

# IMPROVING GUIDELINE UPTAKE BY PRIMARY CARE PHYSICIANS

## CLINICAL GUIDELINES IN PRIMARY CARE



Most healthcare professionals look to clinical practice guidelines to help them achieve better patient outcomes and safer care.<sup>1</sup> Yet new clinical knowledge is being published so fast that it is nearly impossible for any healthcare professional to keep track of developments. This has led to variations in practice and patient outcomes.<sup>2</sup>



General practitioners have been shown to be more cautious in applying new research and specialist recommendations, which may explain why it often takes several years for guidelines to be integrated into practice.<sup>3</sup>

For example, a study published in the *American Heart Journal* estimated that if clinicians in the United States (US) followed key heart failure guideline recommendations, nearly 68,000 deaths a year could be prevented.<sup>4</sup> In Europe, a significant number of heart failure patients do not receive timely specialist input, indicating low uptake of the European Society of Cardiology's (ESC) guidelines by primary care physicians.<sup>5</sup>



**68,000**  
deaths a year  
could be prevented

## BARRIERS TO GUIDELINE UPTAKE BY PCPS



Primary care routinely manages over 20 disease areas, covering approximately 400 conditions or symptomologies.<sup>6</sup> This can pose problems in terms of awareness of updates and familiarity with the content of each individual guideline.<sup>1</sup> Guidelines are often lengthy, complex and geared towards specialists, complicating the ability of PCPs to extract practical recommendations.<sup>6</sup>

## HOW DO WE OVERCOME THESE BARRIERS? WE ASKED PHYSICIANS

We conducted a survey on Univadis®, our clinical news and education portal, to ask GPs what would help them apply guidelines in their practice.

Endorsement (explanation and backing of the content by experts) was also cited as important for guideline uptake.

June 2019 survey of 620 GPs in France, Germany, Italy, Spain and the UK

TOP 3 NEEDS  
REPORTED  
BY GPs:

SIMPLICITY

PRACTICALITY

ACCESSIBILITY

# ADAPTING GUIDELINES FOR PCPs: THE APTUS HEALTH APPROACH

To understand how guideline uptake by PCPs can be improved, we've identified best practices based on our over 10 years of experience engaging with healthcare professionals on Univadis®



## ✓ TIME-SAVING

updates highlighted so doctors can quickly identify what has changed since last guidelines



## ✓ EASILY ACCESSIBLE

formats designed to suit different HCP contexts (i.e. use at point of care)



## ✓ TIME-QUANTIFIED

versions with different levels of detail for consultation that fits a doctor's busy schedule



## ✓ PRACTICE ORIENTED

clear recommendations for moving from theory to practice, with the needs of primary care in mind



## ✓ EXPERT ENDORSED

content co-created with local disease experts who interpret the key points and give advice on applying these to clinical practice



## ✓ VISUAL

simple, limited text and the use of icons to illustrate key points

## AN AWARD-WINNING APPROACH

As an example of this these best practices in action, Aptus Health worked with a global pharma client to adapt the GINA asthma guidelines to an HCP-friendly format. We started with one key observation: HCPs have little spare time and spend an average of 2 minutes on a piece of content. With this in mind, and with our experience developing a range of educational content on Univadis, we developed an innovative interactive tool that adapted the guidelines to the time the HCP has available.



### 1-HOUR VERSION

provides the complete report accompanied by expert videos to further explain complex concepts



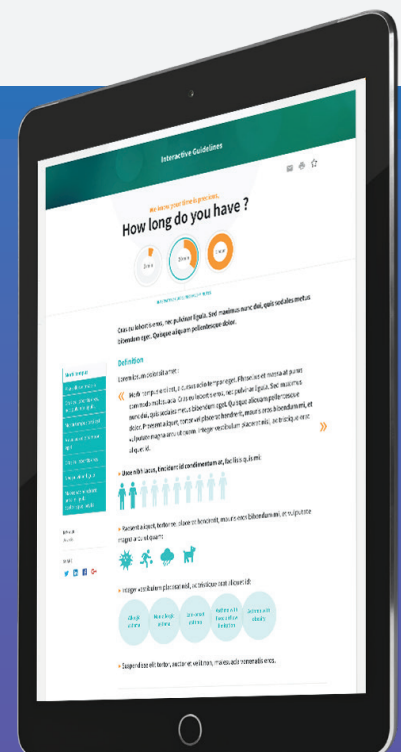
### 1-MINUTE VERSION

provides a snapshot of key information



### 20-MINUTE VERSION

delivers an interactive summary organized by key topics



These adaptations transformed a complex, 160-page guideline into scannable, easily digested content, enhanced by streamlined UX. This initiative received the **2019 EyeforPharma award for the most valuable HCP initiative** and has now been replicated for several other guidelines.

## MORE IMPORTANTLY, WE RECEIVED HIGHLY POSITIVE FEEDBACK ON THE IMPACT OF THE TOOL FROM PCPs ACROSS COUNTRIES

“

Guidelines become clear when they are commented by specialists who have done extensive research in their field

 GP, France

”

“

It helps me enormously in my practice as a GP to stay updated.

 GP, UK

”

“

I want to thank Univadis and [client] for their interest and concern for spreading the knowledge of the GEMA Guide among European health professionals, and I'd also like to express my pride of being part of the shared goal of improving the health of our patients.

 Dr. Vicente Plaza Moral,  
Coordinator of GEMA

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When it comes to engaging HCPs – especially the primary care doctors who are on the front lines of practice – we can help develop a strategy that fits your objectives and positions your brand as offering highvalue clinical content in a format your audiences will appreciate.

TO LEARN MORE, CONTACT US AT

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### REFERENCES:

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