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How rare-disease education can work at scale

Mobile learning platform partners with world-leading expert to educate more than 77,000 healthcare professionals about Hunter syndrome

(October 11, 2017) — New research to be presented at next week’s National Organization for Rare Disorders’ (NORD) Breakthrough Summit suggests mobile learning platforms with peer-to-peer education activities are an effective and efficient way to engage healthcare professionals on rare-disease topics.

The research submitted by Dr. Joshua Landy and the mobile learning platform Figure 1 highlights results from a physician-led education program for healthcare professionals on Hunter syndrome, a rare lysosomal storage disease. Working closely with world-leading Hunter syndrome expert Dr. Chris Hendriksz, Figure 1 and a pharmaceutical partner set out to educate healthcare professionals worldwide using the company’s free smartphone app.

The program reached more than 77,000 healthcare professionals with four digital components: a disease-state focused interactive quiz to test initial familiarity with Hunter syndrome; a live discussion on the topic of rare disease based on Prof. Hendriksz’s experience; a virtual Grand Rounds that told a complete clinical story about Hunter syndrome using real-world cases; and a final interactive quiz to measure knowledge gains across the community.

The results demonstrated that engaging healthcare professionals on their own terms leads to enthusiasm and significant interest in rare disease topics. The education program also highlighted awareness gaps regarding Hunter syndrome, and served as an opportunity to further the conversation about rare diseases as a whole.

“We’re hoping that reaching healthcare professionals where they are — their smartphones — will lead to better identification, faster diagnoses, and improved patient outcomes,” said Dr. Landy, co-founder of Figure 1 and a practicing critical care specialist.

About Figure 1

Figure 1 is where millions of healthcare professionals learn from one another. Available for free on iOS, Android, and the web in more than 190 countries, the platform delivers life-saving medical knowledge anywhere and at any time. To learn more, go to www.figure1.com.