

# Aligning Patients' and Clinicians' Outcomes Expectations in Ulcerative Colitis Management: The Impact of US and Canadian Continuing Education That Includes the Patient Voice

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Carole Drexel, PhD<sup>1</sup>, Emily Bixler, MBA<sup>1</sup>, William J. Sandborn, MD<sup>2</sup>, Vipul Jairath, MBChB<sup>3</sup>  
1 - PlatformQ Health, Needham, MA; 2 - University of California, San Diego, CA; 3 - University Hospital, London, ON, Canada


## INTRODUCTION

Recent advances in understanding the pathophysiologic drivers of disease support a paradigm shift in the management of ulcerative colitis (UC) from attaining symptomatic relief to achieving guideline-based histologic and endoscopic healing and maintaining disease remission.

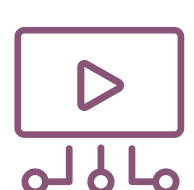
We evaluated the impact of continuing education that includes the patient voice on clinicians' competence managing people to remission and recognizing the place in care of sphingosine-1-phosphate receptor modulators.

## METHODOLOGY


### Educational Program and Evaluation Details

**Partners**

Advocacy group: Crohn's & Colitis Foundation  
Education: PlatformQ Health, Postgraduate Institute for Medicine

**Interventions**

One 60-minute online CME activity launched live on 8/4/21 with availability extended to 12/31/22. Partnering with SCOPE for further reach to Canadian gastroenterologists.


**Measurements**


Questions documenting changes in knowledge, competence, reported behavior, engagement, and continuing gaps were asked before, immediately after, and 2 months after the activity. Chi square tests were used for statistical analysis.

### Covered Themes

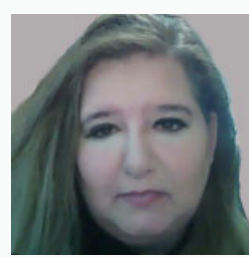
- Newest understanding of the pathophysiology of UC
- Therapeutic needs and risks associated with moderate to severe UC, with a focus on the need to maintain steroid-free remission
- New treatment landscape and the role of sphingosine-1-phosphate receptor modulators to induce and maintain remission in patients who are naïve or experienced with anti-TNF agents

### Faculty

**William J. Sandborn, MD**  
Professor of Medicine  
Division of Gastroenterology  
University of California San Diego

**Vipul Jairath, MBChB, DPhil, MRCP, FRCPC**  
Professor of Medicine  
John and Susan McDonald Endowed Chair in Inflammatory Bowel Disease (IBD)  
Clinical Research  
Division of Gastroenterology  
Western University & London Health Sciences Centre  
University Hospital, London, ON, Canada

