



“Flu is not just a nuisance condition. We neglect and underappreciate flu at our own peril.”

James S. Lewis, II, PharmD, FIDSA

Practice Gaps and Opportunities



GAP: Influenza antiviral treatment is underused due to clinician and patient misconceptions



GAP: The treatment landscape is evolving, with novel antiviral medications now, or soon to be, available

Methods



- Targeted pharmacists because of their unique position to educate and advise both healthcare providers and patients
- Multimedia webinar developed from a live symposium at the American Society of Health-System Pharmacists annual meeting

Learning Objectives

Apply effective strategies of patient and healthcare provider education on antiviral management of influenza



Evaluate the latest safety and efficacy data for new and emerging antiviral medications to determine how these may fit into the treatment paradigm



Outcomes

VIEWS

32,961

PARTICIPANTS

3367

CERTIFICATES

1981

91% commitment to change among learners postactivity

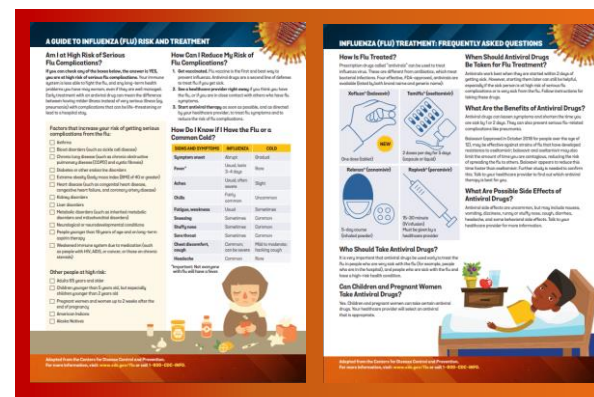
32% of learners implemented changes within 2 months

100% Knowledge improvement

160% Competence improvement

34,175 patients potentially impacted by the education

Considering what is at stake regarding the perennial severity of influenza and the wide-spread misinformation and misconceptions, this education is vital to ensure patients' long-term health.



Participants were provided access to a downloadable and sharable handout that could be given to patients at point of contact.