

# 7 Strategies to Improve CME Outcomes

Providers and patients are bombarded by information online, so it can be tough to reach and engage them in education. PlatformQ Health helps organizations break through to give learners the education they need. The following capabilities have allowed us to become a trusted source for digital education and engagement:

**1**

## Proprietary educational designs with proven, real-world efficacy

We offer distinctive digital education formats, including patient voice, real-world evidence, quality improvement programs, and more.

**2**

## Aligned patient/provider education

Our tethered education brings together patients and providers, having the dual impact of activating patients and changing behaviors.

**3**

## Highly engaging learning environments

Through years of producing outcomes-driven online education, we've gained a unique understanding of how to create high production value video programs that allow providers and patients to glean and retain salient information. Chapterized content, decision trees, live Q&As, and Q-Boards are proven techniques for keeping learners engaged.



4

## Specialized & scalable audience generation

The PlatformQ Health verified member database and proprietary syndication network enables targeting to specialty audiences in a highly efficient, scalable way.

5

## Proven collaborations

Academic centers of excellence as well as leading advocacy groups and foundations rely on our platform to extend their mission to more providers and patients. We have a dedicated team that collaborates with our strategic partners to engage patient groups, distribute content, and recruit patients.

6

## Rigorous outcome analysis

We provide detailed outcome analysis, including longitudinal and meta analysis, to share a meaningful data story about the impact our programs have over time for patients and providers. We have a proven history of achieving Level 5 and Level 6 outcomes, ensuring that your educational activities deliver measurable results for clinical practice as well as patient outcomes. Our outcomes are regularly published at major medical conferences such as ASH, ASCO and many others.

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## A commitment to diversity

Diversity and inclusion considerations are integrated into all our educational programs, including patient and provider sessions focused on increasing the diversity of clinical trial participation.



For more information, contact [digital@platformq.com](mailto:digital@platformq.com).