

## **Creating a System of Care Through CME**

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CME activities can create a much-needed space for collaboration among a variety of stakeholders in the healthcare industry, including HCPs, patients, caregivers, and patient advocacy groups. Through partnerships, CME can provide the latest evidence-based treatment recommendations while also identifying local barriers to care from the HCP, patient and caregiver perspective. In some cases, with the use of a variety of tools designed to continue collaboration well after the educational events take place, these partnerships can create a unique system of care among a variety of stakeholders. Using the DETECT initiative as a case study, Med Learning Group (MLG) will examine how to design CME programs in partnership with national experts, local faculty, and patient advocacy groups and utilize in-practice learning tools to create a system that continues to aspire further collaborations.

In 2016 and 2017, MLG received support from Lilly, USA to partner primarily with the Alzheimer Association and the Health Resources and Services Administration (HRSA) to develop the DETECT initiative, focused on early diagnosis and management of Alzheimer disease (AD). Reaching over 20,000 participants thus far, the DETECT initiative has brought a variety of HCPs together to learn about diagnosis and treatment recommendations for AD. This multi-faceted programming included:

- 51 Regional Summits, with 3.0 hours of content presented by national experts and a local faculty member to ensure the program addresses local barriers to care;
- 3 National Simulcasts of different Summits;
- 20 3D hospital-based Grand Rounds; and
- 17 Regional Roving Reporter Online Activities, based on the educational gaps identified in local settings.
- DETECT also incorporated innovative learning tools to facilitate learning and advance the quality of AD care, including:
  - 3D Imaging: 3D effects allowed audience members to see the MOA of therapeutic options literally pull off the screen.
  - Personalized Posters: Participants chose from a variety of images to design posters that serve as useful reminders of the education.
  - 3D toolkits: Participants downloaded and viewed the 3D animations with their patients and colleagues, promoting collaboration in care.
  - App/Mobile website: [Http://detectalz.com/](http://detectalz.com/) features quickly downloadable materials and toolkits for both patients and providers.

At this proposed session, MLG will focus on both the partnerships involved in DETECT as well as these in-practice learning tools, both of which served to aspire continued collaboration among the variety of stakeholders battling AD and in turn to create a system of care among those participating in DETECT. In terms of partnerships, MLG will discuss our enthusiastic partnership with the Alzheimer Association local chapters who participated in each DETECT meeting. At each Summit, a local representative provided a keynote address that described local resources for patients and caregivers and the Association also set up an informational booth.

Moreover, MLG would discuss how to partner with local faculty to identify and address locally-based barriers and challenges within the educational content. At each 3D Regional

Summit, two national experts were joined by a local physician treating patients with AD to provide the local/regional perspective in caring for this population. The Summits were followed by online Roving Reporter activities including the local perspective as well as 20 Grand Rounds sessions at local hospitals.

As listed above, the DETECT initiative included a variety of tools to further extend both the education and discussions with participants. Based on our follow-up surveys, these tools facilitated recall and served as visual aids in discussions with patients, caregivers, and colleagues. For example, of the 386 respondents to a survey of the 4000+ participants who ordered posters, 77% replied using the posters to further discussions with patients. Likewise, through the DETECT app, which has had over 17,000 views, participants, patients and caregivers continue to connect and collaborate. Many of these tools can be used to extend the program reach internationally, as MLG will discuss in its presentation.

MLG seeks to engage participants in an interactive session where they will learn how to leverage multiple partnerships to contribute to meeting a variety of CME goals, including addressing the needs of HCPs as well as the patient and their support teams; identifying local challenges and offering strategies to address them; and employing innovative practice-based tools. In so doing, CME can become a forum for collaboration among stakeholders involved in the management of a particular disease state.

MLG will also provide learners with 3D glasses. Through our in-house technology, attendees will be able to view clips of the 3D animations from our DETECT programs. We will also utilize iPADS, if available, to demonstrate the DETECTALZ.com application. Please note that the presentation will not include any promotional messaging.