Medical Education Industry Survey:
Topline Results from Cutting Edge Information

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CBI’s 4th West Coast Medical Education & Research Grants Breakthrough Summit
“It’s not about ‘Do you know the name brand of this drug?’ It’s about ‘Are you doing the things you need to do to improve patient care?’”

– Medical Director, Top 10 Company
Agenda

1. Number and Cost of IME Grants
2. IME Grants Throughout the Product Lifecycle
3. Proving Value and Bringing Medical Education to the Next Level
Our Research Methodology

1. Identify industry challenges / needs and conduct secondary research.

2. Develop an online survey instrument to collect quantitative data and solicit industry executives to participate.

3. Conduct phone interviews with industry leaders to glean qualitative insights about best practices and challenges.

4. Analyze quantitative and qualitative data and generate graphics.

5. Compile graphics and analysis into a final report.
Number and Cost of IME Grants

“If you want to go to sophisticated channels of communication for an accredited CME program, then you need to have a lot of money.”

- Medical Affairs Director, Top 10 Company
Who Gets the Funding?

One interviewed Top 10 company team won't fund commercial IME providers – only medical universities or non-commercial groups.
Number of Grants: High Output Teams

- **Range**: 20-260
- **Average**: 104-250-300
- **Median**: 63-95-122

67% of these high output teams support rare disease products.
Number of Grants: Low Output Teams

44% of these low output teams support products for large patient populations.
Cost Per Grant, by Year

2014: $77,582
2015: $71,778
2016: $83,670

2014:
Min: $55,385
Max: $62,444

2015:
Min: $60,000
Max: $83,670

2016:
Min: $60,000
Max: $10,000

2016:
Max of $200,000
Minimum of $10,000
IME Grants Throughout the Product Lifecycle

“What is the gap that they’re trying to close around our product and the disease that will help physicians understand how to use our products appropriately?”

– Therapeutic Area Lead, Top 50 Company
When Do Teams Begin?
When Do Teams Begin?

Percentage of Teams

Lifecycle Stage

- **PreClinical**
  - Rare: 0%
  - Intermediate: 0%
  - Widespread: 0%

- **Phase 1**
  - Rare: 0%
  - Intermediate: 0%
  - Widespread: 0%

- **Phase 2**
  - Rare: 40%
  - Intermediate: 0%
  - Widespread: 0%

- **Phase 3a**
  - Rare: 40%
  - Intermediate: 0%
  - Widespread: 0%

- **Phase 3b**
  - Rare: 40%
  - Intermediate: 20%
  - Widespread: 33%

- **Registration / Launch**
  - Rare: 60%
  - Intermediate: 33%
  - Widespread: 60%

- **After Launch**
  - Rare: 100%
  - Intermediate: 100%
  - Widespread: 100%
IME Grants for a Product Throughout Its Lifecycle: Number

- **Preclinical**: 0.4
- **Phase 1**: 2
- **Phase 2**: 3
- **Phase 3a**: 9
- **Phase 3b**: 13
- **Registration / Launch**: 9
- **1st Year on Market**: 7
- **2-3 Years on Market**: 6
- **4-5 Years on Market**:
- **5+ Years on Market**:

Average of ~50 Grants per Product

Source: Medical Education (PH224)
IME Grants for a Product Throughout Its Lifecycle: Percentage

Source: Medical Education (PH224)
IME Grant Activity Levels Around Launch: Case Study 1

Max Budget: $600,000
Max Number of FTEs: 1
Max Number of In-Person Events: 6
Max Number of Online Events: 1
IME Grant Activity Levels Around Launch:
Case Study 2

Max Budget
$1,600,000

Max Number of FTEs
0.25

Max Number of In-Person Events
5

Max Number of Online Events
2

Budget
- 100%
- 50%
- 40%
- 50%
- 47%
- 60%
- 50%
- 63%
- 63%
- 60%
- 100%

Number of FTEs
- 100%
- 63%
- 63%
- 60%
- 60%
- 60%
- 100%

Number of In-Person Events
- 5
- 50%
- 47%
- 60%
- 60%

Number of Online Events
- 2
- 50%
- 50%
- 63%
- 63%
Proving Value and Bringing Medical Education to the Next Level

“If providers cannot prove value, they are lost, and nobody will put money into their events.”

