

# MediMark International Submission to the Department of Health and Ageing

Post Market Review of Products Used in the Management of Diabetes

June 2013





## Executive Summary

MediMark International are pleased to provide a submission for Stage Three of the Review for Medicines Used in the Treatment of Type 2 Diabetes.

MediMark International facilitates the development and delivery of independent medical education programs free from overt commercial influence or involvement. All MediMark International education programs have the objectives of:

- Enhancing the awareness and acceptance of the contemporary evidence base
- Assisting the implementation of therapeutic advances in clinical practice
- Supporting the implementation of systematic changes in practice to improve patient outcomes

MediMark International working with a Steering Committee developed and delivered a national General Practitioner (GP) diabetes education program (The DIAMOND Program - Diabetes Management Objectives and New Developments). The DIAMOND Program was designed to provide GP participants with the opportunity to review and update their approach to the management of type 2 diabetes mellitus (T2DM) across a spectrum of associated co-morbidities and complications.

The program was supported by an unrestricted educational grant from Lilly and Boehringer Ingelheim, however they were not involved in any aspect of the development or delivery of the program.

The DIAMOND Program was implemented between February and June 2012, with participation from 1021 GPs nationally in both metropolitan (85%) and rural (15%) areas. The confidence of GPs in a number of aspects relating to the management of patients with T2DM was self-assessed before and after they participated in the program. GP confidence was assessed on a scale of 1 to 5 (with 1 being 'not at all confident' and 5 'extremely confident'). The program produced significant changes in participant knowledge, clinical confidence and behaviour

- 35% of GPs were extremely confident in understanding the pathophysiology of T2DM in the context of the mechanism of action of the oral glucose lowering therapies on completion of the program compared to 6% at the beginning of the program
- 48% of GPs were extremely confident in assessing renal function in patients with T2DM on completion of the program compared to 11% at the beginning of the program
- 39% of GPs were extremely confident in understanding the factors that complicate the choice of oral glucose lowering therapy in the management of T2DM on completion of the program compared to 5% at the beginning of the program

- 41% of GPs were extremely confident in using recommended systems of care for patients with T2DM on completion of the program compared to 5% at the beginning of the program

Comprehensive, multifactorial education programs such as those developed and delivered by MediMark International can successfully improve the understanding and acceptance of the current and new therapies as well as change the behaviour of clinicians. This has been demonstrated in the area of the management of T2DM with the DIAMOND Program and previously with the SPRINT (Stroke Prevention Results in Atrial Fibrillation Therapy) Program.<sup>1</sup>

A comprehensive strategy to improve the management of diabetes in Australia should include large scale, independent education programs such as those developed and delivered by MediMark International.

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<sup>1</sup> Australian Government Department of Health and Aging 2012. Review of Anticoagulation Therapies in Atrial Fibrillation.



## About MediMark International

MediMark International is an Australian-owned company founded in 1999 by two senior healthcare industry professionals, Mr Derek Woolfall and Dr Michael Ablett. MediMark International facilitates the development and delivery of independent medical education programs free from overt commercial influence or involvement. All MediMark International education programs have the core objectives of:

- Enhancing the awareness and acceptance of the contemporary evidence base
- Assisting the implementation of therapeutic advances in clinical practice
- Supporting the implementation of systematic changes in practice to improve patient outcomes

MediMark International programs are based on integrating the latest evidence of therapeutic advance into evolving patterns of clinical practice. Working with teams of physicians drawn from a broad spectrum of medical specialties, and supported by unconditional education grants from a variety of sponsors, MediMark International develops and delivers customised, 5-Step education programs based on adult learning principles that incorporate pre-defined learning objectives and the personal learning objectives of participants. The MediMark 5-step process is modelled on the 5-stages of behavioural change and provide a framework that impacts knowledge, skills and attitude - resulting in systematic behavioural change directed at improving patient care. The third step of the process brings together small groups of physicians in a relaxed, collegial atmosphere at an interactive Discussion WorkGroup where the latest evidence and new concepts of treatment are considered, evaluated and integrated with established practices.

MediMark International is a leader in the provision of face-to-face continuing medical education programs in Australia. Since 1999 over 50,000 Australian healthcare professionals have participated in MediMark International's innovative educational programs across many therapeutic areas.