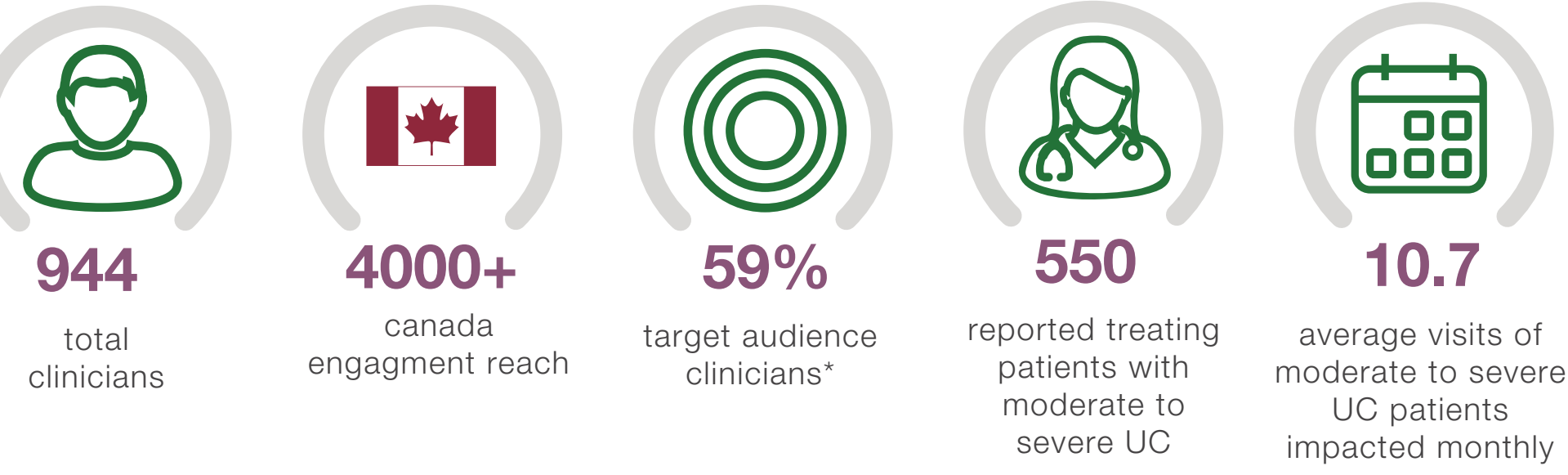
### Patient Vignette Speaker

**Andrea Wilamowski**  
Andrea discussed the management journey of her IBD from diagnosis to present time, her personal treatment goals, her experiences with treatment plans, relationships with her clinicians, and how she deals with flares and remission.

Activity featured downloadable slides, panel discussions, live polling, and pre-program and live Q&A.

