



HCC  
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POWERED BY COR2ED



# HCC CONNECT

**Annual meeting**  
Pre-read materials

November 2020

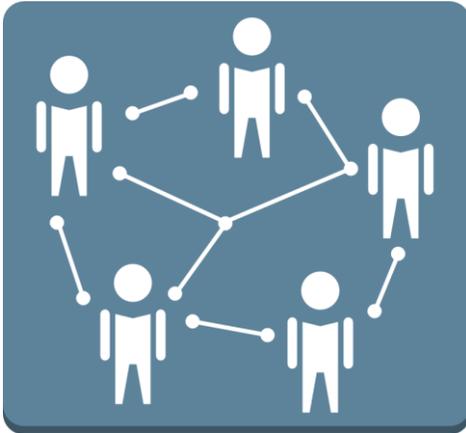
# IN PREPARATION FOR YOUR VIRTUAL MEETING...

- Register with the COR2ED Engage virtual meeting platform <http://engage.cor2ed.com/register/>
  - Complete the pre-meeting survey (available via COR2ED Engage)
  - Please review the HCC CONNECT Educational Needs and Target Audience for 2020 as part of this pre-read material
    - We will confirm the group’s Educational Objectives for 2021 and would welcome your thoughts and feedback
  - Ensure you have Zoom installed on the device you intend to use for the virtual meeting, ideally so you may share your video
    - Any guidance required please let us know @ [louise.Handbury@cor2ed.com](mailto:louise.Handbury@cor2ed.com)
  - Identify a suitable location from which to join us at

**16:00 CET (10:00 EST) for 1.5 hours on Tuesday November 10<sup>th</sup>**

    - A quiet location is preferred so that you do not need to self-mute and can therefore actively contribute to our much anticipated group discussion.... See you there!
-

# MEETING OBJECTIVES



- Review HCC CONNECT educational programmes for 2020
- Brainstorm educational focus and priorities going forward
- Plan educational programme for 2021

# EXPECTED ATTENDEES

## HCC CONNECT members

- Ruth He
- Alex Kim
- Su Pin Choo
- Emil Cohen
- Changhoon Yoo
- Federico Pinero
- Gabriel Aballay Soteras
- Jim Harding
- Irene Bargellini
- Leonardo Fonseca
- Mohamed Bouattour
- Ron Cabrera
- Sammy Saab
- Walid Ayoub

- Sammy Saab
- Amit Singal

## To be confirmed

- Catherine Frenette
- Ari Isaacson
- Jordi Rimola
- Angel Alsina
- Masafumi Ikeda
- Sadahisa Ogasawara

## COR2ED

- Louise Handbury
- Mahir Karababa
- Froukje Sosef

## Bayer

- Devi Mukherjee

# DISCLOSURE



## HCC CONNECT

is supported by an Independent Educational Grant from Bayer

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# MEETING AGENDA: TUESDAY NOVEMBER 10<sup>TH</sup> 2020

16:00-17:30 CET / 10:00-11:30 EST / 23:00-00:30 JST



Time (CET)	Time (EST)	Time (JST)	Topic
16:00-16:05	10:00-10:05	23:00-23:05	Introduction & objectives for meeting
16:05-16:20	10:05-10:20	23:05-23:20	Review of 2020 <ul style="list-style-type: none"><li>• Digital dashboard</li><li>• Newsletters</li><li>• Skin toxicity e-learning</li></ul>
16:20-16:35	10:20-10:35	23:20-23:30	Building on programmes from other CONNECT groups
16:35-17:25	10:35-11:25	23:35-00:25	Planning for 2021 <ul style="list-style-type: none"><li>• Educational focus and priorities</li><li>• Virtual Experts Knowledge Share</li></ul>
17:25-17:30	11:25-11:30	00:25-00:30	Next steps and close

# HCC CONNECT EDUCATIONAL NEEDS AND TARGET AUDIENCE

## EDUCATIONAL NEEDS

1. Changes in the therapeutic landscape of HCC, including novel data on treatment
2. Appropriate therapy for each individual patient with HCC
3. Screening for HCC
4. Essential multidisciplinary approach

