CLINICAL CURRICULUM FOR PMI
ELEVATING THE SCIENCE: ESSENTIAL DATA & UPDATES FOR CLINICIANS – TOWARDS A SMOKE-FREE FUTURE

A PMI EDUCATIONAL DESTINATION DESIGNED TO DELIVER IMPACT

A comprehensive Learning Center Destination on Medscape—designed to reshape the learning experience and deliver impact for learners. This one-stop shop will amplify the visibility of educational activities and cultivate a dynamic community of lifelong learners.

13 TOTAL PROGRAM DELIVERABLES
To launch from early 2024/mid 2024

65K+ ANTICIPATED ONLINE LEARNERS
By end of 2024/mid 2025

$2,878,500 COST/ LEARNER: $44

THE PMI CURRICULUM WILL DELIVER IMPACT TO THE LARGEST COMMUNITY OF PHYSICIANS AND HCPS IN THE US – THE MEDSCAPE MEMBERSHIP NETWORK

1M Active Physician Members
1.8M Active HCP Members

259,464 PCPs
7,747 Pulmonologists
179,693 NPs
117,930 PAs
165,000 Pharmacists

*This number includes both members we have validated against the AMA and/or NPI databases as well as members we have not validated but are self-reported physicians or HCps (if included in their specialties of interest). Source: Medscape Internal Usage Data. 12-Month Active Members, Q4-2022

THE PMI CURRICULUM FOR HCPs

13 educational activities addressing 6 key topics with instructional design at the core. To optimize impact this curriculum uses a blend of online education (expert discussions, podcasts, clinic demonstrations, medical education docuseries) to help close the gaps in educational needs across the adult learning continuum.

KEY TOPICS

1. Nicotine Misconceptions
2. Continuum of Risk
3. Types of Smoke Free Products/Evolving Landscape
4. Nicotine Replacement Therapy
5. FDA Regulation
6. Conversations in the Clinic

DESTINATION PAGE: Elevating the Science: Essential Data & Updates for Clinicians – Towards A Smoke-Free Future

RESOURCES SECTION: Provides links to key scientific articles and a 5-6 person steering committee of key experts

IMPACT AND METRICS REPORTS: Medscape will implement a custom reporting strategy to share information and insight on completers of education to insights on learning gaps and needs with the goal to develop a publication plan to publish the educational outcomes and impact

Actual site may differ from mockup
Curbside Consult/Podcast

6 Foundational Curbside Consult Modules + 6 Podcasts – Each program is a 30 min., video program/podcast with synced and downloadable slides and features a 2 person/faculty conversation.

Activity 1
Nicotine Misconceptions

Activity 2
Continuum of Risk

Activity 3
Types Of Smoke Free Products/Evolving Landscape

Activity 4
FDA regulatory landscape

Activity 5
Nicotine Replacement Therapy

Activity 6
Conversations in the Clinic – prior to clinic demonstrating conversations, this activity will discuss when and why to have conversations with patients and review current guideline recommendations

Medscape Clinic

Medscape Clinic + Podcast – 15 min., case based, communication-focused clinic simulation. Features 3 clinic simulation vignettes with clinician and patient actors interspersed with 3 expert commentaries on each encounter.

Activity 7
Modeling Conversations in The Clinic: Smoke-Free Products to Smoking Cessation

“PMI”-TV (CME-TV) Case Series

TV-like series featuring a professional host and expert specialists in their real-world practice settings. Viewers are shown relevant and actionable strategies for practice improvement. This 6-episode series will further elevate and enhance the foundational and clinical applicability of scientific data and solidify learning principles from the initial awareness and agreement activities.

Activity 8 – Episode 1
The Evolving Landscape of Tobacco-Containing Products: The Past, Present and Future

Activity 9 – Episode 2
The Rigors of Authorization for New Tobacco Products – From the Manufacturing Process to the FDA (*this could be a great way to showcase a laboratory/ research or manufacturing setting)

Activity 10 – Episode 3
Examining Tobacco Vs. Other Products and Discussing Relative Risk with Your Patient (*with patient cases)

Activity 11 – Episode 4
Patient Conversations About Nicotine Misconceptions – Navigating Common Inaccuracies About Nicotine (*with patient cases)

Activity 12 – Episode 5
Focus on Harm Reduction in Certain Patient Populations: Why Smoke-Free Products?

Activity 13 – Episode 6
Counseling Patients on Nicotine Replacement Therapy: One Size Does Not Fit All (*with patient cases)