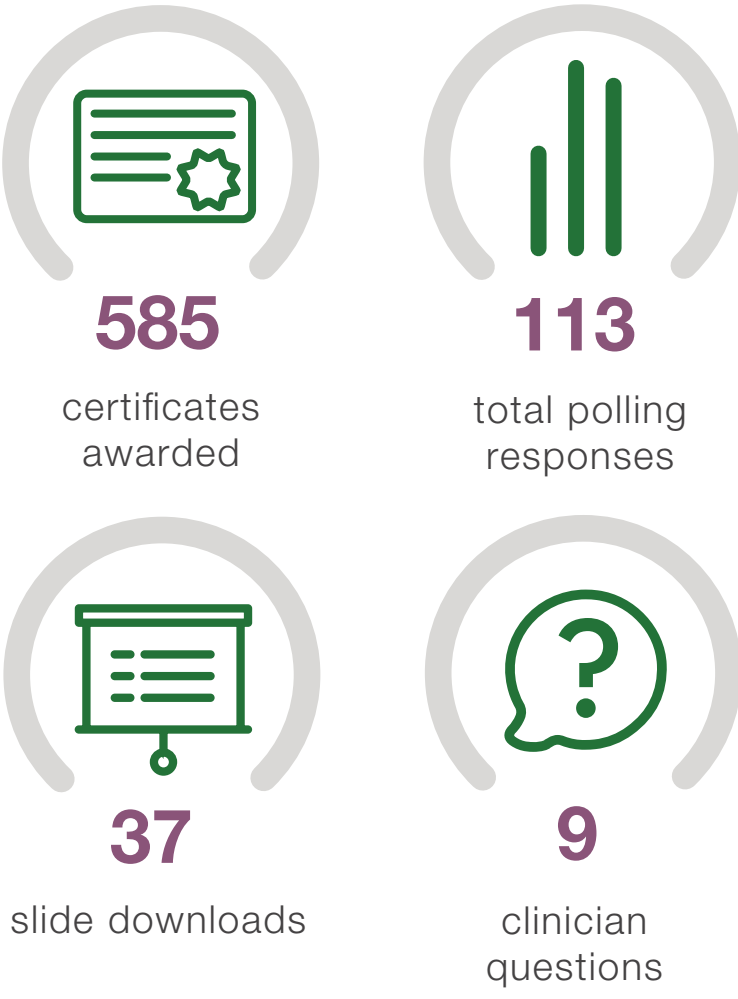
## RESULTS

### Total Clinician Demographics

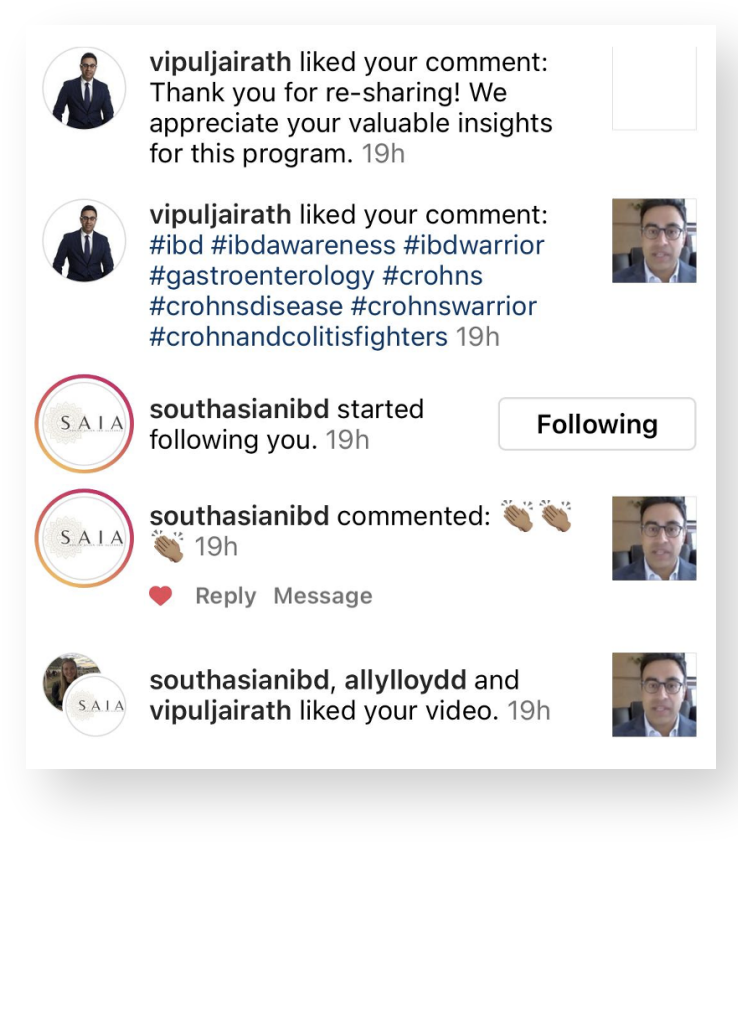
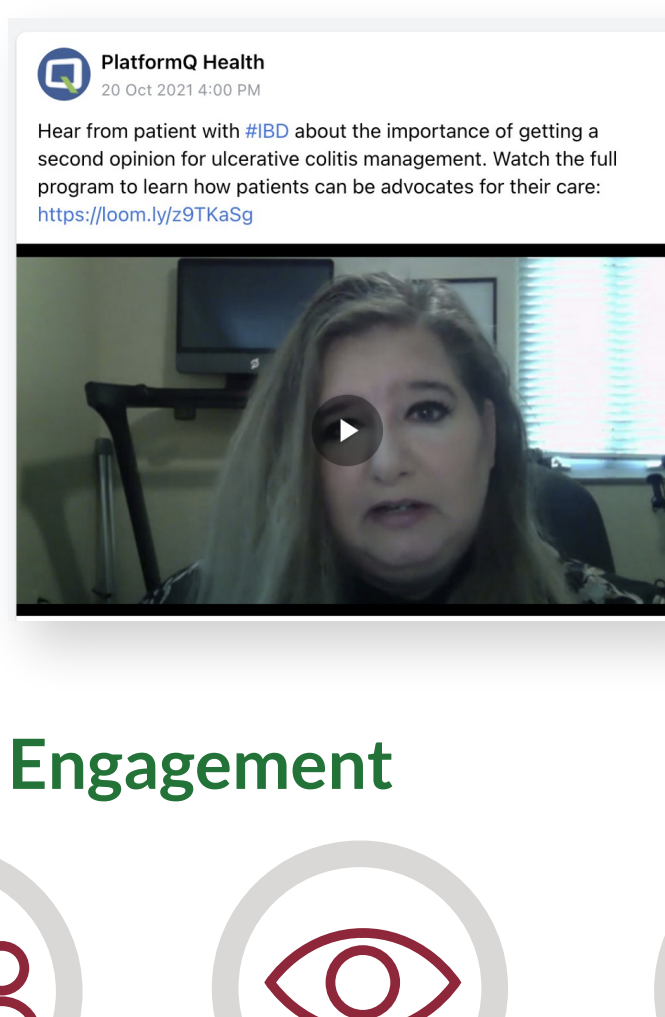
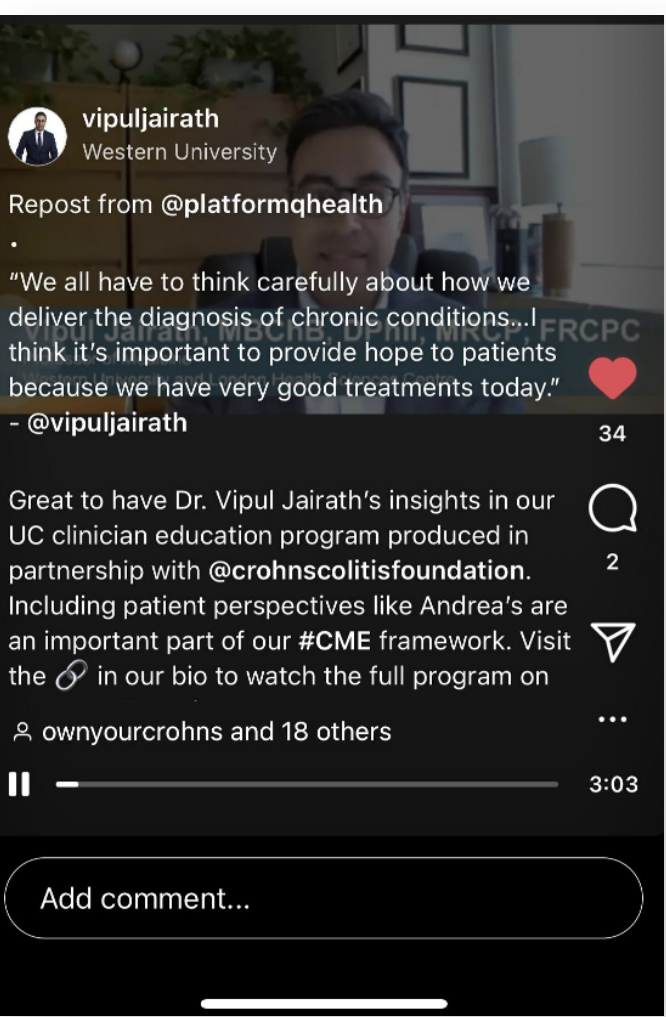


