Enhancing Adoption of New Targeted Agents and Empowering Patients with Severe Asthma: The Role of Tethered Education for Health Care Providers and Patients

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INTRODUCTION

As the number of biologic agents to manage severe asthma continues to grow, improvement of outcomes for patients is increasingly reliant on collaboration and shared decision-making between clinicians (HCPs) and patients. We evaluated the impacts of aligned, tethered education on the ability of HCPs to adopt the newest targeted options for asthma, as well as on patients' ability to engage in care decisions.



METHODOLOGY

Content Development and Dissemination



Partners

Advocacy group: National Jewish Health; AAFA (patient program)

Education: PlatformQ Health Education



Data Collected

Responses to test questions before, immediately post, and 2 months after, response to polling questions, reported behavioral and attitude changes for insights and identification of remaining gaps.

Topics of education



- Role of epithelial alarmins on T2 and non-T2 downstream inflammation in asthma
- Mechanisms of action of available biologics for severe asthma
- Efficacy and safety data related to alarmin blockade with biologic therapy against TSLP
- Identification of patients who could benefit from treatment that targets TSLP

Patients

- Self-management strategies
- Biologics for severe asthma and who they can benefit
- Inflammatory changes in asthma



Interventions

3 x 20-min modules for patients 60-minute CME activity for HCPs Launched live-online in August 2022 and available on-demand for 1 year 4 x 2-min video clips were generated and available on social media (Facebook)



Analysis

Chi-square compared responses (pre/post and pre/2 mos, P<0.05).





Asthma and Allergy Foundation of America



METHODOLOGY (CONTINUED)

Faculty and Patient Presenters



Jonathan Corren, MD Associate Clinical Professor of Medicine and Pediatrics Divisions of Allergy and Immunology

David Geffen School of Medicine at UC



Michael Wechsler, MD Professor of Medicine **Director, National Jewish Cohen Family** Asthma Institute



Sanaz Eftekhari Vice President, Corporate Affairs and Asthma and Allergy Foundation of



Lisa Castaneda Person with Asthma

America

Lisa spoke about her asthma control and severity, her asthma action plan, tools she uses to monitor her asthma, shared decision-making, and her experience on biologics.

Patient/caregiver vignette:

Javan Allison. Asthma Patient Monique Cooper, Caregiver

Monique and Javan spoke about Javan's diagnosis, struggles with asthma control and determination of asthma type, and Javan's experience with biologics.

RESULTS

HCP demographics and engagement

n=36



Patient demographics and engagement

n = 58

64,581 social media views (4 Facebook/Instagram posts)



average years since diagnosis



n=22



CONCLUSION

Data support the positive impacts of tethered education for HCPs and patients, preparing both for the evolving management of severe asthma and empowering patients to engage in treatment decision-making. Findings also highlight the need for continuing education to both groups on the individualization of therapy, as well as for patients to further empower them to express their treatment goals and voice their satisfaction with treatment.



HCP and Patients Perceptions of Asthma Control



of patients believe they qualify for a biologic