PATIENT EDUCATION AND HEALTHCARE PROVIDER CME: A DUAL-PRONGED APPROACH TO EXPAND THE HCV HEALTHCARE PROVIDER BASE AND INCREASE ACCESS TO CARE

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Medscale Education, New York, NY; Indegene; and Aetna formed a strategic partnership to address the need for additional HCV care providers and to increase access to care.

HEALTHCARE PROBLEM

- Hepatitis C virus (HCV) infection is the most common chronic viral hepatocellular carcinoma in the United States, leading to 1 million new cases of related morbidity and mortality.
- Of “baby boomers,” 27% are HCV-infected.
- Fewer than half of those who could benefit from antiviral treatments are candidates for treatment.
- Only 29% of patients are prescribed antiviral medicines.
- The CDC estimates that more than 120,000 Americans die each year from liver-related complications.
- As “baby boomers” are identified and linked to care, more patients than ever before will require HCV care.

EDUCATIONAL INTERVENTIONS AND OUTCOMES ASSESSMENT STRATEGY

- Medscale, LLC; Indegene; and Aetna formed a strategic partnership to address the need for additional HCV care providers and to increase access to care.
- The partnership incorporated a dual-pronged strategy, containing a healthcare provider (HCP) intervention for both closed and open systems, and a patient engagement intervention.

OUTCOMES ASSESSMENT STRATEGY

- Approximately 6 months after CME completion, each clinician was re-assessed.
- Each physician was directed to 1 or more CME-certified educational activities.
- The physician study cohort was drawn from 30 Aetna HCP practices who met the following criteria:
  - Affiliated with Aetna
  - Have had at least 10 patients with an established diagnosis of chronic HCV within the past year

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