\*Target Audience: Gastroenterologists, primary care physicians, physician assistants, nurse practitioners, pharmacists, and allied healthcare professionals involved in the management of patients with IBD.

### Total Clinician Engagement



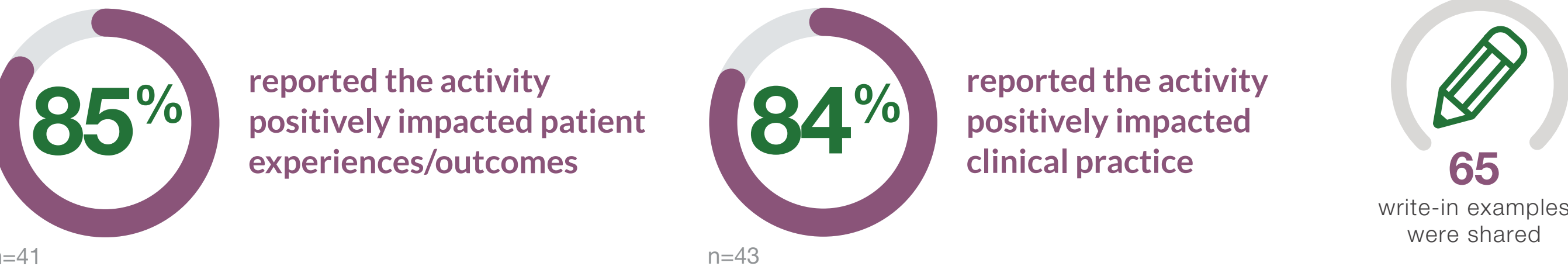
### Social Media Marketing to Canadian Clinicians



