

SEQUENTIAL CONTINUING EDUCATION PROGRAMS FOR MANAGED CARE AND PAYER PROFESSIONALS INCREASE KNOWLEDGE OF BREAKTHROUGH THERAPIES FOR THE MANAGEMENT OF Eosinophilic ESOPHAGITIS (EoE) TREATMENTS

Terry Richardson, PharmD, BCACP¹, Evan S. Dellon, MD, MPH², Christina Barrington, PharmD³, Mary Jo Strobel, BA⁴

Background:

Bridging the communication gap between payer decision makers and clinicians results in immediate opportunities for collaboration to streamline access to the right treatment, for the right patient, at the right time. The recent introduction of a high-investment therapy indicated for the treatment of eosinophilic esophagitis (EoE) challenges payers to find the appropriate balance between cost management and patient access to therapy in an environment of limited health care resources.

Objective:

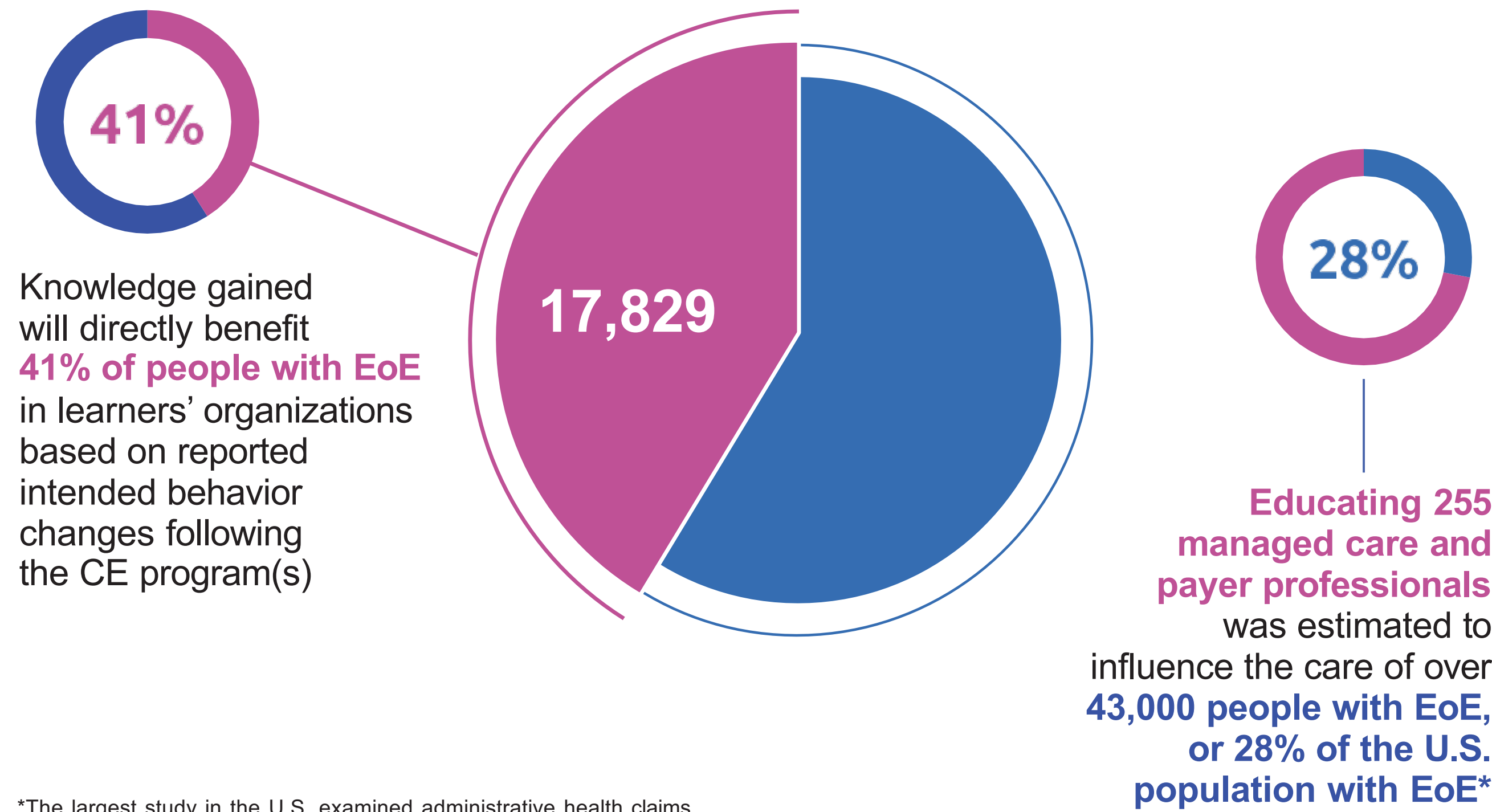
Based on identified knowledge gaps, Impact Education, LLC developed education to increase payers' knowledge and competence about the clinical and economic benefits of EoE treatments.

