

Reaching Primary Care Physicians: Pri-Med Institute

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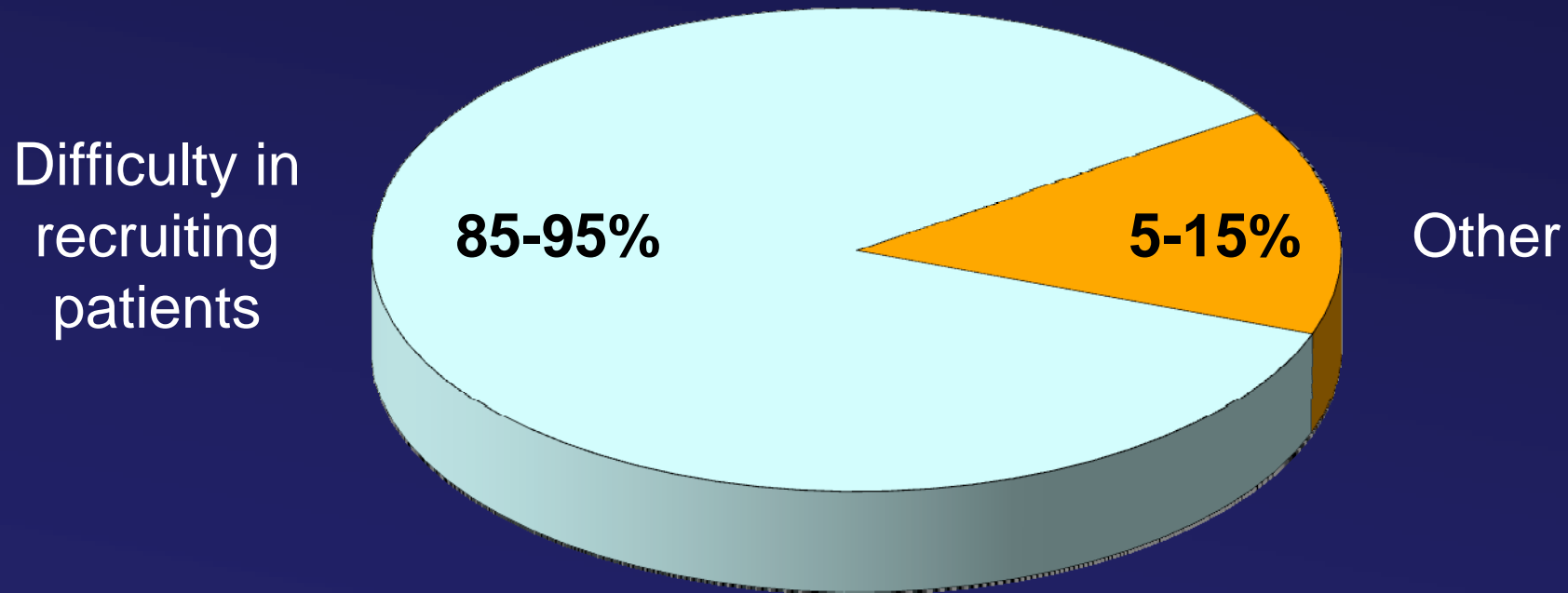


Need for Primary Care Education

- Most dementia care occurs in the primary care setting
- Failure to recognize dementia is common
 - Worse in minority communities
- Misdiagnosis is common
- Disease management may be inappropriate
 - Worse in minority communities