### Social Engagement



### Positive Impact on Patient Outcomes and Clinical Practice Among Those Who Responded to the 2-Month Follow-Up Survey (n = 61)



#### Changes Related to Patient Education and Better Alignment of Patients' and HCPS' Expectations

Increased use of educational materials explaining new drugs and modes of action to reduce bowel inflammation for patients.

This activity helped me identify areas of improvement in communication with patients who have autoimmune conditions, and how to best manage expectations and provide education on treatment options and their mechanisms of action.

#### Changes Related to Therapeutic Decisions

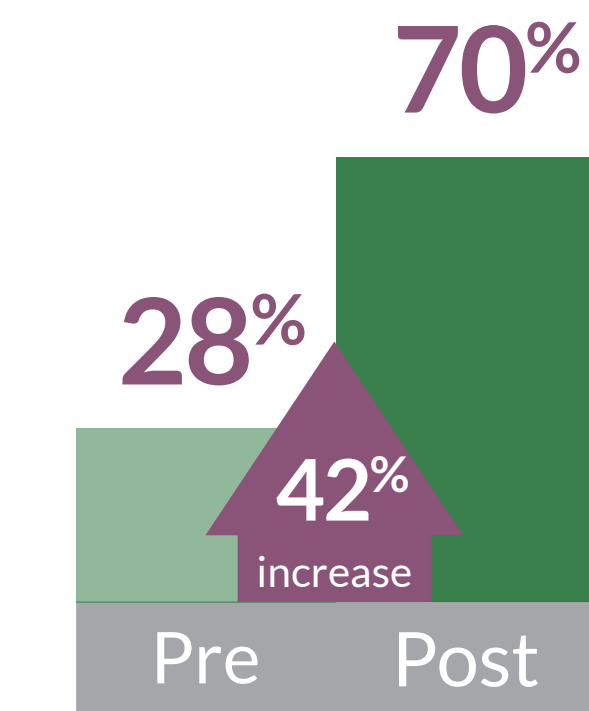
Try to apply the new therapies for the control of UC and diagnose the disease more confidently.

Improved clinical experience with new drugs.

