



Raising Awareness of AAEBIs through Continuing Education for Healthcare professionals

2023 CDC Arthritis Management and Wellbeing Recipient and Partners Meeting

October 19, 2023

WebMD | Division of
Medscape | Public Health



**NATIONAL ASSOCIATION OF
CHRONIC DISEASE DIRECTORS**

Promoting Health. Preventing Disease.



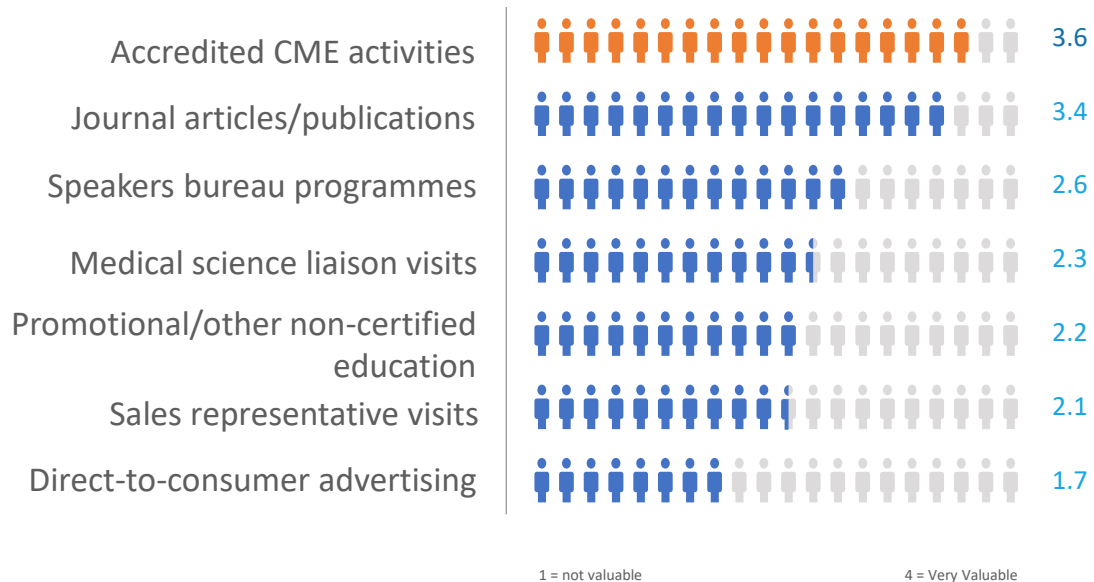
Why CME/CE

Lifestyle Management Programs for Arthritis: Test Your Knowledge on Evidence-Based Interventions was developed through a collaboration between NACDD and Medscape to:

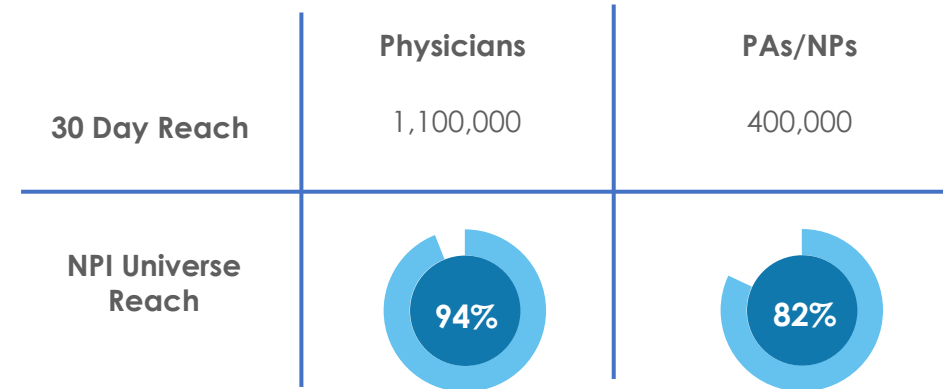
- ❑ Pilot of a communication/marketing strategy targeted at increasing HCP capacity to support physical activity counseling to manage arthritis
- ❑ Increase HCP capacity to promote physical activity among people with arthritis including referral to arthritis appropriate evidence-based interventions (AAEBIs) or other physical activity opportunities

Why Medscape Education

HCPs overwhelmingly agree (98%) that CME/CE activities provide them with information that has helped them improve patient care



