

Inclusion of @sk|ChatBot as part of an activity on Chronic Lymphocytic Leukemia (CLL) Enhances Learner Engagement and Provides Insights Into Clinician Workflow Challenges

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CLINICAL PRACTICE GAP

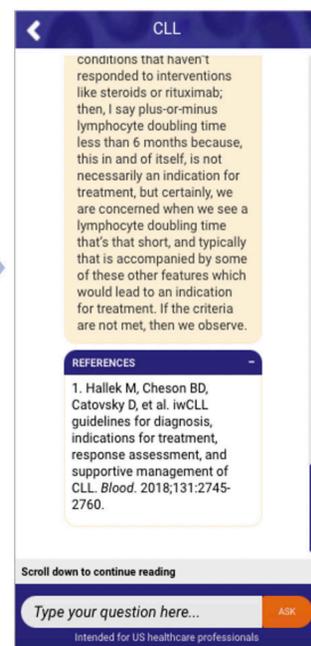
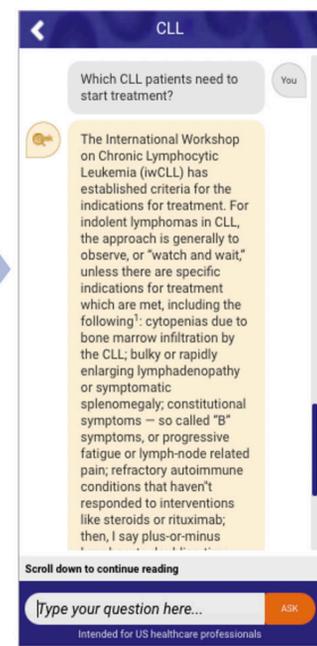
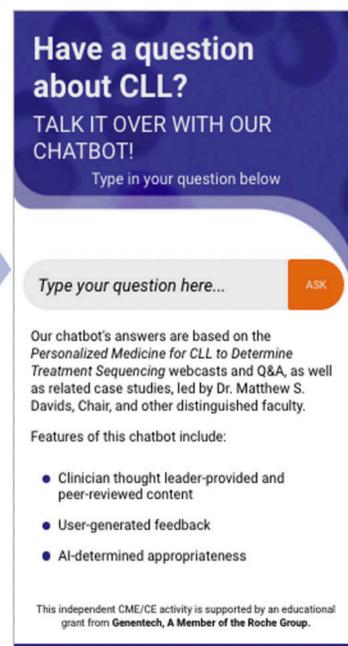
Projects In Knowledge had identified a clinical practice gap where evolving CLL therapeutic paradigms and algorithms had created uncertainties for clinicians in how to identify treatment sequences that optimally align with individual patient profiles. In the context of new targeted treatment options for upfront CLL management, clinicians had questions regarding choice of first-line therapy, the best follow-on therapy, and how to manage patients who fail to respond or relapse. Since little data exist regarding ideal treatment selection post-novel therapies, clinicians are without the information needed to select appropriate strategies. Variability in practice patterns and guideline-discordant treatment choices are symptomatic of these challenges.

METHODOLOGY

Projects In Knowledge, an independent and accredited medical education company, narrowed the gap by developing an activity which included:

- A live, 1.0-hour webcast led by a panel of CLL experts and live Q&A
- A follow-up on-demand webcast featuring @sk|ChatBot Q&A
- Four patient case-based scenarios selected by faculty to illustrate treatment sequencing options in various settings. Presentation and discussion of cases provide opportunity to apply newly gained knowledge and improved utilization of evidence-based data when making clinical decisions in practice.
- Learners were able to find answers to relevant clinical questions in the workflow and during their practice day. Built upon the Projects In Knowledge clinical decision support system (CDSS), @sk|ChatBot provides immediate and targeted answers to practitioners' questions through artificial intelligence (AI) and machine learning to bring timely healthcare content to life. The enriched and dynamic format guides learners to answers specific to their CLL inquiries.

