

figure 1

How the American Medical Association used Figure 1 to implement new hypertension guidelines

SNAPSHOT

PROBLEM

The inaugural American Medical Association campaign on Figure 1 set out to determine if innovative, gamified tactics, using bite-sized content on a mobile device, could effectively engage and educate U.S. healthcare professionals on the new 2017 Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults.

SOLUTION

In consultation with key personnel at the AMA, the Figure 1 medical and design teams created quizzes to challenge their audience on the changes introduced by the new guidelines. This campaign also deployed informational case posts to share details about changes to the guidelines.

OUTCOME

Surpassing all expectations, the campaign received our highest Campaign Educational Impact Score ever to date.

- ▶ The AMA quizzes were **4.4X more engaging** than any other content posted on Figure 1 during the same period.
- ▶ **83%** of the target audience found it useful to learn about the hypertension guidelines on Figure 1. And once they knew about them, a strong majority — **81%** — of healthcare professionals told us they were implemented the new guidelines in their practices.



Campaign
Educational
Impact
4.4X

CAMPAIGN METRICS SUMMARY

63,473 unique audience member engagements / **20,435** quiz responses / **2,469** clicks to the guidelines / **101** case comments / **142** followers of the AMA account on Figure 1



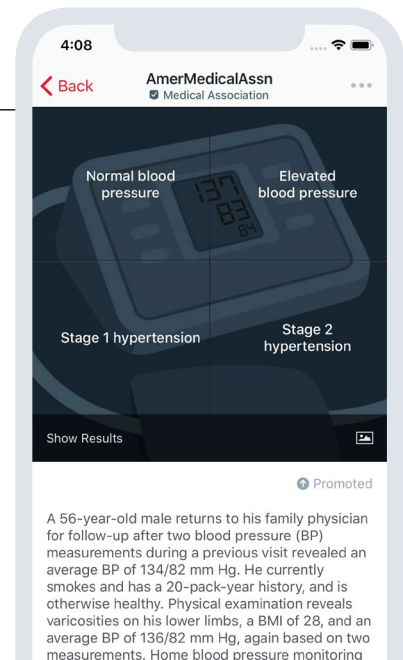
How They Did It

STEP 1

Goal: Describe the existing situation

Tactic: An interactive quiz and patient case to highlight the changing definition of hypertension. After a response is entered by a user, the correct answer is displayed. In addition, users could click to the Connected Case to review the categories and click through to the AMA's website for more information.

Results: Impressively, almost **40%** of the target audience answered the quiz and **18.6%** clicked through to the new guidelines. While **50%** of healthcare professionals overall answered the quiz correctly, this number fell to only **40%** for physicians and medical residents.

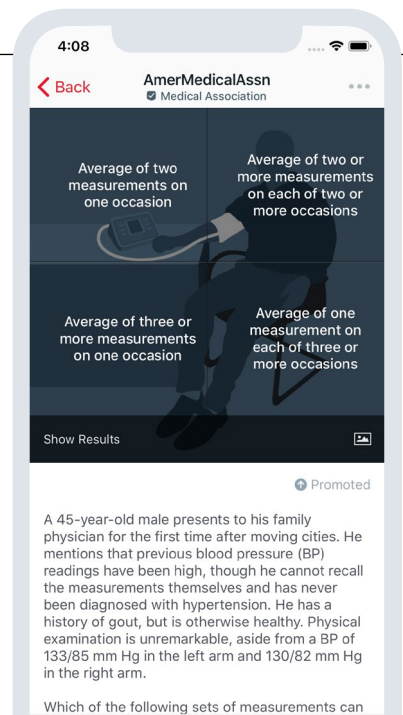


STEP 2

Goal: Detail the diagnostic processes

Tactic: An interactive quiz to describe how to accurately measure blood pressure, a critical component of determining BP-related cardiovascular risk. After a user enters a response, the steps required to arrive at accurate measurement are explained. In addition, users could click to the Connected Case for more illustrations of the central concepts and to link out to the AMA's website.

Results: The next generation gets it; the current generation does not. A significant **24%** of the target audience answered the quiz and **10.7%** clicked through to the new guidelines. Interestingly medical residents and students lead the way, with more than 6 in 10 answering correctly. Only about half of the physicians, nurses or other HCPs were correct, indicating a significant knowledge gap in this very fundamental aspect of practice.

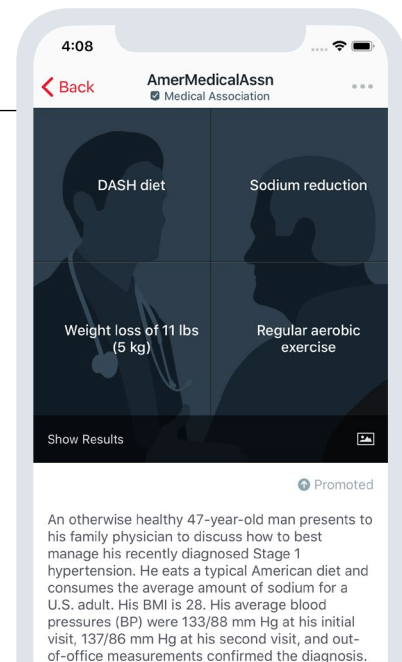


STEP 3

Goal: Explain effective treatments

Tactic: An interactive quiz to test the audience on which intervention for systolic blood pressure would have the greatest impact.

Results: A significant knowledge gap exists. Only 1 in 5 U.S. HCPs correctly identified the DASH diet as the most effective intervention for high blood pressure. Most HCPs would recommend weight loss or regular aerobic exercise to their patients first. A substantial **37%** of the target audience answered the quiz and **5.2%** clicked through to the new guidelines.



STEP 4

Goal: Measure educational impact

Tactic: A survey for HCPS in the target audience delivered a month after the end of the 15-week campaign to gauge uptake of the new guideline.

Results: The American Medical Association's new guidelines on hypertension are being applied in hospitals and clinics across the country and the Figure 1 campaign helped take them there. Our survey found a strong majority — **81%** — of respondents who are aware of the AMA's new hypertension guidelines are choosing to implement them in their practice. **83%** of respondents from your target audience said it was useful to learn about the AMA's updated hypertension guidelines on Figure 1.

Josh Wildstein VP, Business Development & Strategy jwildstein@figure1.com

Kelly Aizicowitz Senior Director, Business Development kaizicowitz@figure1.com

Joanna Moshman Senior Manager, Business Development joanna@figure1.com