

# The Power of Continuing Medical Education and Strategic Partnerships to Enhance Clinicians' (HCPs') Index of Suspicion for Rare Dermatologic Conditions: A Focus on Prurigo Nodularis (PN)

Authors: Carole Drexel, PlatformQ Health Education, Needham, MA, US; Alissa Stone, PlatformQ Health Education, Needham, MA, US; Katie Kowalski, National Organization for Rare Disorders (NORD), Washington DC, US

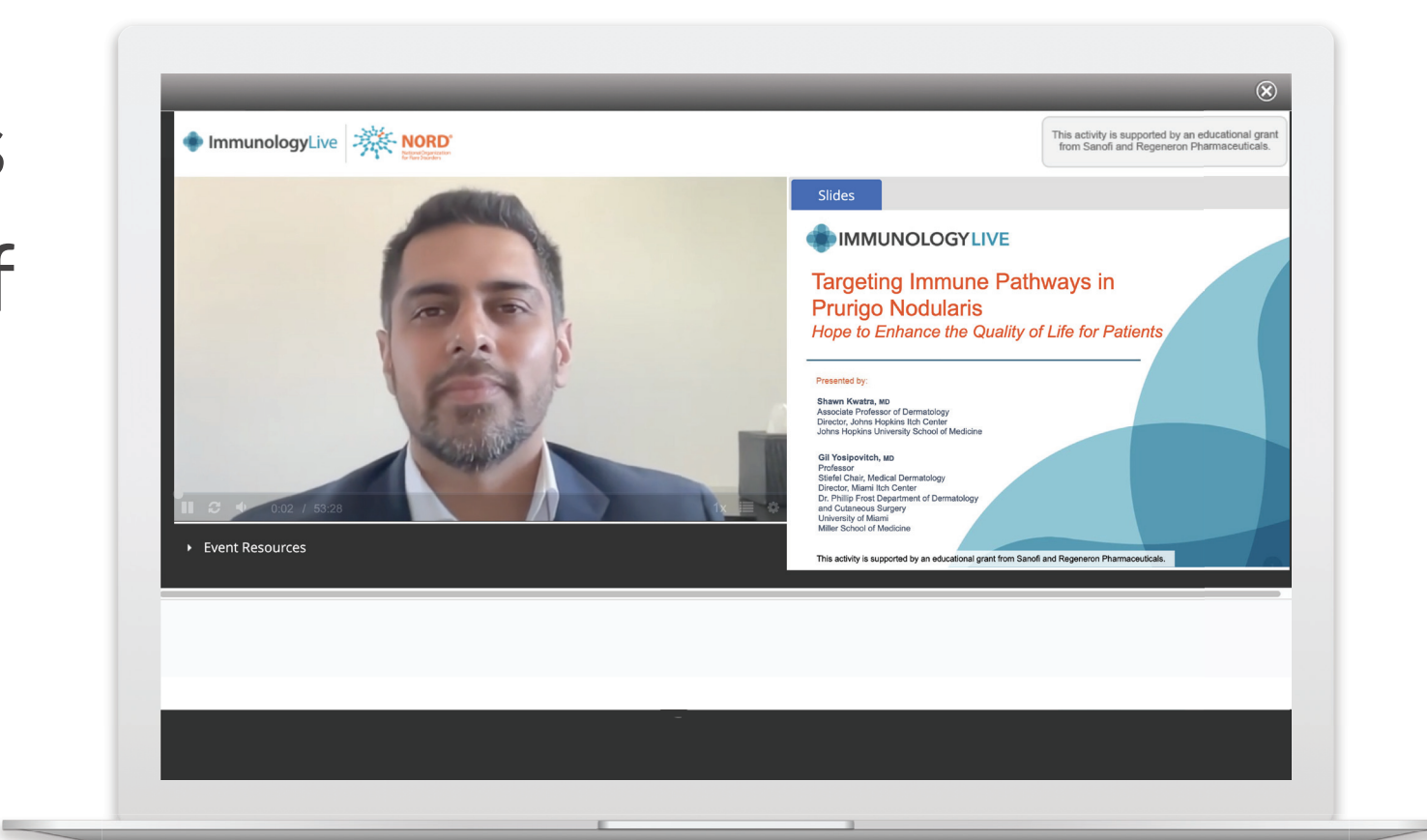


This activity was supported by an educational grant from Sanofi and Regeneron Pharmaceuticals



## INTRODUCTION

**BACKGROUND:** Clinician education on rare diseases is critical to raising the index of suspicion, decreasing the time to diagnosis, providing optimal care, and enhancing adoption of new therapies.