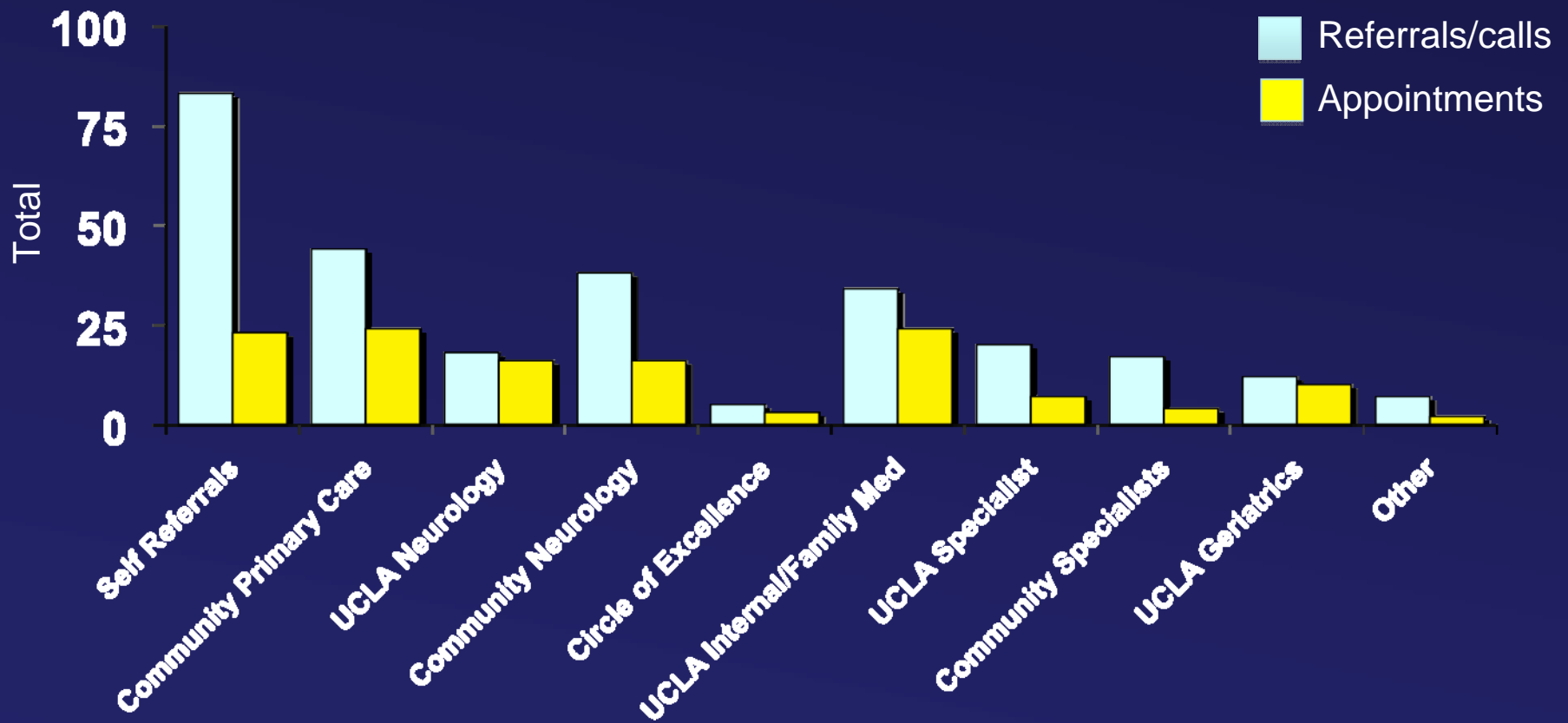
Subject Recruitment Hinders Clinical Studies

Reason for lost days [toward deadline for clinical trial completion]



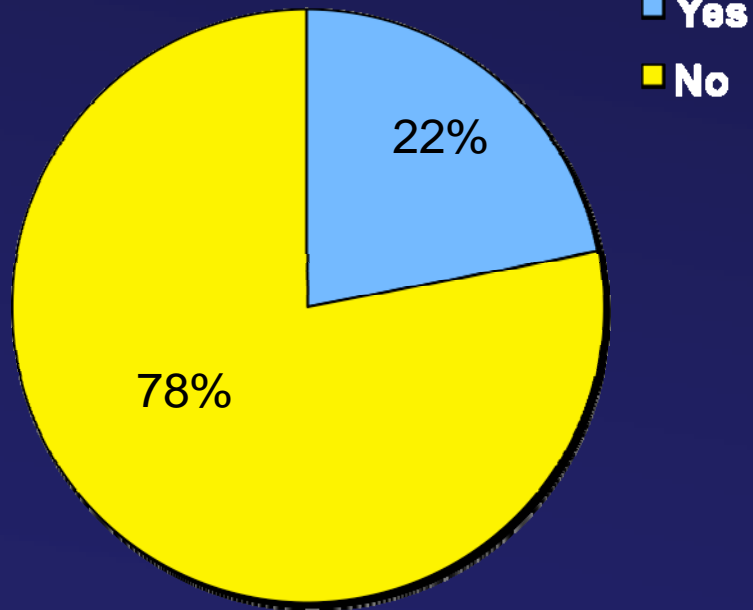
Referrals Sources

- UCLA ADRC receives >10 referrals/month from local primary care physicians
- These referrals result in ~4 appointments/month

