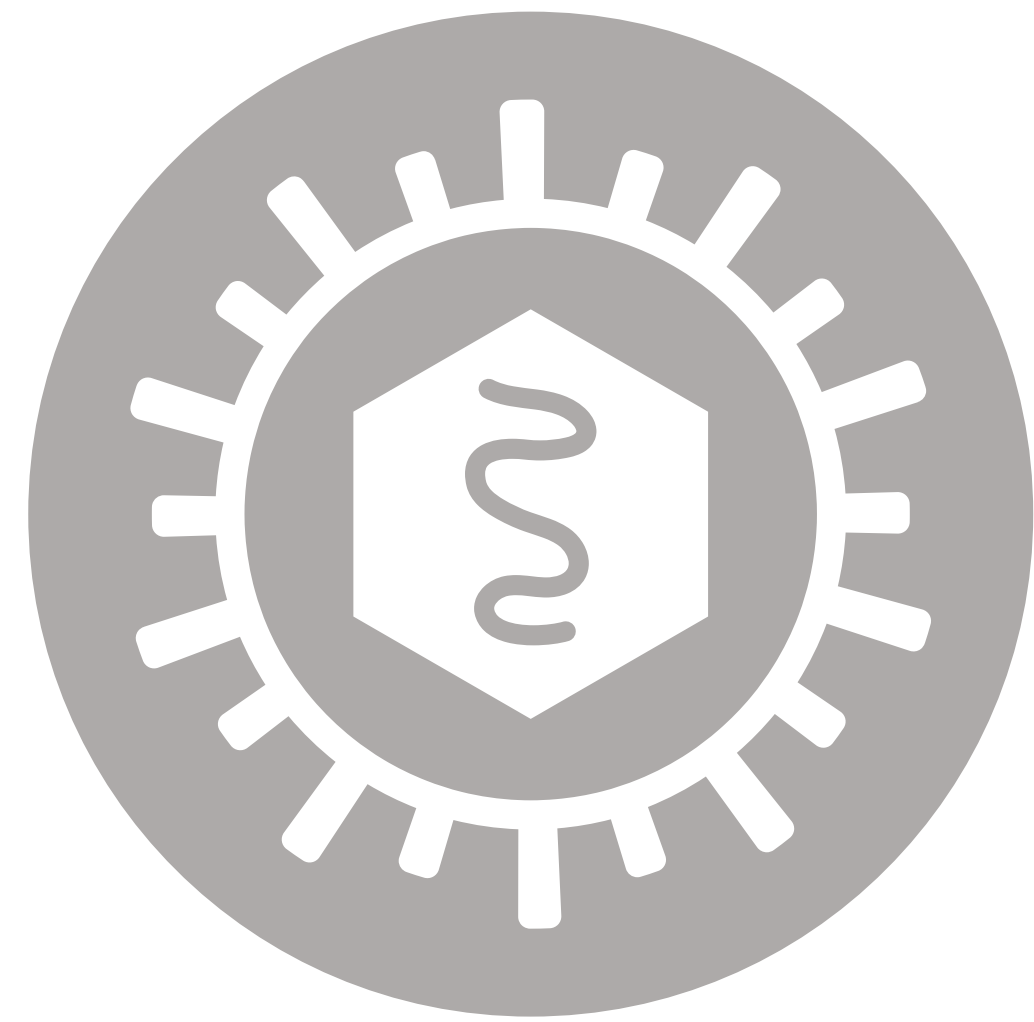


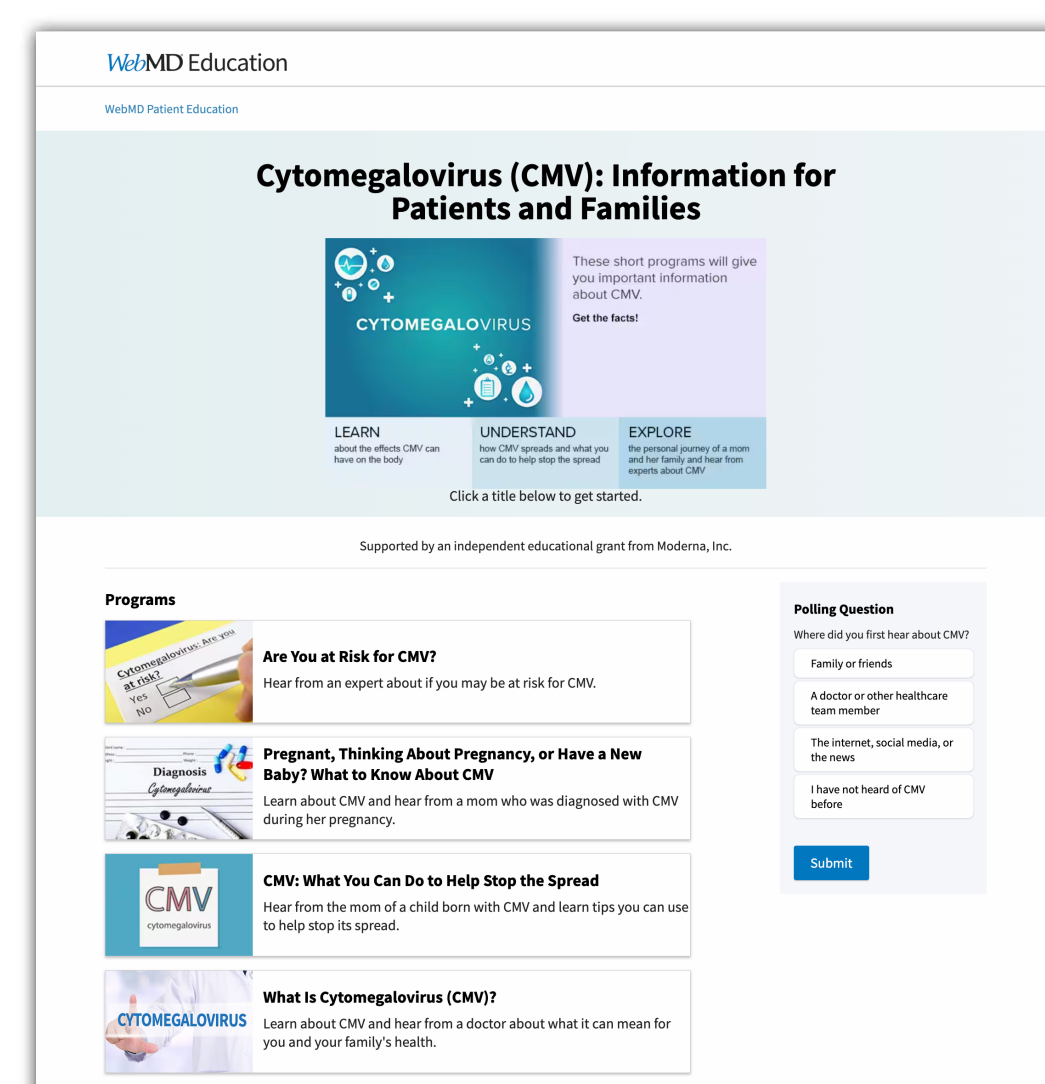
BACKGROUND

More than half of US adults over the age of 40 have already been infected by cytomegalovirus (CMV).² Despite high prevalence, patient/caregiver awareness and understanding of CMV is low. This study assessed the impact of online patient education on knowledge, confidence, and intent to act regarding CMV.



METHODS

- The educational intervention consisted of 4 activities published on a dedicated learning center on WebMD Education from February-June, 2022.
- The activities were comprised of text, integrated visuals, and either a patient or healthcare professional (HCP) video commentary.
- Demographic questions were asked prior to each activity. Knowledge questions were asked both before and after to assess learning gains. Intent to change and confidence questions were asked at the end of each activity.
- Absolute improvements were calculated for pre/post questions.
- Data for the complete analysis were collected until 8/10/22.