We collaborated with NORD to produce and distribute education to HCPs on a rare dermatologic condition, PN.

## METHODOLOGY

### Educational Program and Evaluation Details



#### Distribution

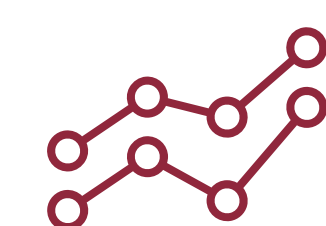
Education was promoted through social media (LinkedIn) to dermatologists and allergists / immunologists, as well as on NORD's website.

In 2019, NORD launched a partnership with PlatformQ Health to develop CME curricula focused on a wide variety of CME topics, and aimed at enabling HCPs to better recognize, diagnose, and treat rare conditions.



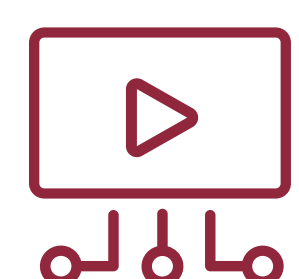
#### Data Collected

Changes in knowledge, competence, reported behavior, and engagement; identification of continuing gaps.



#### Measurements

Cohort analyses were performed to compare performance of dermatologists, allergists / immunologists, and other specialty learners. Chi-square compared responses (before, or pre, vs after, or post, participation in the activity).



#### Interventions

A 60-minute CME activity was launched live-online on 11/9/22 and will expire on 11/9/2023.

### Faculty



**Shawn Kwatra, MD**  
Associate Professor of Dermatology  
Director, Johns Hopkins Itch Center  
Johns Hopkins University School of Medicine



**Gil Yosipovitch, MD**  
Professor, Stiefel Chair Medical Dermatology  
Director, Miami Itch Center  
Dr. Phillip Frost Dept of Dermatology and Cutaneous Surgery  
University of Miami Miller School of Medicine

## RESULTS

### Learner Demographics



424  
total learners



88%  
MD/DO/NP/PA



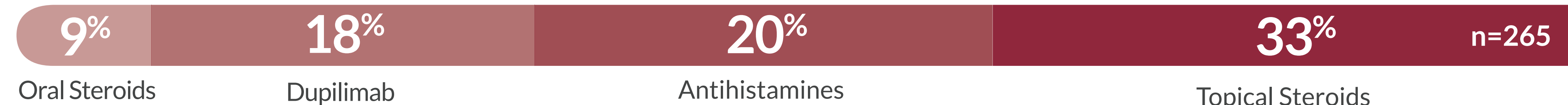
90%  
Identified as treaters seeing an average of 5 patients with PN monthly