Learners ask clinically relevant questions in the decision support tool and receive concise, faculty-supported answers in seconds



Answers come from peer-reviewed and referenced content – not random internet responses

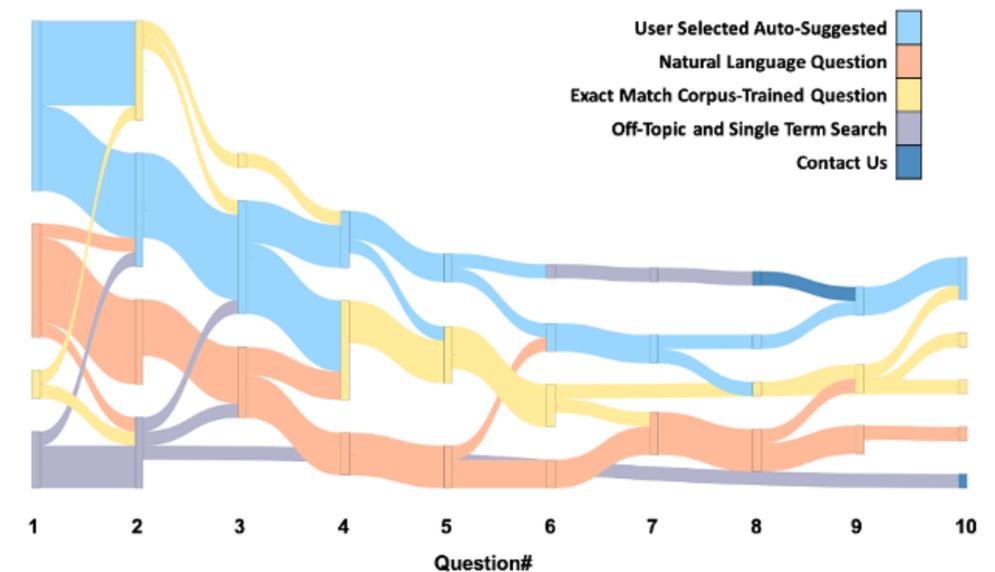
CRITICAL SUCCESS FACTORS

The @sk|ChatBot technology creates access for clinicians to clinically relevant, peer-reviewed responses developed by leading disease-specific experts. While access was available 24/7, clinicians used it primarily during the practice day and in their workflow at the point of care, while they were treating patients. All responses were directly linked to the source activity from which they were derived. In addition, 22% of learners continued to complete the source activity to claim CME credits.

RESULTS AND INSIGHTS

The most eye-opening aspect of this activity were the clinical insights revealed by the questions learners asked in the @sk|ChatBot clinical decision support system. The @sk|ChatBot not only served as a useful Q&A tool for learners while they were in clinic, during the practice day, but revealed what was truly on their minds.

Learner Flow and Engagement



Inclusion of @sk|Chatbot Creates an Engaging Format: 15% of Clinician Learners asked 10 or more Questions

- 69% of questions asked were by physicians
- 47% of questions were asked by members of the primary target audience (Hematologist/oncologists)
- 57% of the clinicians who asked questions, asked a second question
- 15% of clinicians asked 10 or more questions
- 45% of questions were immediately addressed by content from this activity

As a result of this activity 7,354 total learners (stated goal was 2,000) accessed this education.

These learners were:

- primarily based in the community setting (67%)
- able to develop new clinical practice strategies that they haven't used before (46% - 100%)
- able to improve competence in applying new clinical practice strategies (15% - 42%)
- able to improve their ability to sequence therapies in the first line setting (27%)
- able to improve their ability to sequence therapies in the relapsed refractory setting (23%)

Leading areas of concern for clinicians were:

- Treatment and Management (61%)
- Diagnosis (18%)
- Adverse Events (11%)
- COVID- related questions (10%)

AREA OF IMPROVEMENT FOR FUTURE SIMILAR INITIATIVES

Because the science of Medicine moves so quickly, we would recommend including updates of the content frequently – at least 4 times per year. The activity launched early in 2020 and we updated the content with COVID-related questions due to the pandemic onset. But we would plan for more frequent updates with future initiatives.