Results:

Data were aggregated in April 2023 for the 3 programs; 255 learners completed activities for credit. Self-identified specialties included managed care pharmacist (81%), nurse, (10%), and medical director (7%). Pre-activity, 22% of learners self-reported as very, moderately, or confident in their ability to characterize evidence-based treatment plans for patients with EoE compared with 59% of post-activity learners (P <.01). Pre-activity, 47% of learners who had it within their scope of practice to recommend and/or apply multidisciplinary collaborative care interventions for the management of patients with EoE self-reported intending to make this recommendation always, almost always, frequently, or sometimes compared with 62% of post-activity learners (P <.01).

EDUCATING PAYERS CAN IMPACT A CONSIDERABLE NUMBER OF PATIENTS WITH EoE

Learner-reported total estimated number of patients with EoE across organizations
N = 43,445



*The largest study in the U.S. examined administrative health claims data and found the prevalence of EoE to be approximately 152,000 cases.¹

PAYER CONFIDENCE INCREASED SIGNIFICANTLY POST CE ACTIVITIES

37% increase in ability to characterize evidence-based treatment

Confidence Level	Pre	Post
6 (Very)	3% (8)	9% (23)
5 (Moderately)	7% (17)	20% (51)
4 (Confident)	12% (31)	30% (76)
	22% Pre-Activity	59% Post-Activity P<.01

15% increase in intent to recommend strategies to ensure referral to appropriate care teams and specialists to optimize EoE diagnosis and treatment outcomes

Intent Level	Pre	Post
6 (Always)	7% (6)	13% (12)
5 (Almost Always)	9% (8)	11% (10)
4 (Frequently)	16% (15)	17% (16)
3 (Sometimes)	15% (14)	21% (19)
	47% Pre-Activity	62% Post-Activity P<.01

Methods:

A series of two virtual roundtables were conducted to identify gaps with payers and providers recruited from a proprietary database of managed care decision makers from November 7-9, 2022. Participants were asked to recommend collaborative strategies between gastroenterology, allergy, and regional payer decision makers. A best practice management infographic and three live webcasts were developed to highlight key takeaways from the roundtables. Four educational cases were developed and hosted on an innovative learning management system that includes outcomes reporting.

Conclusions:

Learners demonstrated increased knowledge and competence after completing at least one activity. Education specifically for managed care professionals on appropriate treatment of rare diseases, such as EoE, is vital to manage diverse knowledge gaps, access challenges, and resource utilization to improve overall patient outcomes. Educational gaps and linked objectives include the clinical and economic burden of EoE, the importance of early diagnosis of EoE, current and emerging treatment options for EoE, the importance of balancing patient access to novel therapies and payer benefit management strategies, and strategies to ensure referral to care teams which include the appropriate specialists to optimize EoE diagnosis and treatment outcomes.

Educational Design

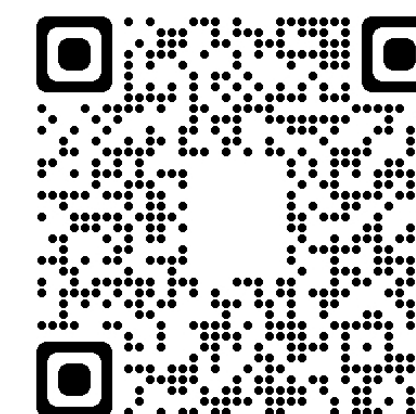
3 Educational Formats Offering CME, CPE, CNE

2 Roundtables

Best Practice Infographic

3 Live Webcasts

4 Case Studies



Author affiliations:

- 1: Impact Education, LLC
- 2: Division of Gastroenterology and Hepatology, Department of Medicine, Center for Esophageal Diseases and Swallowing, Center for Gastrointestinal Biology and Disease, University of North Carolina School of Medicine
- 3: Priority Health
- 4: American Partnership for Eosinophilic Disorders

Reference:

1. Dellon ES, Jensen ET, Martin CF, Shaheen NJ, Kappelman MD. Prevalence of Eosinophilic Esophagitis in the United States. *Clin Gastroenterol Hepatol.* 2013.