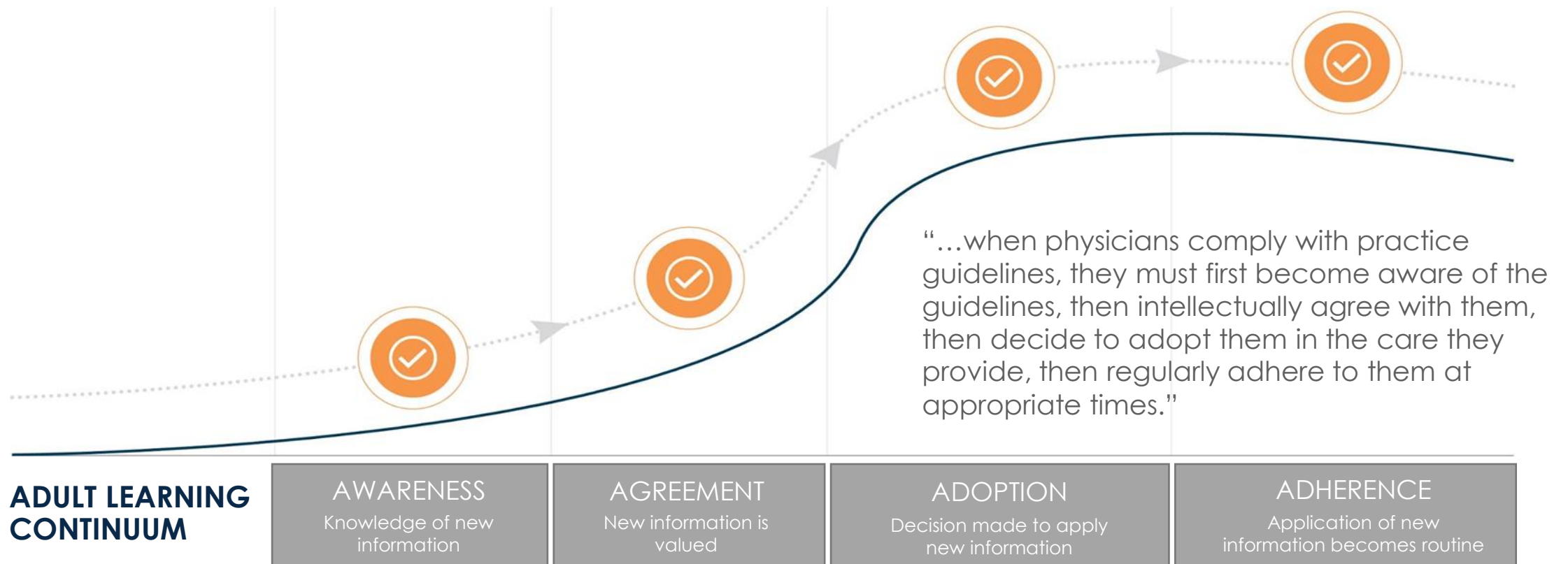
Medscape has an extensive reach to engage HCPs in CME/CE activities



Pelletier S. Does CME Work? The Learners' Perspective. (Mar 2013) Available at <https://www.policymed.com/2013/04/global-education-group-survey-98-credit-cme-as-helpful-in-improving-patient-care.html> : Accessed February 5th 2019
 Reach = Onsite Active or Emailable in 1 month
 NPI = The NPI database is now the standard unique identification of HCPs; it is a government hosted database of all HCPs who are engaging in electronic medical records for the purpose of Medicare and Medicaid reimbursement

Creating & Delivering Education that Advances Learning

GOAL: Meet the learner/learner cohort where they are, accomplish objective and move along continuum



A multi-Disciplinary CME/CE

CME/CE designed for PCPs, PTs, OTs, CHWs, rheumatologists, orthopedic surgeons, sports medicine physicians, nurses, NPs, PAs, and other HCPs who provide care to patients with arthritis.

- Goal: self assess their learning needs related to non-pharmacologic interventions for patients with arthritis and be better able to incorporate AAEBIs into their patients' treatment programs.
- Learning Objectives:
 - Have increased knowledge regarding the AAEBIs and other appropriate physical activity opportunities for patients with arthritis
 - Self-assess learning needs related to the benefits of physical activity in managing arthritis symptoms
- Accredited for up to:
 - 0.25 AMA PRA Category 1 Credit(s)TM
 - 0.25 ABIM MOC points
 - 0.25 contact hour(s) of nursing CPD

CME / ABIM MOC / CE

Lifestyle Management Programs for Arthritis: Test Your Knowledge on Evidence-Based Interventions

Question 1 of 3

You are seeing a patient with arthritis who is reluctant to begin a physical activity program to help manage her pain. Upon further questioning, she tells you that she is not particularly affected by her arthritis emotionally or physically, though she is concerned that activity might increase her pain. She also has a gym membership and equipment at home, though she rarely uses them. What common barrier to physical activity is the primary reason the patient is avoiding physical activity?