### Changes in Knowledge/Competence

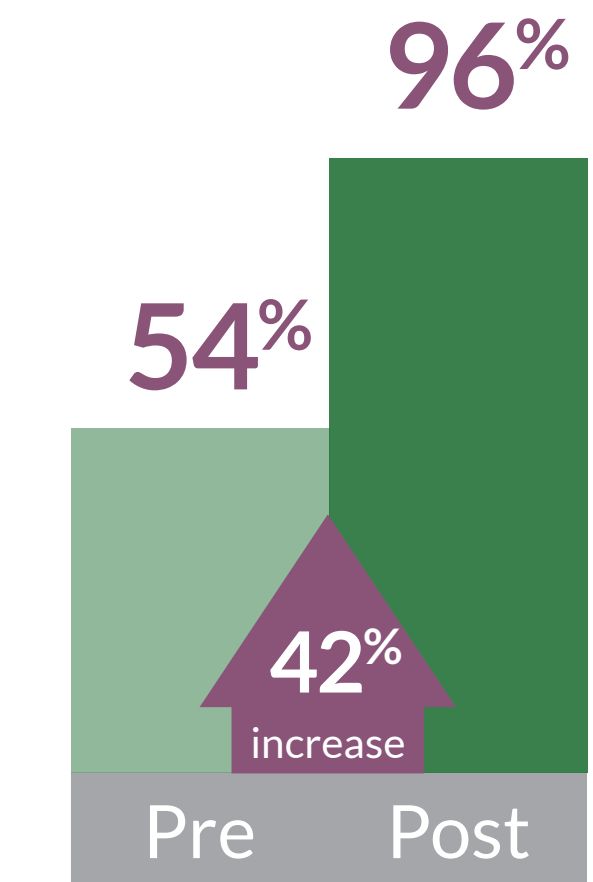
n = 941 pre, n = 669 post, P<0.05

Based on its mechanism of action, which would you expect when using an S1PR modulator to manage people with UC?



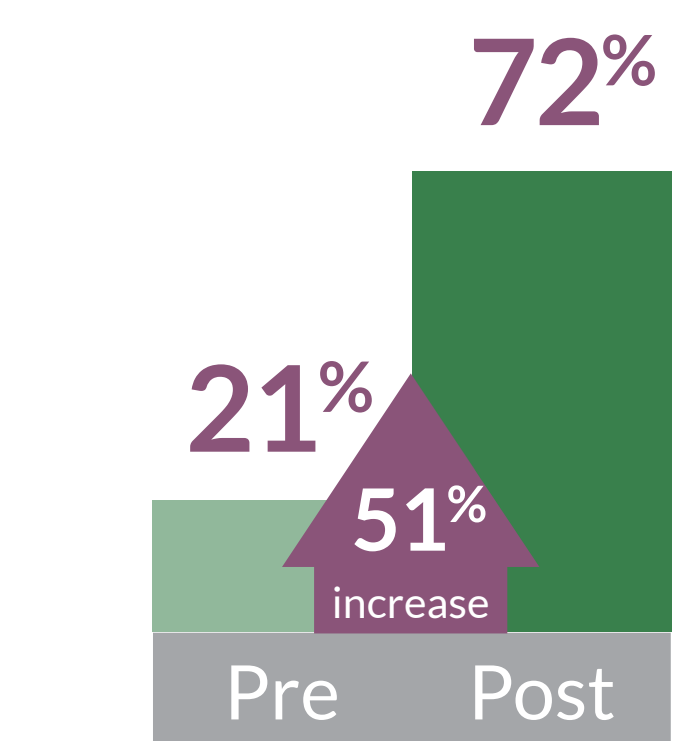
Answer: Need for titration at treatment initiation

The IBD Gapps survey identified which of the following?



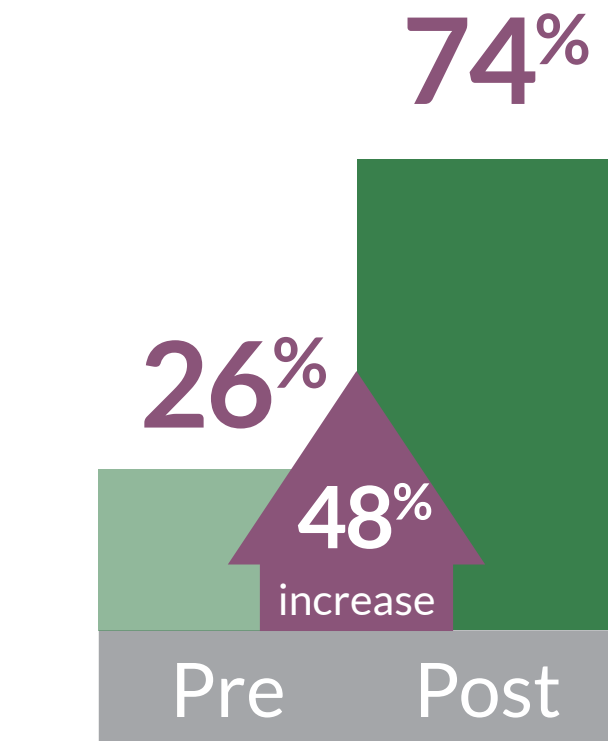
Answer: Endoscopic signs and patient experience with symptoms may differ

Which describes the role of sphingosine-1-phosphate molecules (S1P) interacting with its receptor in IBD pathophysiology?