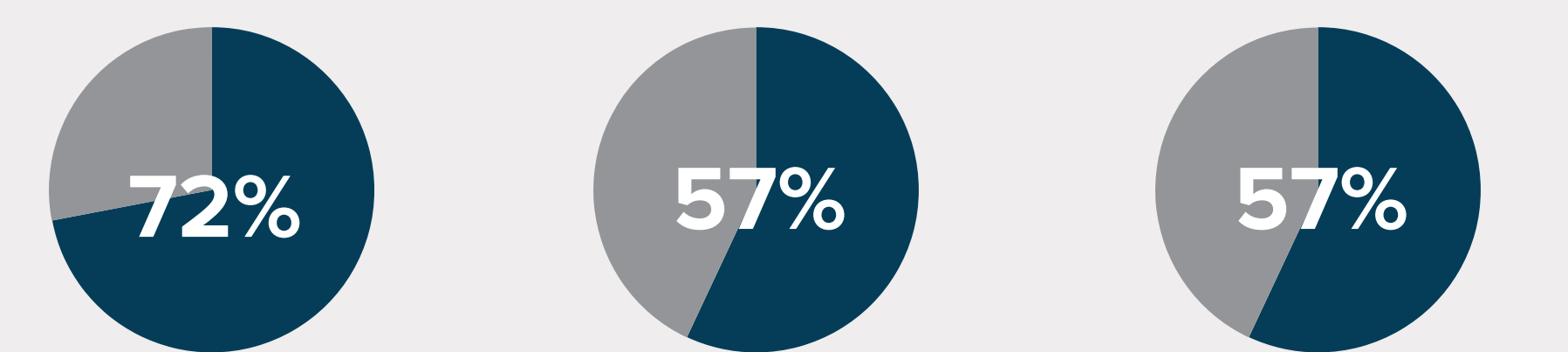
RESULTS

To date, 52,784 learners (6139 of which responded to the pre/post questions) have participated in the activity.

ACTIVITY 1 - WHAT IS CYTOMEGALOVIRUS (CMV)?

COMPLETER DEMOGRAPHICS

63,476 learners; 9,239 completers of all questions
Female 35 to 44 years of age White (non-Hispanic)



KNOWLEDGE

% improvement in knowledge regarding complications of CMV infection

↑ 24%

INTENT TO ACT

% intend to talk to HCP about CMV

↑ 50%

CONFIDENCE CHANGES

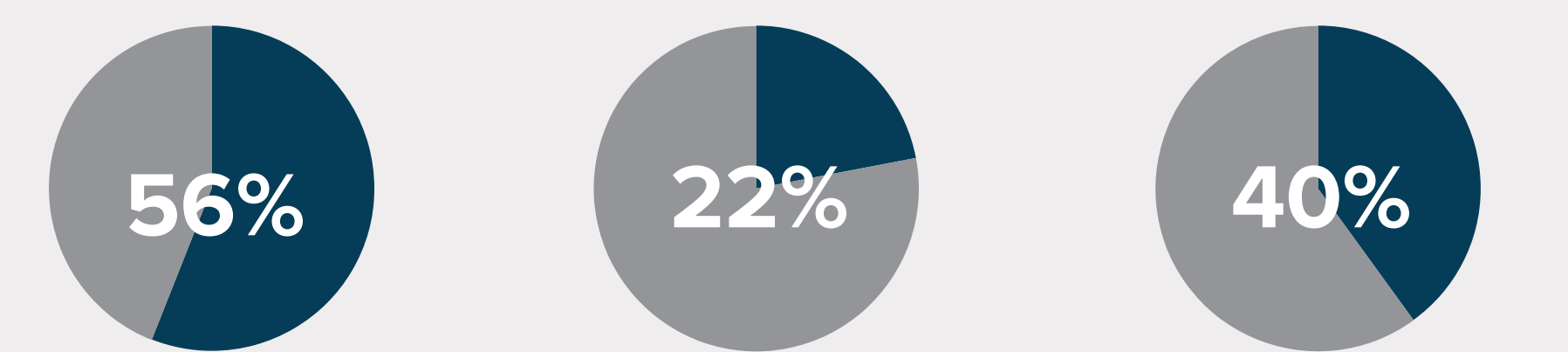
% confident in talking to HCP about what CMV means for family

57%

ACTIVITY 2 - CMV: WHAT YOU CAN DO TO HELP STOP THE SPREAD

COMPLETER DEMOGRAPHICS

61,818 learners; 3,583 completers of all questions
Female 25 to 34 years of age Black/African American