### Social Media

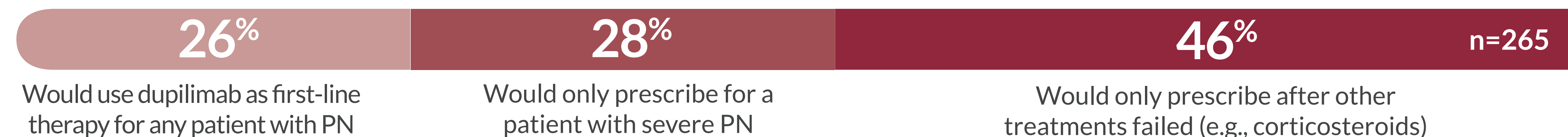


1,506  
Microlearning completions by dermatologists, allergists/immunologists

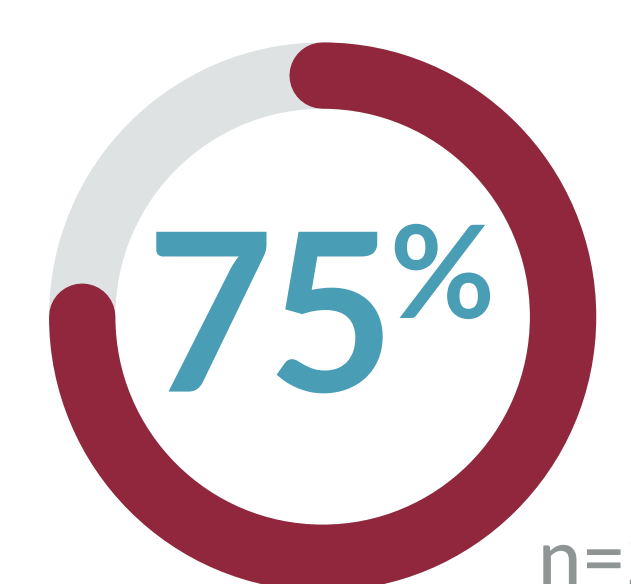
### Most common PN treatments



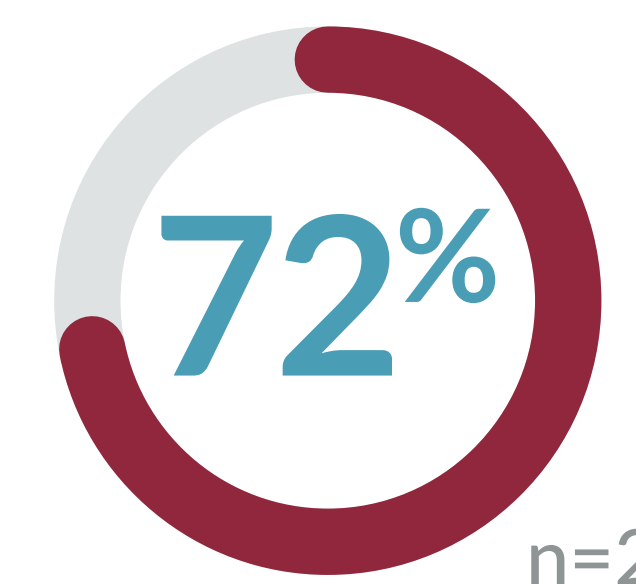
### HCP's attitude toward dupilumab use



### Practice Patterns at Baseline



75% of clinicians believe they have patients with undiagnosed PN



72% of clinicians have patients with PN that are of African descent

### Practice changes at 2 months post activity

"Provide appropriate referral patterns for PN."

"I'll better recognize the clinical symptoms of PN."

"I can now recognize various clinical manifestations of PN."

"I will now consider biologic agents for my PN patients who are not responding to topical steroids."

### Changes in Knowledge/Competence

Topic tested	Target Learners (dermatologists, allergists/immunologists) 49% HCPs		D, P Value	Other Learners 51% HCPs		D, P Value
	Pre (n=164)	Post (n=89)		Pre (n=260)	Post (n=176)	
Diagnosis	26%	61%	35%, P<0.01	37%	68%	31%, P<0.01
Marker of Severity	38%	70%	32%, P<0.01	23%	51%	28%, P<0.01
Comorbidities	86%	93%	7%, P=0.13 (NS)	63%	81%	18%, P<0.01
Treatment with dupilumab	89%	91%	3%, P=0.78 (NS)	54%	69%	15%, P<0.05



## CONCLUSION

The results support the positive impact of live-online education to prepare HCPs to better diagnose and care for patients with PN. Future education should focus on the specific needs of each cohort, with emphasis on the place of biologic agents among non-dermatologists and a focus on diagnosis among both cohorts. Furthermore, these data exemplify the power and efficacy of strategic partnerships to successfully reach HCPs who treat a rare condition and change clinical practice.