Identifying and Addressing Knowledge Gaps in Influenza Management with Targeted Continuing Medical Education

Katie Robinson, PhD; Jennifer Frederick, PharmD; Kevin Lester; Robert A. Esgro
Vindico Medical Education, Thorofare, NJ

1 Defining the Need for Education
- Influenza represents a year-round disease burden.
- Despite CDC recommendations, providers do not effectively test or treat influenza.
- These practice gaps have been observed among the following audiences:
  - Primary Care
  - Emergency Medicine
  - Infectious Disease
  - Pulmonology

2 Overview of the CME Programs
Between July 2018 and June 2020, Vindico provided the following continuing medical education (CME) programs for various audiences:
- 20 web programs
- 14 live programs
- 2 print programs

The activities reached the following numbers of learners with each of the target audiences:

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Live</th>
<th>Web</th>
<th>Print</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Care</td>
<td>3,210</td>
<td>21,854</td>
<td>890</td>
</tr>
<tr>
<td>Emergency Medicine</td>
<td>196</td>
<td>2,472</td>
<td></td>
</tr>
<tr>
<td>Infectious Disease</td>
<td>460</td>
<td>9,529</td>
<td>383</td>
</tr>
<tr>
<td>Pulmonology</td>
<td>62</td>
<td>597</td>
<td></td>
</tr>
</tbody>
</table>

3 Overall Demographics of Participants

- 68% were physicians
- Multiple specialties were represented
- Providers see on average 14 patients with or at risk for influenza infection per month

4 Impact of the Education on Knowledge and Practice

1. Influenza Testing
2. Treatment Mechanisms of Action
3. Influenza Treatment

Practice Changes
- 68%
- Overall relative increase in knowledge across topics and specialties

69% Potential Patient Impact
- >155K Number of patients seen per month who are more likely to receive evidence-based care because of the education provided

5 Insights & Opportunities

Insights
- Knowledge gaps were greatest regarding testing and antiviral mechanisms
- Pre-test scores were lowest among emergency medicine and primary care providers
- Knowledge gains were largest among primary care providers
- Targeted influenza education is an effective method to identify and address knowledge gaps among various specialists

Opportunities
- Ongoing educational programs aim to address identified new and persisting learning gaps
- Application of new knowledge into practice is the focus of new educational efforts
- Given that influenza can infect any individual, this educational approach can be expanded to other specialties

These activities were supported by educational activities supported by Genentech, Inc.