KNOWLEDGE

% improvement in knowledge regarding the spread of CMV

↑ 18%

INTENT TO ACT

% intend to talk to HCP about CMV

↑ 75%

CONFIDENCE CHANGES

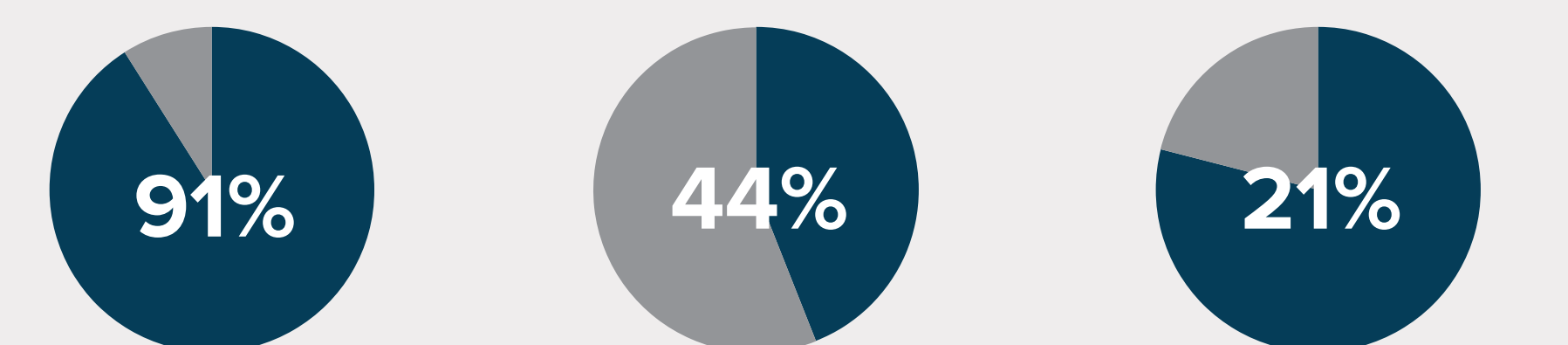
% confident in preventing spread of CMV

90%

ACTIVITY 3 - PREGNANT, THINKING ABOUT PREGNANCY, OR HAVE A NEW BABY? WHAT TO KNOW ABOUT CMV

COMPLETER DEMOGRAPHICS

66,918 learners; 4,504 completers of all questions
Female 25 to 34 years of age Black/African American



KNOWLEDGE

% improvement in knowledge regarding CMV in pregnancy and babies

↑ 38%

INTENT TO ACT

% intend to talk to HCP about CMV

↑ 69%

CONFIDENCE CHANGES

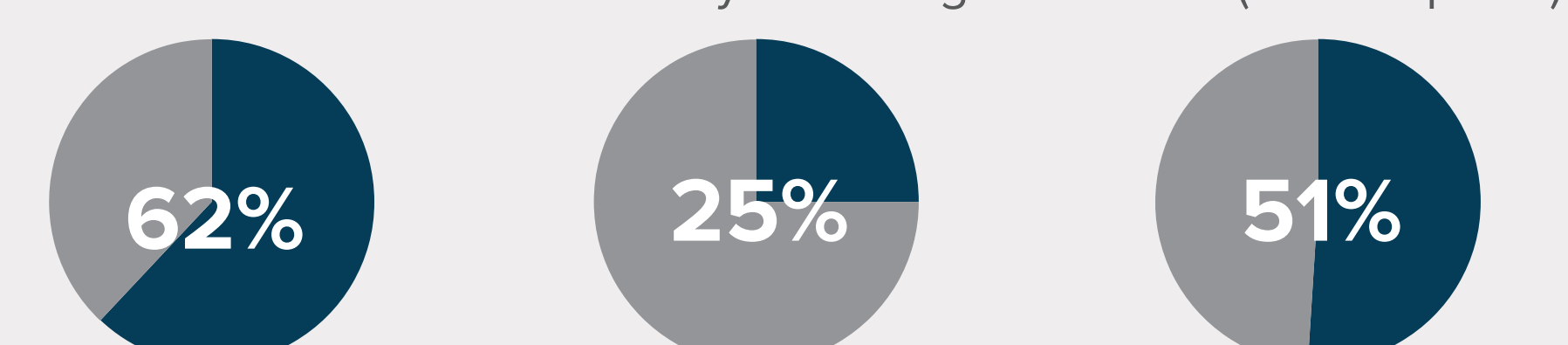
% confident in understanding how CMV effects pregnancy and babies

76%

ACTIVITY 4 - ARE YOU AT RISK FOR CMV?

COMPLETER DEMOGRAPHICS

2,802 learners; 368 completers of all questions
Female 35 to 44 years of age White (non-Hispanic)



KNOWLEDGE

% improvement in knowledge regarding who is at risk for CMV infection

↑ 17%

INTENT TO ACT

% intend to talk to HCP about CMV

↑ 61%

CONFIDENCE CHANGES

% confident in understanding CMV

75%

CONCLUSIONS

The metrics and outcomes gathered in this assessment are a strong indicator that online patient activities on WebMD Education improved knowledge and confidence and prompted intent to act related to CMV.

ACKNOWLEDGEMENTS

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