## The DIAMOND General Practitioner Education Program - (Diabetes Management Objectives and New Developments)

### Summary

The DIAMOND Program - (Diabetes Management Objectives and New Developments) was a national education initiative designed to provide General Practitioner (GP) participants with the opportunity to review and update their approach to the management of type 2 diabetes mellitus (T2DM) across a spectrum of associated co-morbidities and complications.

The program was supported by an unrestricted educational grant from Lilly and Boehringer Ingelheim.

The DIAMOND Program was founded on the proven MediMark International CONVINCe 5-step process, which provides the ideal vehicle for improving clinical practice. It was an RACGP (The Royal Australian College of General Practitioners) and ACRRM (Australian College of Rural and Remote Medicine) accredited program built around a 5-step adult learning model that impacts knowledge, skills and attitude - resulting in behavioural change.

The DIAMOND GP education Program was delivered between February and June 2012 and 1021 Australian GPs participated in one of 59 Discussion WorkGroups that were conducted nationally in both metropolitan (85%) and rural (15%) areas.

The DIAMOND education program produced significant changes in participant knowledge, clinical confidence and behaviour. Results collected from participant activities of the national GP DIAMOND Program indicated a significant increase in GPs' confidence across the following parameters:

- Understanding the pathophysiology of T2DM
- Assessing renal function
- Understanding factors that complicate choice of agent and
- Using recommended systems of care for patients with diabetes.

Participants reported that the most important message they received as a consequence of participating in the DIAMOND Program was that T2DM patients are at major risk of developing chronic kidney disease (CKD) and cardiovascular disease (CVD). Importantly 82% of GP participants reported that they were planning to make changes in their management of patients with T2DM as a result of participating in the DIAMOND Program.



### DIAMOND Program Learning Objectives

- To comprehend the contemporary understanding of the causes of hyperglycaemia in patients with Type 2 Diabetes mellitus (T2DM).
- To evaluate the efficacy and safety of the new oral glucose lowering therapies used in the management of T2DM in the context of co-morbidities.
- To explore the importance of the kidney and its function in T2DM including its relevance in the utility of oral glucose lowering therapies.
- To implement a systematic approach to reviewing patients with T2DM in order to optimise patient safety and outcomes.