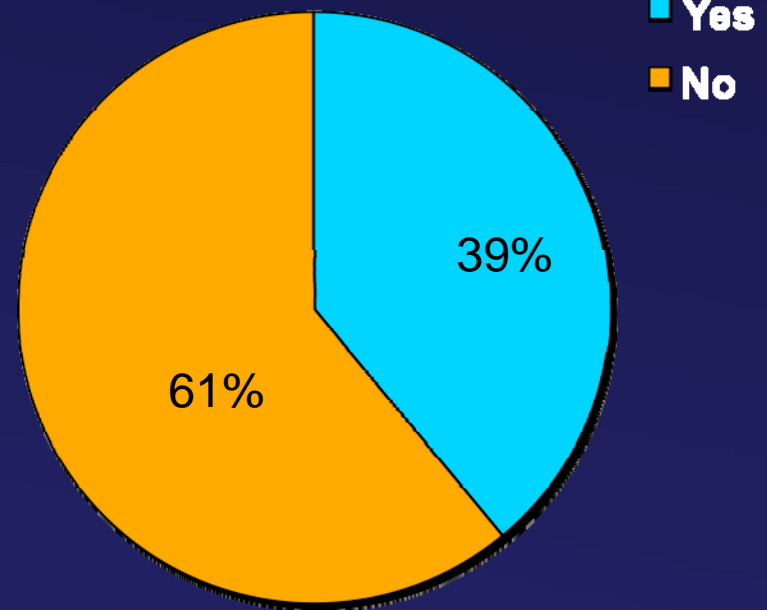


General Practitioners Rarely Refer to Clinical Trials for AD

Ever referred for an AD trial?

