

## **Objective**

Encourage primary care physicians to learn hands-on, so that they can confidently apply their learnings to people living with diabetes.

## **Challenge**

Develop an engaging medical education program that mimics real-life practice, allows physicians to “test” treatments, and reduces length of time between drug prescription and seeing its effect.

## **Target Group**

Canadian primary care physicians treating Type2 Diabetes patients.

## **Concept**

URL: [https://novo-ola-staging-master-branch.nfadev.com/en/0-1a\\_\\_admin-panel/](https://novo-ola-staging-master-branch.nfadev.com/en/0-1a__admin-panel/) |

Username – olauser | password – preview2020

A gamified web-based experience of treating diabetes that offers a safe environment to make/remake familiar/unfamiliar treatment choices. Physicians view patient story videos at each “visit”. They are then presented with some treatment choices and relevant clinical information. They advance through the program by making treatment decisions. Follow-up “visits” and reports show the implications of their

decision. They also have the opportunity to undo and remake their choices multiple times.

### **Why win?**

“Excellent; a quantum leap forward because of the videos and ability to really work with the patient’s real issues. The videos are important as well in illustrating what happens when going down each path.” –

### **Physician**

### **Results**

- 250 participants across 5 months.
- Average rating: 4.6 out of 5.