– Medical Affairs Director, Top 10 Company
Methods Used to Prove Medical Education Value

- Event Evaluation Forms: 92%
- Participant Behavior Surveys: 85%
- Number of Online Views: 69%
- Number of Attendees: 54%
- Percentage of Invitees That Attend: 46%
- Geographic Reach: 31%
- Frequency of Events: 8%
- Do Not Measure Value: 0%

“There is derailment with constantly having to defend the value of independent medical education.”

– Medical Education Director, Top 10 Company

Source: Medical Education (PH224)
Methods Used to Prove Medical Education Value

- **Event Evaluation Forms**: 92% (Outcomes-Based)
- **Participant Behavior Surveys**: 85% (Outcomes-Based)
- **Number of Online Views**: 69% (Numbers-Based)
- **Number of Attendees**: 54% (Numbers-Based)
- **Percentage of Invitees That Attend**: 46% (Numbers-Based)
- **Geographic Reach**: 31% (Numbers-Based)
- **Frequency of Events**: 8% (Numbers-Based)
- **Do Not Measure Value**: 0% (Numbers-Based)

Source: Medical Education (PH224)
“Even though we hate to say ‘butts in seats,’ the number of learners that an activity attracts does indicate a portion of the value.”

- Senior Med Ed Manager, Small Company
Ratings of Methods Used to Prove Value

“It’s not about just doing education for the sake of doing education.

It’s about seeing how education drives changes in how HCPs deliver care and how patients respond to that based on evidence-based medicine.”

– Medical Director, Top 10 Company

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*5 Denotes "Most Effective"
When to Survey Participants About Changes in Behavior

- 55% surveyed teams conduct surveys both before and at the end of an event.
- All but 3 teams conduct a survey at some point after the end of the event.
The Next Level of Med Ed Value

1. Educate HCPs

2. Incorporate ways for HCPs to practice what they’re learning

3. Establish methods to reinforce learnings into clinical practice

4. Measure how these learnings impacted patient outcomes
Once you incorporate the learning and putting it into motion, practicing, repeating, finding out what you’re doing wrong and then starting the cycle all over again — that’s the more effective approach to learning.

— Medical Director, Top 10 Company
For more, check out:

• Some scholars are building systems to grade events based on their ability to drive changes

• See:
Methods Used to Prove Med Ed Value

Numbers-Based Metrics → See whether the session reached HCPs
Methods Used to Prove Med Ed Value

Event Evaluation Forms  →  See whether the session was valuable

Numbers-Based Metrics  →  See whether the session reached HCPs
Methods Used to Prove Med Ed Value

- Participant Behavior Surveys: See whether the session impacted practice
- Event Evaluation Forms: See whether the session was valuable
- Numbers-Based Metrics: See whether the session reached HCPs
Methods Used to Prove Med Ed Value

- **Patient Outcomes**: See whether the session impacted patient health
- **Participant Behavior Surveys**: See whether the session impacted practice
- **Event Evaluation Forms**: See whether the session was valuable
- **Numbers-Based Metrics**: See whether the session reached HCPs
Key Takeaways

• Let your specific product needs drive your IME grant funding and planning throughout the product lifecycle

• Create methods and value metrics that focus on impacting HCP practice change and improving patient outcomes
Findings from Two Sources

Medical Education: Innovating CME to Improve Patient Outcomes (SKU PH224)

Funding Independent Medical Education Grants: Medical Affairs Product Launch Series (SKU PH228 1.8)
Thank you.