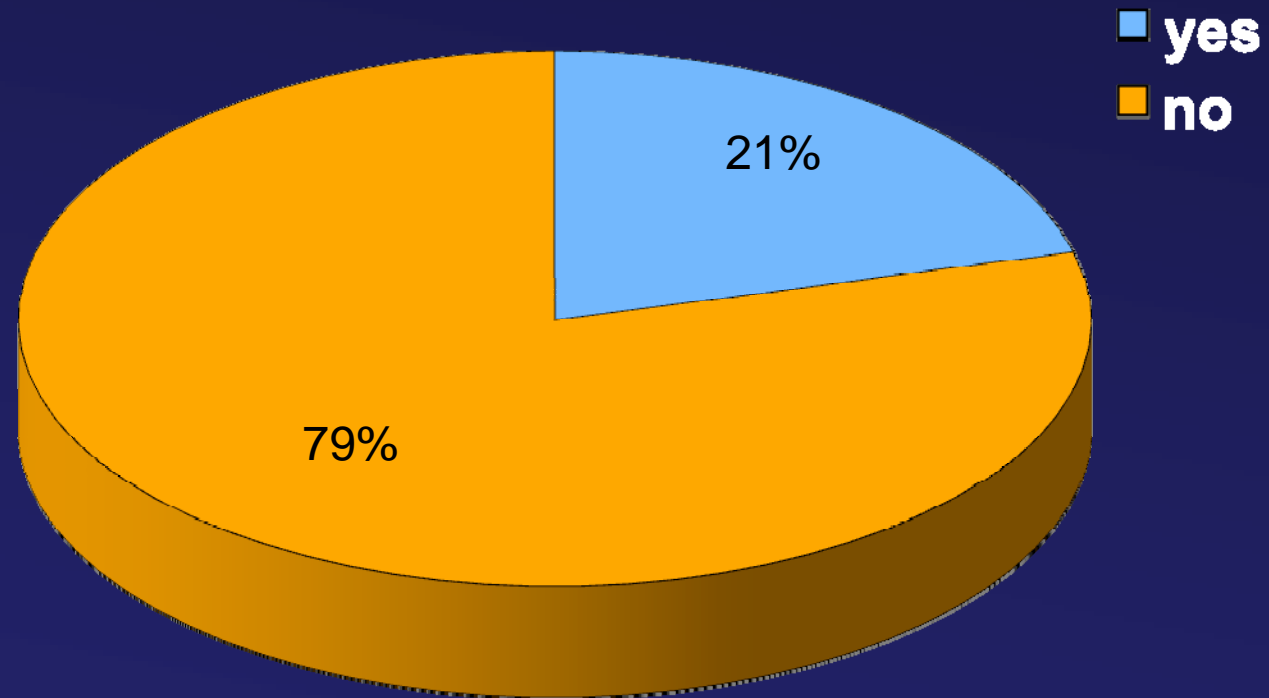


Have patients/caregivers approached about an AD trial?



Trial Awareness is a Missing Link

Are you aware of clinical trials in your area?



Mechanisms to Increase Awareness of General Practitioners

- Direct mailings
- Outreach visits
- Web-based outreach
- Email blasts
- Media
- Continuing Medical Education
 - Print
 - Web
 - Live

What is Pri-Med?

- Founded in 1994
- 150 live CME meetings in 70 US cities
- Over 150 programs in Latin America, Mexico and Spain
- Over 50 meetings in the United Kingdom, France and Germany

The Pri-Med Portfolio Provides a Multi Channel Platform

COMPETENCE & PERFORMANCE

LIVE MEETINGS

- 130+ local conferences in 40 cities reaching 150-600 attendees/meeting:
 - Pri-Med Updates
 - Pri-Med Clinical Focus
 - ADA Initiative
 - ACC Initiative
 - Updates for Cardiologists
 - Clinical Focus for Cardiologists
 - Dana Farber Master Class
 - ICJR
 - Pri-Med Access
- 7 annual Pri-Med C&Es with HMS, attracting 5000-7000 attendees per



ONLINE

Online CME activities broaden reach and reinforce messaging from the live meeting

ONLINE PORTAL

- Physician portal with over 300 CME opportunities
- Top site referenced when searching for CME
- 187,000 online accounts
- 169,860 credits earned in 2008 YTD
- Average completion rate of 81% per activity

LIVE
Physician attends live Pri-Med meeting



PRINT

Relevant print activities are recommended in MyCME planner and mailed to 60,000+ physicians



PRINT

- Pri-Med in Practice newsletter
- Pocket Guide reference books
- Specialty-specific publications with customizable circulations
- Print materials also available for download to 187,000 users
- All print activities are certified CME with post test available for credit on pri-med.com.

TIME

Pri-Med Background

REACH:

250,247 educated to-date

73% MD/DO participants

EXPOSURE:

