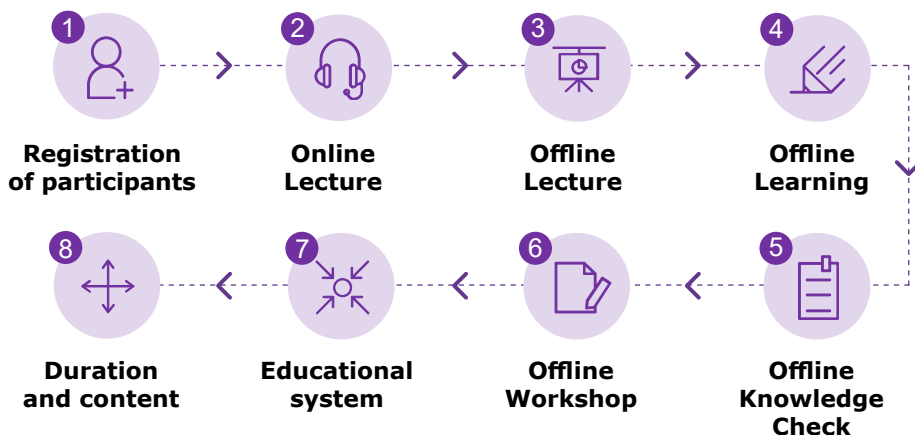


CASE STUDY

Educational course for HCPs in Lung Cancer

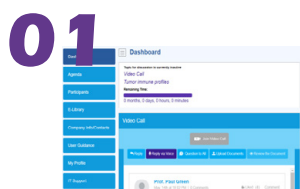
12 months educational course for 150 oncologists, 25 oncologists with advanced educational activities



Challenge

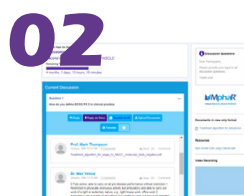
Effectively engaging HCPs in a digital environment presents with unique challenges, namely **Zoom fatigue**. Other challenges frequently associated with teleconference communication include limited participant availability and disruptive audio/visual glitches

Agenda



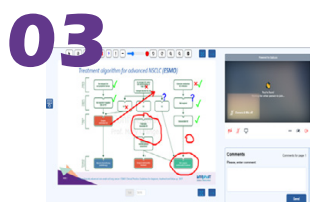
Session 1 (1 hour)

Online lecture: platforms offers webinars capabilities, online polling and chats



Session 2 (7 days)

Offline lecture, quiz and discussion forum: participants have access to recorded lecture, could share their opinions and check the knowledge in quiz session



Session 3 (1 hour)

Workshop on clinical case discussion. Interactive discussion using the combined functions of Whiteboard, online polls and Video Chat



Session 4

Participants have access to **E-Library** with publications, lectures and other educational materials

Key objectives

- Provide best in class education in the area of Lung Cancer
- Create easy-to-use learning tool HCPs could access from any device
- Collect insights from oncologists to improve the education in the future

Results

- 100%** participation
All participants continued to participate in subsequent discussions within 1 year of the initial engagement
- 200%** higher level of engagement
HCPs valued the combination of synchronous and asynchronous format which gives them more learning possibilities
- 89%** Net Promoter Score to use the platform
Advisors and client appreciated ease of use and efficiency