

A Unique and More Effective Medical Education Experience for the Healthcare Industry

MEDNIVA: Science-led learning for a science-led industry

The healthcare industry, as leaders of innovation in improving patient outcomes, also plays a critical role in educating its stakeholders. Therefore, the industry is deeply involved in providing medical education.

There are many scenarios that require effective medical education, both for internal (sales force, medical and marketing team, etc.) and external (practicing physicians, hospital pharmacists, etc.) healthcare stakeholders, such as:

“The healthcare industry is involved in medical education.”

- Launch of new product / therapeutic indication / clinical data
- Anticipate/outmaneuver competition
- Achieve reimbursement / formulary inclusion
- Increase diagnosis / disease awareness
- Improve compliance

Currently, many investments in medical education are on conferences, symposia, lectures, speaker tours, etc. that don't deliver optimal learning outcomes and are proven to be inefficient. In fact, most of those traditional programs are based on one-way passive learning (read, hear, see). Even when some interactions with the audience may be included (i.e. Q&A sessions, audience response systems, etc.) the base model is still passive transmission. Moreover, learning outcomes are rarely captured effectively, so there is often a lack on objectively evaluating the impact of those investments.

MEDNIVA is a global medical education company and the exclusive global licensee of InteLearn™, the patent-pending pedagogy developed by Duke-NUS Medical School that applies cognitive science and multiple proven learning effects to optimize highly customized learning for the healthcare industry.

Unlike traditional agencies that continue to offer multiple variations of passive learning, MEDNIVA translates successful outcomes from a leading medical school to global healthcare industry learning needs, bringing unique value with active, high-retention learning.

MEDNIVA's customized methodology promotes sustained learning and increases retention for all industry stakeholders, including practicing physicians and internal employees. MEDNIVA is also able to provide validated learning analytics to demonstrate the value of the investments.

“MEDNIVA translates successful outcomes from a leading medical school to global healthcare industry”

MEDNIVA programs are all active, and the unique team-based methodology ensures long-term retention. Content and program elements are customized to fit specific objectives, audience characteristics, and to ensure debates, while staying true to the proven, efficient, Duke-NUS pedagogy.

During highly interactive sessions, participants are exposed to content, relevant case studies, and interesting questions to foster discussion and debate. Also, validated learning outcomes are measured providing detailed analytics.

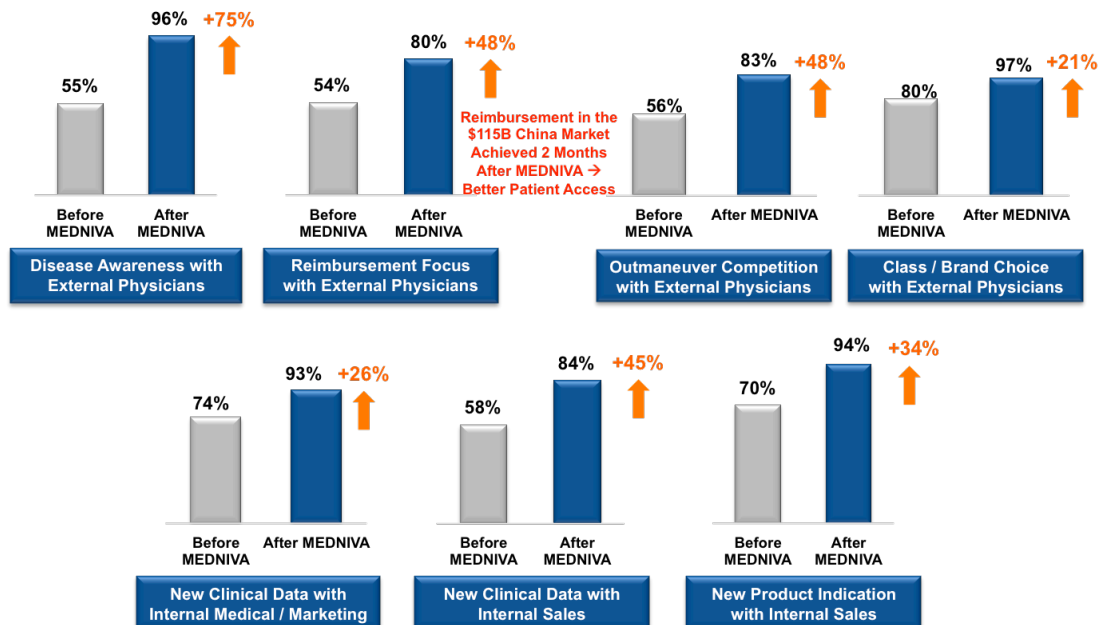
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MEDNIVA is having a transformational impact in how the healthcare industry interacts with its stakeholders, showing consistently positive learning outcomes in programs developed for leading healthcare companies across the world.

Learning outcomes measured in different programs developed and executed for different scenarios and multiple therapeutic areas show an average of 90% on final learning outcomes and an average improvement of 42% versus learning before the programs.

90%
Average Final Knowledge Assessment
+42% Improvement

See below some examples.



The improvement in knowledge may impact behavior, and, thereby, professional practice and performance, supporting better patient outcomes.

Both external practicing specialty physicians and internal medical and commercial staff have found MEDNIVA programs extremely useful and reported that learning outcomes would positively impact their practice, with 99% of participants recommending MEDNIVA to others.

99%
Participants Recommend
MEDNIVA to Others

With the vision of science-led learning for a science-led industry, and the proven track record of success to date, MEDNIVA is poised to continue to deliver unique and more effective educational experiences to healthcare industry stakeholders around the world, thereby ultimately having a positive impact on patient outcomes.

To learn more about MEDNIVA, please visit our website: www.medniva.com