

FROM PAPER TO PATIENT

Challenge

An estimated three million people in the UK have COPD-related symptoms. However, only around 900,000 individuals have been diagnosed and most do not know they have the condition until they are in their 50s. With the launch of an updated NICE COPD guideline and the anticipated launch of the Outcomes Strategy for COPD and asthma, a need for education and resources to facilitate the understanding and implementation of this guidance among healthcare professionals (HCPs) was identified.

Solution

MGP partnered with Allen & Hanburys to launch a new educational campaign that the latter was developing in association with the Primary Care Respiratory Society UK (PCRS-UK). Key elements delivered by MGP included the organisation of a consensus meeting to develop the promotional campaign and meeting programme. Pre- and post-campaign surveys were conducted with the *eGuidelines.co.uk* opted-in HCP email audience to evaluate the effectiveness of the campaign and inform press releases. MGP organised and ran four meetings across the UK using clinical experts in COPD to educate HCPs involved in managing patients with the condition.

Results

Over 164,000 opportunities to hear about the Paper to Patient campaign were generated through MGP's monthly clinical journal, *Guidelines in Practice*, and via



MGP launched the Paper to Patient campaign through print and digital means.

both the *eGuidelines.co.uk* website and bespoke emails to the opted-in audience.

The pre-campaign survey provided baseline information on the educational needs of HCPs. Over 400 delegates attended the launch workshops and over 89 per cent rated the workshops as highly relevant to their practice in managing patients. The workshops involved clinical experts in the area of COPD local to each event, and interactive sessions enabled delegates to develop action plans for implementation after the event.

Comments from delegates included: "Excellent informative meeting. I will be feeding back to my practice" (Respiratory Practice Nurse); "I thought the format was fantastic – excellent sharing of ideas and thought provoking discussions"

(Physiotherapist); "Excellent. Please continue to educate us" (GP); "Excellent training day, plenty of time for questions and group interaction" (Nurse Practitioner).

A post-campaign survey showed that HCPs who had attended the launch workshops had made changes to their clinical practice including formulary review as well as use of the updated NICE guideline as the preferred guidance at PCT, practice and a personal level.

Client verdict

A spokesperson at Allen & Hanburys said: "We are extremely pleased with the results of the Paper to Patient Programme so far. The initial delivery of this programme was critical to its success and MGP was able to support that delivery through many different channels."

Allen & Hanburys appointed medical publisher MGP Ltd to work on the launch of a new educational campaign developed in association with the Primary Care Respiratory Society UK (PCRS-UK). MGP delivered a number of key elements of the project: pre- and post-campaign surveys, a consensus meeting to develop the promotional campaign and meeting programme, a launch emailing, and launch meetings for HCPs involved in the care of patients with COPD. Promotion via print and bespoke emails generated over 164,000 opportunities for HCPs to see the objectives of the Paper to Patient programme. Over 400 HCPs attended meetings across the UK.



Client: Allen & Hanburys in partnership with PCRS-UK

Agency: MGP Ltd

Campaign: Paper to Patient

Timescale: March 2010 to December 2011



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