1.8 million credits awarded in 2007

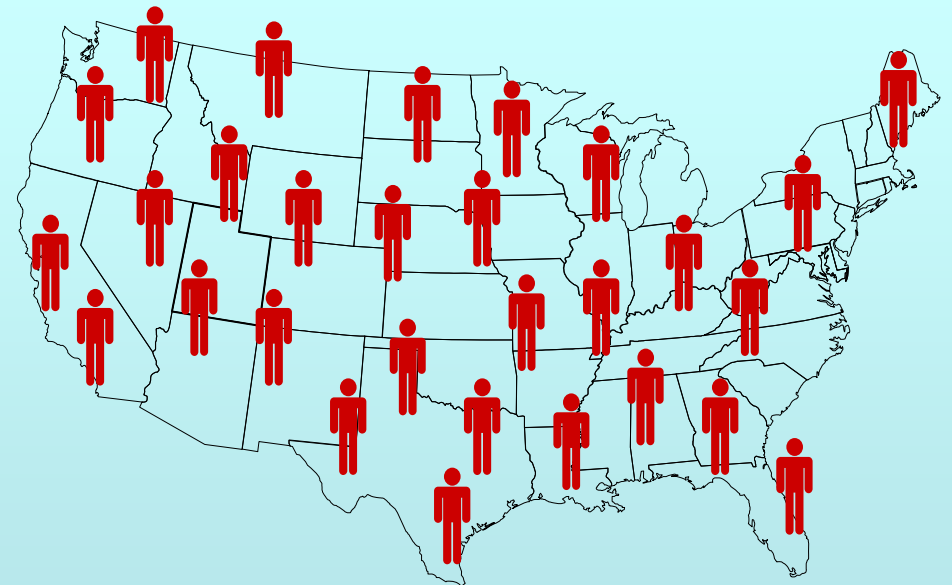
210 HCPs interact with Pri-Med daily

23 credits awarded per physician

LOCAL:

75% of attendees come from < 30 miles

57% of U.S. PCPs Participate in
Pri-Med Activities Each Year



 Pri-Med
Alumni

Online Data

67% Increase in active users

20,035 Unique active users in 2007

80% Of physicians that start an activity with us finish it
That's the best completion rate in the industry



Pri-Med Updates Overview

EDUCATIONAL DESIGN

- 2-day CME meetings targeting primary care clinicians
- 6-7 sessions per day, 75 minutes with 15 min of Q&A
 - Potential to combine 2-3 sessions
 - Encouraged to use new learning formats including ARS branching, diagnostic challenge, video, live patient cases, debate formats with faculty and more
- Live session linked to online/print enduring

REACH

Average # of Attendees: **500** (70-75% MD/DO; 25-30% NP/PA)
Programs held in 27 cities

Pri-Med Updates Live CME Participants Are Active Physicians in Professional Practice

LEARNER PROFILE (PCPs):

- **73%** MD/DO; Majority in **solo practice**; Internists, FPs, GPs
- See avg. **88 patients** per week
- Treat **diverse** patient **populations**
- **80%** of attendees come from within **30** miles of the location
- 55% of physicians use 2+ technologies to obtain clinical information.



SPECIALTY BREAKDOWN

	Attendees
INTERNAL MEDICINE	58%
FAMILY PRACTICE	30%
GENERAL PRACTICE	4%
Other	8%

Proposed Program Specifics

- 2 hour symposia
 - Faculty presenters from local ADCs
 - Draft content developed by UCLA and Pri-Med
- Exhibit opportunities for
 - Local ADCs
 - Disseminate study flyers and other materials
 - Local Alzheimer's Association chapters
 - Disseminate dementia care guidelines and other materials

PROPOSED LIVE AGENDA

0:00 – 0:10	Welcome and Pre-education ARS Questions Overview of Alzheimer's disease <i>(Chairperson - PCP teacher on AD)</i>
0:10 – 0:35	Assessment and Diagnosis of AD <i>Faculty: PCP teacher on AD</i>
0:35 – 0:55	Current Management of AD <i>Faculty: Dementia Specialist</i>
0:55 – 1:10	Counseling the Caregiver <i>Faculty: PCP teacher on AD</i>
1:10 – 1:25	Current Research Goals in AD <i>Faculty: Dementia Specialist</i>
1:25– 1:35	Recruiting AD Patients to Participate in Research <i>Faculty: PCP teacher on AD</i>
1:35– 2:00	Post-education ARS Questions Interactive Q & A Session <i>Faculty Panel</i>

Proposed Live Meeting Cities

- Anaheim, CA
- Baltimore, MD
- Boston, MA
- Brooklyn, NY
- Dearborn, MI
- Los Angeles, CA
- New York, NY
- Oakbrook, IL
- Portland, OR
- Princeton, NJ
- San Jose, CA
- St. Louis, MO

Proposed Enduring Program Materials

- Multi channel curriculum includes enduring materials and new media:
 - 3 eCME activities
 - 2 interactive case studies
 - 1 Expert Perspective
 - 1 direct-to-physician patient education hand-out for families of patients (authored by Harvard Medical School)
 - Goal: ADC materials included in distribution
 - 1 (15 minute) segment on ReachMD XM Radio
 - A faculty interview, led by ReachMD host