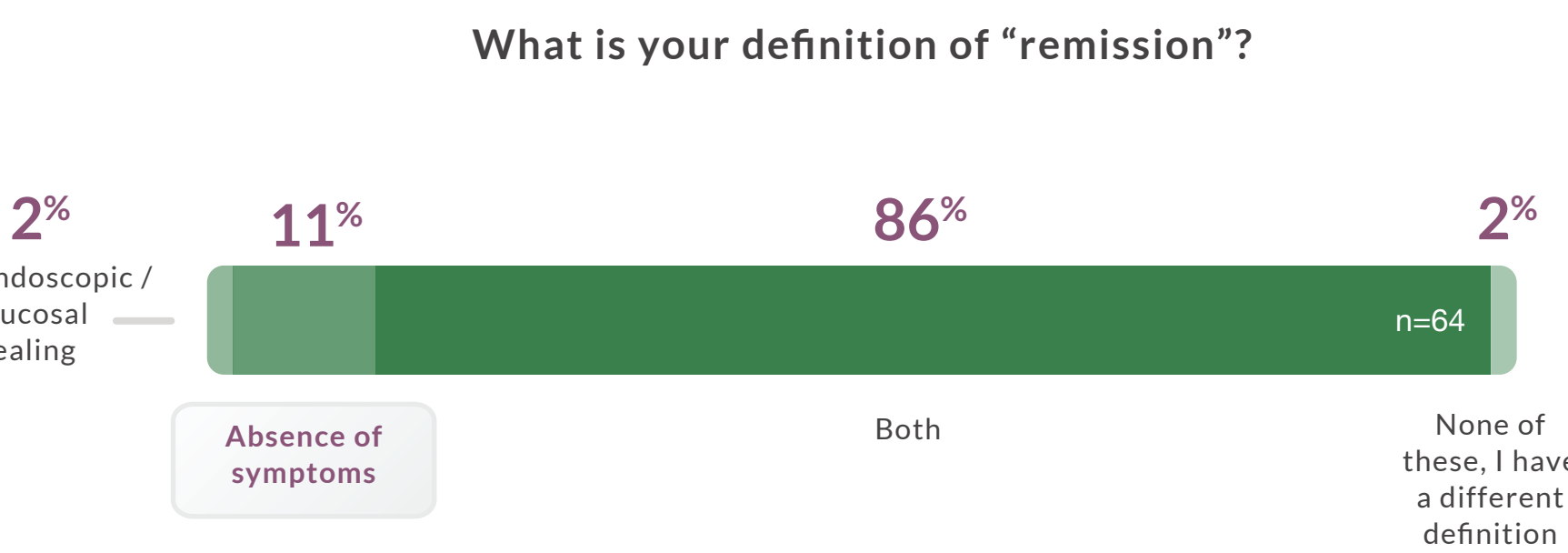
Answer: They facilitate lymphocyte trafficking from thymus and lymph nodes to the tissue

Which of the following was a major finding from clinical trials of ozanimod, an oral S1PR modulator, in patients with UC?

