The Impact of the Patient Voice....A Novel Approach to Inform Healthcare Professional Learning Modules

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Learning Objectives:
*Discover a creative shared-decision making model for including patient views in a professional module
*Utilize a 360-degree approach to programming that helps close the educational gaps between physician perception and patient reality
*Discuss how survey questions can become a unique analytic tool to compare and contrast patient and professional views on the same topic

Session Description:
CPD has traditionally focused on educating healthcare professionals (HCP), and while our educational charter is to improve patient outcomes, we often overlook the critical role of the actual patient voice when assessing the change in HCP behavior that affects patient outcomes.

There is a global trend to develop patient education programs, but what data do we get from those programs? Do we capture actual outcomes or insights or do we simply capture participation data? Do we even know what tools to use to gather patient opinion data? And if we do, how do we use those insights to inform HCP education programs?

The reality is, actual patient insights are many times not even considered for inclusion in a CPD program. If they are, we as a global industry struggle to represent the data in a meaningful way, so the insights gained may have little influence on the CPD programing itself and/or changing the way an HCP views how his patients think about their health issue.

This session will describe a simulation based, shared decision making program designed for patients and professionals, where insights and outcomes from the patient education module have not only informed the content of the HCP module, to improve the shared decision making (SDM) process, but also helped to identify gaps between HCP and patient perspectives.

Instructional Design Components:
An interactive, online patient education simulation program in Overactive Bladder (OAB) was launched approximately 6 months prior to a corresponding HCP module. The patient module asked survey questions about living with OAB, the patient's understanding of the disease and treatment options, as well as barriers to treatment. The patient data results were then included as a content driver in the online HCP case based simulation modules. Correlative questions were also asked of the HCP during their learning modules for post program comparative analysis with the patient data. HCPs receive guidance on SDM in a simulated environment that mirrors the point of care, making the learning more meaningful to their actual practice.

Results:
The insights and outcomes of the combined programs create a comparative analysis of the correlative questions and topics, identifying where gaps exist between patient and professional

perspectives and knowledge levels for each audience. Actual survey questions and resultant patient and HCP answers will be discussed during this session.