

# EHCucate: developing an engaging and accessible novel therapies educational app



## Introduction

The European Haemophilia Consortium (EHC) identified the need for patient-centred, trustworthy, accessible, and up-to-date education about novel therapies for inherited bleeding disorders (IBD), leveraging state-of-the-art technology.



## Objectives

The team tasked with its creation took a collaborative, community-driven approach to develop a mobile phone app that engages a wide diversity of learners wherever they are in their knowledge journey.



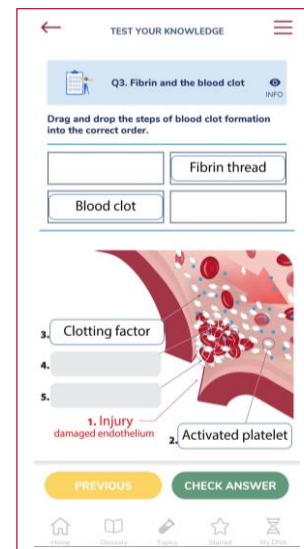
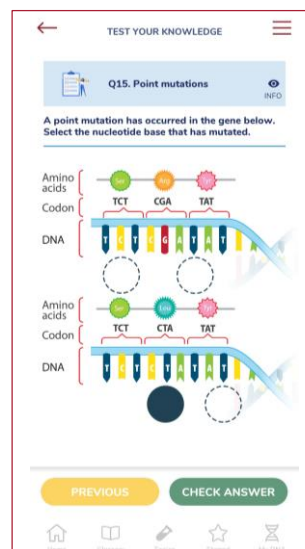
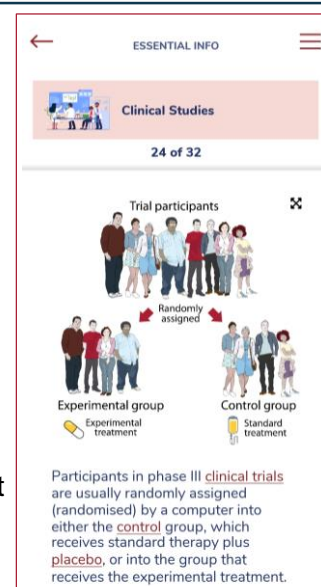
## Methods

An EHC community working group elucidated the educational need and optimal vehicle. The app development team consisted of three learning design experts, two medical writers/editors, one medical illustrator, and an app development technology group. Lay outlines were developed into a progressive topic framework offering a solid knowledge foundation upon which to build a detailed understanding of complex novel therapies. Team members worked in a close collaborative, consultative fashion to capitalise upon the opportunities offered by the app technology and the information available in existing reliable resources. Beta community testing six months before launch provided critical input.



## Results

The EHCucate app, available for free download to Android or iOS mobile phones, engages a diverse community of learners at different knowledge levels with trustworthy information about IBDs and novel therapies. Initiating educational content development from lay outlines, constant integration of learning design expertise, and tight collaboration within the development team yielded multiple learner-driven content exploration pathways.



## Results (continued)

Interactive features, incentivising and enhancing learner engagement include a variety of self-assessment activities, multimedia audiovisual components, custom illustrations and animations, gamification elements, deep-dive resources, and individualised quick reference collections.



## Conclusions

Collaborative educational content development by a team with diverse expertise in consultation with the IBD community resulted in a resource that makes complex information broadly accessible and engaging. EHCucate capitalises upon the unique opportunities offered by an app as the delivery vehicle to personalise the learner experience. As content continues to be developed and added, users will benefit from proactive updating of the information in their pockets as the treatment landscape evolves.



## Disclosures

FR is a Consultant, Medical Writing and Editing, contracted by EHC and has received consulting fees from Roche.



## Author information

Fiona Robinson, PhD, on behalf of European Haemophilia Consortium (EHC)