### DIAMOND Program Educational Outcomes

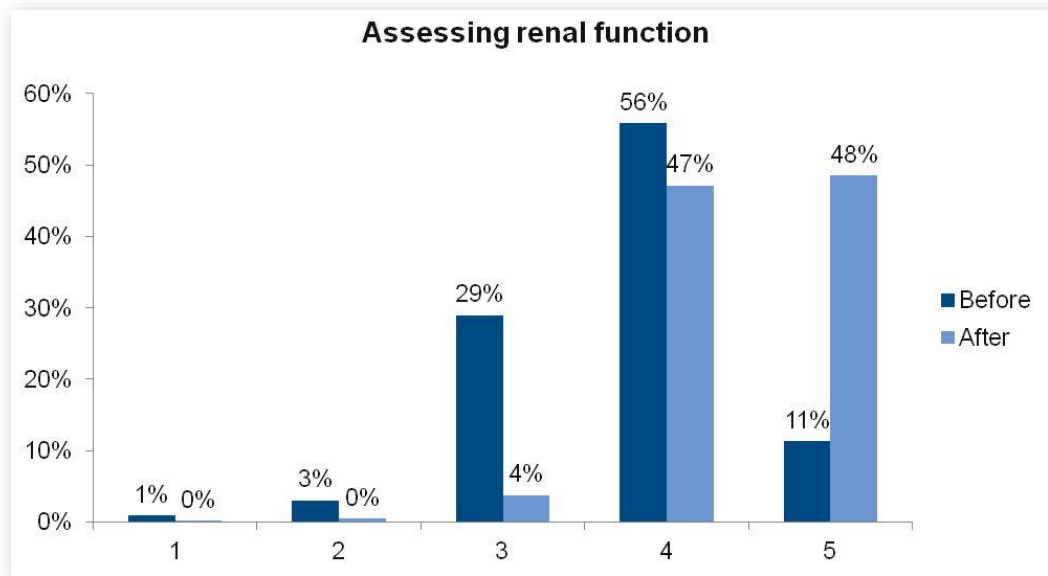
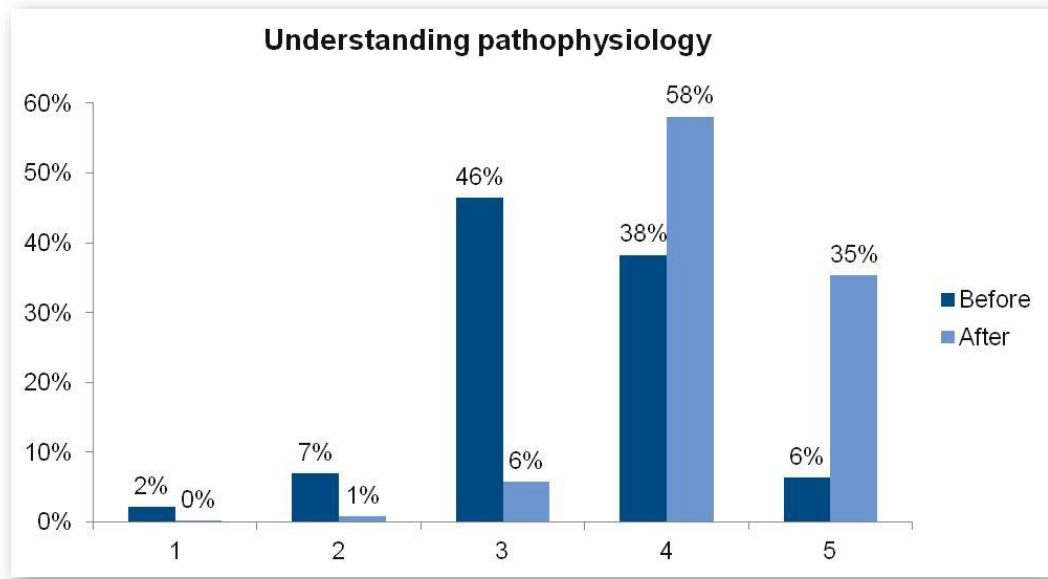
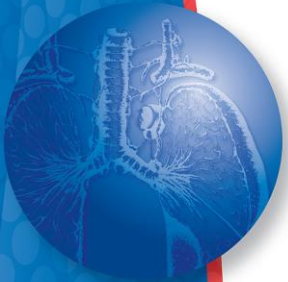
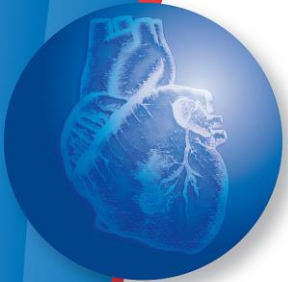
The DIAMOND Program provided a substantial amount of data and insight into the specific opinions, attitudes and actions of participating GPs.

The DIAMOND Predisposing and Reinforcing Activities were designed to measure how participating GPs rated their confidence levels prior to, and following, their participation in the DIAMOND Program.