Your Peers Chose:

Depression and/or anxiety	16%
<input checked="" type="checkbox"/> Fear of experiencing or increasing pain	83%
Limited financial resources	1%

People with arthritis face barriers to physical activity such as fear of worsening arthritis pain and progression. These barriers can be effectively addressed by providers through counseling and training to support improved physical activity. Depression, anxiety, fatigue, and fear of pain, as well as actual pain, are factors associated with exercise avoidance. Further, patients of lower socioeconomic status are less likely to engage in optional physical activity.^[16, 17, 18]

Question 2 of 3

According to recent studies, physical activity can decrease pain and improve function by approximately what percentage in patients with arthritis?

Your Peers Chose:

10%	4%
20%	16%
30%	37%
<input checked="" type="checkbox"/> 40%	43%

<https://www.medscape.org/viewarticle/983780>

This project was supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of two financial assistance awards totaling \$487,014 and \$302,021 with 100 percent funded by CDC/HR40. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement by, CDC/NCHD or the U.S. Government.

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Directors and Medscape Education

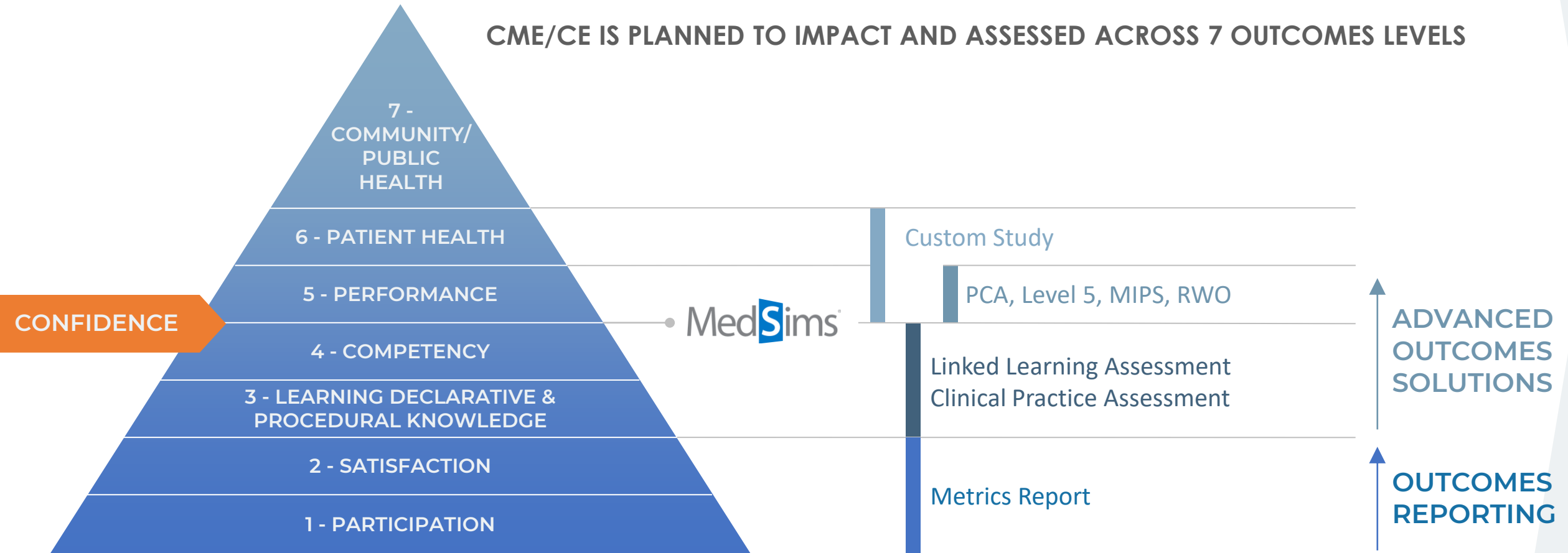
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CME Information
Resource Library