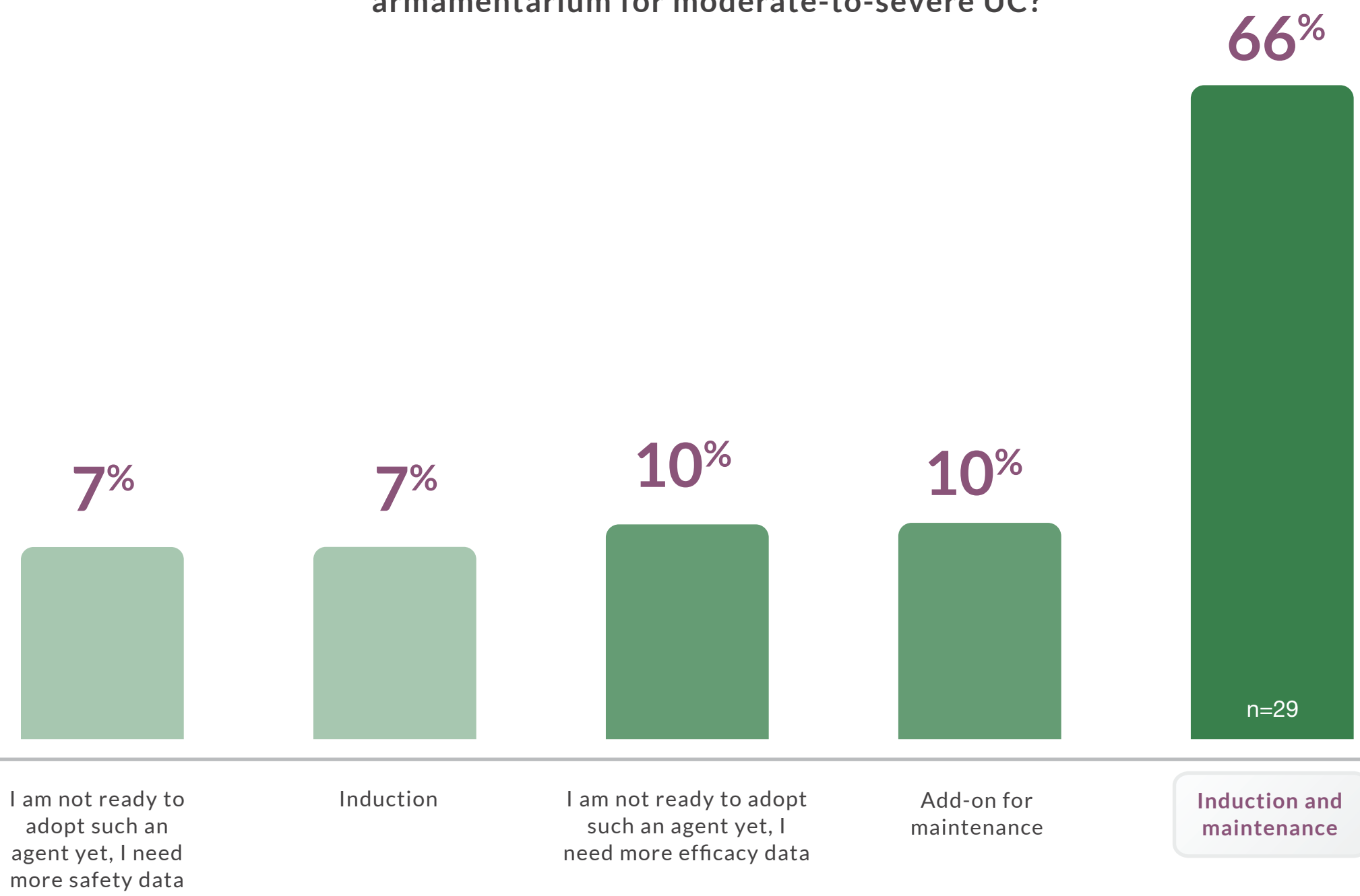


Answer: Three times as many people who received ozanimod reached clinical remission, endoscopic and mucosal healing, than those who received placebo

### Attitudes of Clinicians Prior to the Activity (Collected with in-Activity Polling Questions):



Where do you see S1P modulators fit in your treatment armamentarium for moderate-to-severe UC?



## CONCLUSION

Continuing education incorporating the patient voice led to:

- Enhancement of knowledge and competence related to the mechanism of action, impacts, and place in care of new S1P modulators for the management of people with IBD
- Reevaluation of current practices related to steroid use to maintain remission and recognizing the need to improve communication with patients to best manage goals and treatment expectations

Educational Next Steps Suggested by Outcome Results and Q&A

- Place of S1P modulator in IBD care
- Differences and similarities between current S1P modulators for IBD
- Mechanisms of action of and clinical data on S1P modulators
- Defining, achieving, and maintaining steroid-free remission