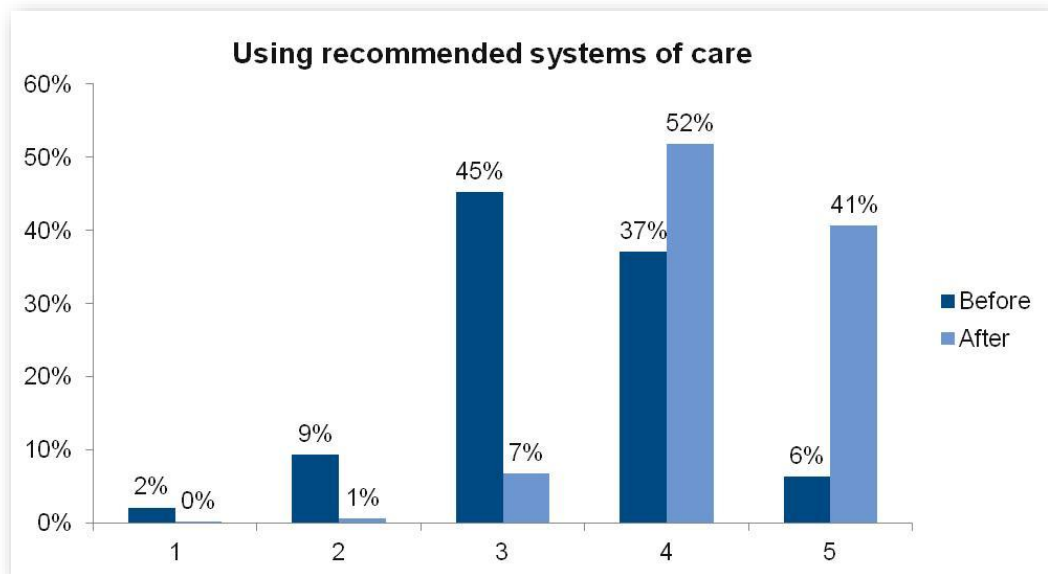
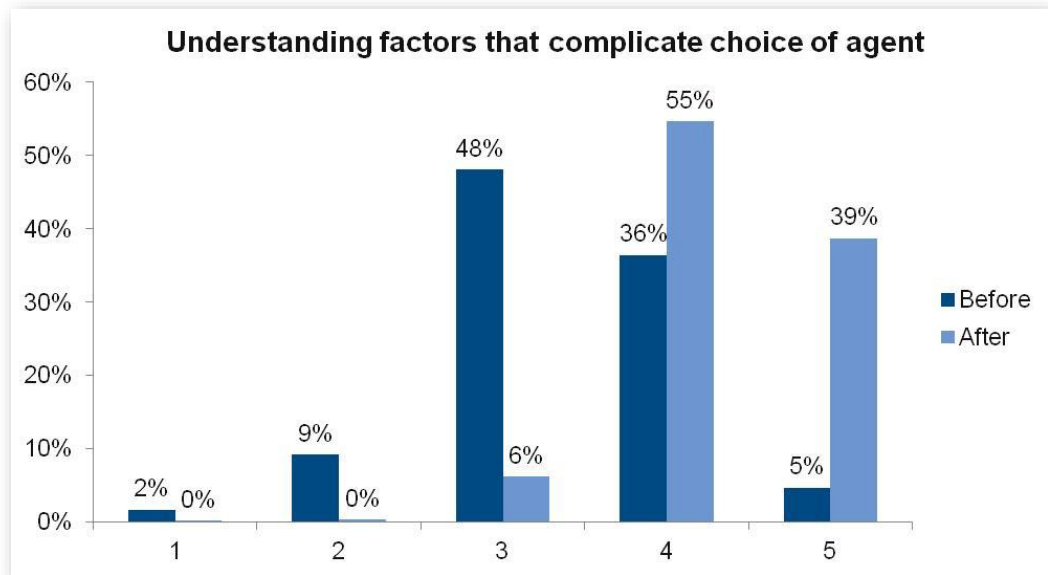
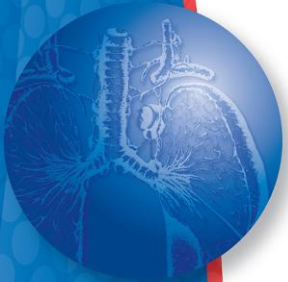
A comparison of DIAMOND participants' confidence in a number of aspects of managing T2DM, before and after their participation in the DIAMOND Program, is shown in the following figures. The aspects of T2DM management that were evaluated are:

- Understanding the pathophysiology of T2DM in the context of the mechanisms of action of the oral blood glucose lowering therapies
- Assessing renal function in patients with T2DM
- Understanding the factors that complicate the choice of oral blood glucose lowering therapy in the management of T2DM
- Using recommended systems of care for patients with T2DM

The comparisons below are a paired analysis and only include responses from participants who completed both the Predisposing and Reinforcing Activities.



1 = Not at all confident, 5 = Extremely confident  
(n=666)



1 = Not at all confident, 5 = Extremely confident  
(n=666)



## Conclusion

The DIAMOND Program provided a forum for the update and independent review of the latest evidence on contemporary treatment options for the management of T2DM. The program involved 1021 GPs nationally who were engaged for over six hours in consideration and action in this therapeutic area. The DIAMOND Program provides an example of independent program bringing together the various stakeholders in healthcare delivery to discuss contemporary evidence in T2DM.

Comprehensive, multifactorial education programs such as those developed and delivered by MediMark International can successfully improve the understanding and acceptance of the current and new therapies as well as change the behaviour of clinicians. This has been demonstrated in the area of the management of T2DM with the DIAMOND Program and previously with the SPRINT (Stroke Prevention Results in Atrial Fibrillation Therapy) Program.<sup>2</sup>

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<sup>2</sup> Australian Government Department of Health and Aging 2012. Review of Anticoagulation Therapies in Atrial Fibrillation.