4

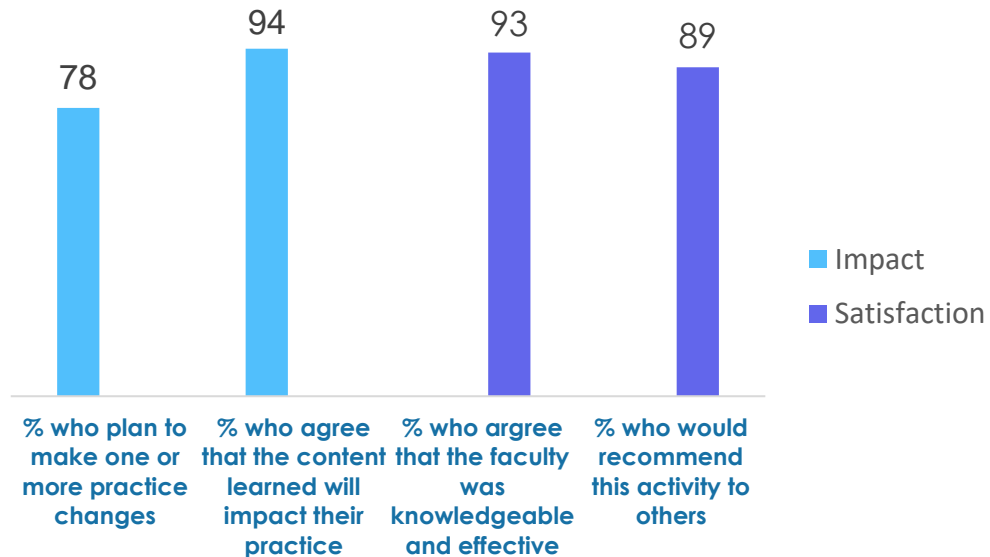
CME/CE Measures Educational Impact

CME/CE IS PLANNED TO IMPACT AND ASSESSED ACROSS 7 OUTCOMES LEVELS



Participation and Satisfaction

78,800+ potential patient visits impacted monthly as a result of education for all learners.



High level of participation from HCPs exceeding all minimum guarantees by at least 200%

10,100+
Total Learners

3,700+
Total Test Takers

CPA Test Takers

Reaching the Right Diverse Audience



Specialty

68% Primary Care Setting
23% Specialist Care
9% Therapeutic Care



Practice Setting

50% Community Practice
32% Community Hospital
11% Academic Settings
7% Government/ military



Patient Load

50% see 1-10 patients/month

KEY FINDINGS

- 92.5% did not recognize comorbidities associated with developing OA
- 69% did not understand the Exercise is Medicine TM 3-step approach to PA promotion
- 58-78% lack knowledge of key evidence regarding PA as a therapeutic intervention
- 42-78% lack knowledge of key guidelines from the CDC, Arthritis Foundation, and AAOS
- Majority underestimate the burden of arthritis 51-69%
Low self-efficacy among HCPs
 - 27% lack confidence in assessing PA function and prescribing AAEBIS

Opportunities for Future Education

- Burden of arthritis and risk factors
- Barriers to physical activity
- Strategies to assess the burden of arthritis
- Arthritis-appropriate evidence-based interventions
- Appropriate physical activity regimens for arthritis pain management

CONTINUING EDUCATION AS A PART OF HEALTH COMMUNICATION

- Improve evidence-based communication skills
- Engage HCPs in interactive training on health communication message and goals
- Leverage multi-disciplinary peer-to-peer learning
- Provide complementary offline reference materials and toolkits for HCPs, patients, and caregivers
- Measure impact on knowledge, competence, and confidence gains in addition to intended and actual practice changes



How States can Leverage the CME/CE

Utilize your existing resources and outreach efforts to enhance HCP awareness of AAEBIs by including the CME/CE activity as a resource for additional information



1

Reference the CME/CE in events or trainings for HCPs



2

Include link or QR code to the CME/CE in brochures and other print materials



3

Promote the CME/CE on your social media platforms



4

Cite the CME/CE in your online resources for HCPs or include a link for HCPs to learn more



5

Include links to CME/CE in newsletters and email campaigns

Next Steps for the CPA



Publication

CDC, NACDD, and Medscape are preparing an abstract submission to Preventing Chronic Disease



State Level Insights

Medscape will analyze the CPA at a regional and state level to provide state level insights for program planning



Recertification

The CPA activity will be recertified to offer learners credit for an additional 12-month period



Marketing Support from NACDD

NACDD is planning to continue promoting the CPA with nation-wide partners



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