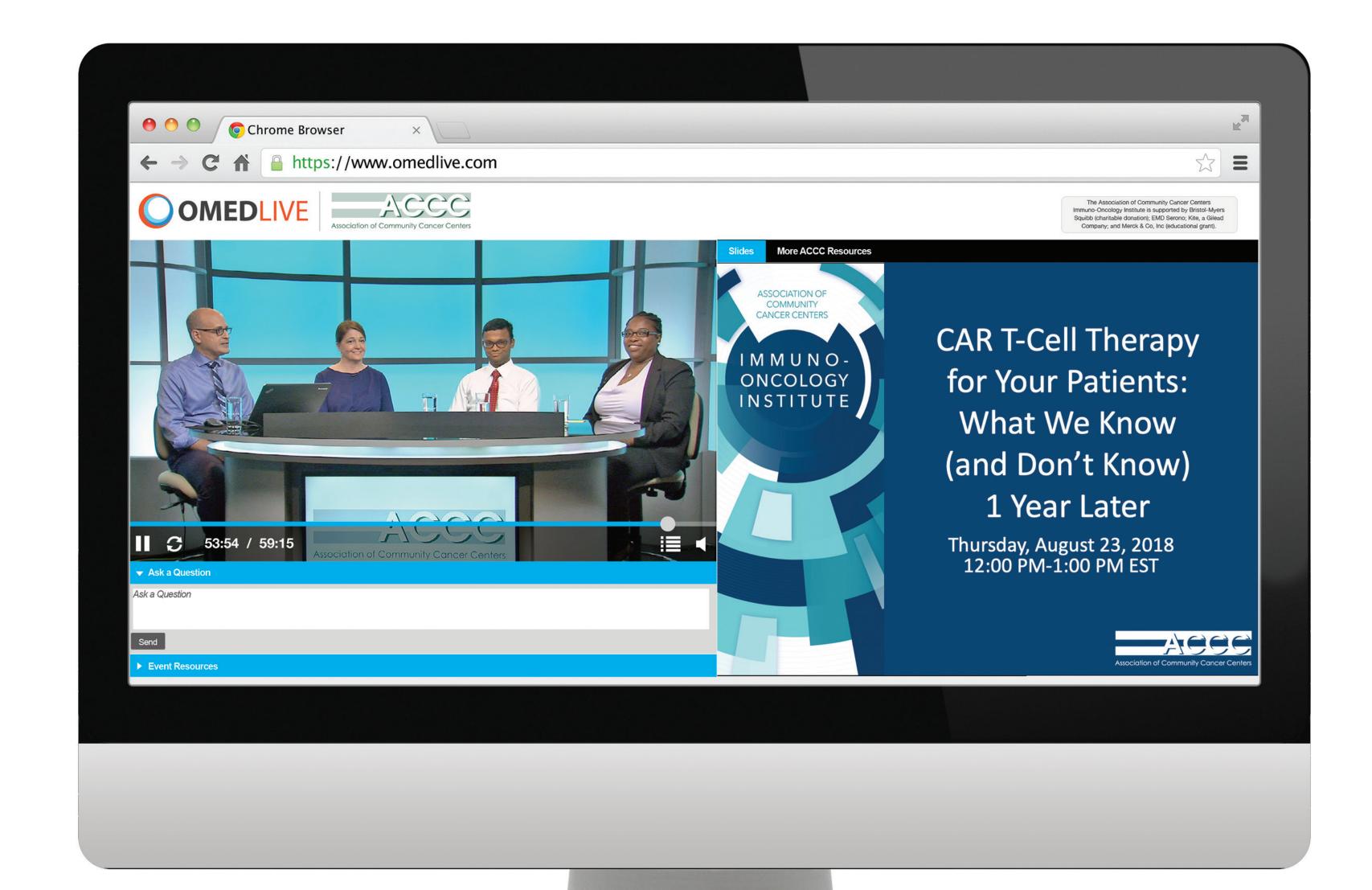










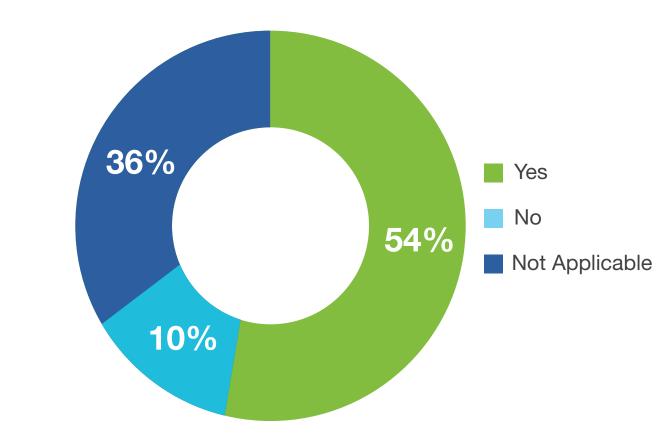


RESULTS

Knowledge Improvement

Program Live Date	Knowledge Area	Knowledge Change (Immediate Pre to Immediate Post)
12/5/17	Characteristics of patients appropriate for CAR-T	+31%
12/5/17	Mechanism of action of CAR-T	+32%
12/5/17	Toxicities are associated with CAR-T	+27%
2/22/18	Appropriate specialist who should order molecular testing for a locally advanced NSCLC patients	+52%
2/22/18	Difference between companion diagnostic and complementary diagnostic	+6%
2/22/18	Considering patients for repeat PD-L1 testing	-11%
4/23/18	Management of AEs related to checkpoint inhibitors	+18%
4/23/18	Incidences of toxicity with immunotherapy combinations vs. monotherapy	+4%
4/23/18	Strategies to prevent flares of autoimmune disease for those on immune checkpoint inhibitors	+23%
6/7/18	Differences between immunotherapy and chemotherapy survivorship	+2%
6/7/18	Appropriate recipients of the Survivorship Care Plan	+2%
6/7/18	Beginning of survivorship for patients treated with a cancer immunotherapy	-1%

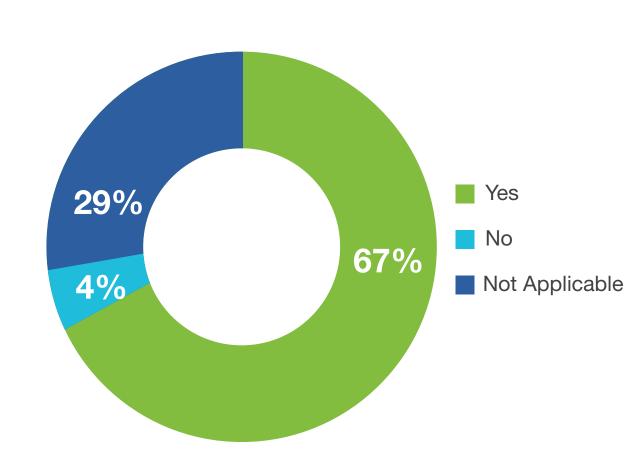
Did your participation in this educational activity have any positive impact on patient experience or outcome?



reported the activities positively impacted patient experience or

Follow-up survey, n=229

Did your participation in this educational activity have any positive impact on your clinical practice?



Percentage of learners reported the activities positively impacted clinical practice

Follow-up survey, n=229

Event Participation*





Total Participant
Questions Asked



*Preliminary Outcomes (as of November 15, 2018; programs run through August 23, 2019)

Breakdown of US Participants by Region