## TARGET AUDIENCE

### Primary:

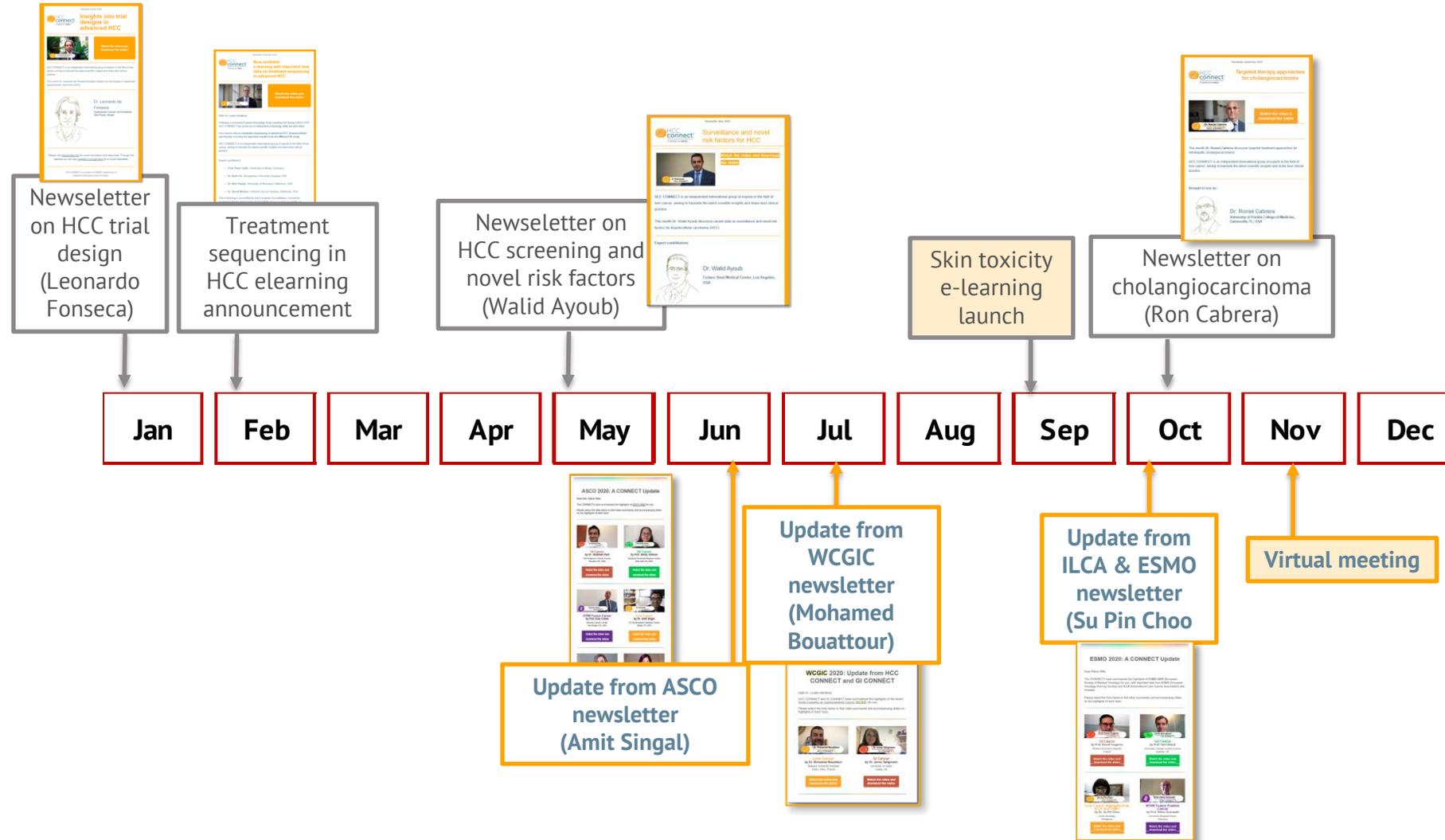
- Medical Oncologists
- Hepatologists
- Gastroenterologists
- Interventional Radiologists
- Surgeons

### Secondary:

- Primary Care Physicians
- Internal Medicine
- Radiologists
- Pathologists
- Basic Researchers
- Nurse practitioners & Physician Assistants

Please review these educational needs and target audiences and come prepared to discuss for 2021

# HCC CONNECT OVERVIEW OF 2020 ACTIVITIES



# HCC CONNECT 12 MONTH PERFORMANCE

## REACH

How **many** of the target audience are reached?



### Website & Newsletter Reach

**97,700** ↑  
+116%

Total Website  
Visits

**50,855** ↑  
+92%

No. HCPs Reached  
Via Email

**87,239** ↑  
+134%

Unique  
Website  
Visitors

**85,325** ↑  
+137%

New Visitors  
to Website



### Social Media Reach

**667** ↑  
+379

Twitter Followers

**73,104** ↑  
+66%

Impressions

## ENGAGEMENT

How **interested** is the target audience?



### Website Engagement

**120,846** ↑  
+85%

Website Page Views

**12,038** ↑  
+30%

Website Return Visits

**7,458** ↑  
+43%

Returning Visitors  
to Website

### Programme Engagement



**77,939** ↑  
+56%

Unique Email Opens

**15.9%** ↑  
+0.8%

Email Open Rate

**2,406** ↑  
+20%

Slide Downloads

**2,492** ↑  
+48%

Videos Viewed

**52.6%** ↑  
+0.7%

Avg. % Video Watched



### Social Media Engagement

**307** ↑  
+154%

Likes

**121** ↑  
+38%

Shares/Retweets

**1.1%** ↑  
+0.6%

Twitter Avg.  
Engagement Rate

## IMPACT

What **educational outcomes** have the programmes delivered?



**89%**

Valuable

CME  
Outcome  
Level\*

**2**



**81%**

Knowledge  
Improving

**3A**



**76%**

Practice  
Changing

**4**



**33%**

Performance  
Changing

**5**

\*Moore DE, et al. J. Contin Educ Health Prof. 2009; 29(1):1-15. Please see appendix to this deck for additional information

Data to 1<sup>st</sup> – 30<sup>th</sup> September 2020

% change = compared to previous 12 months

# SURVEILLANCE AND NOVEL RISK FACTORS FOR HCC: WALID AYOUB

Distributed between  
20<sup>th</sup> May – 8<sup>th</sup> June



19,277

Total HCPs Reached



5,774

Unique Email Opens



15.4%

Avg. Open Rate



191

Slide Downloads



157

Video Views



1,289

Social Media Views



95

Social Media Engagements

CME Outcome Level\*: 4



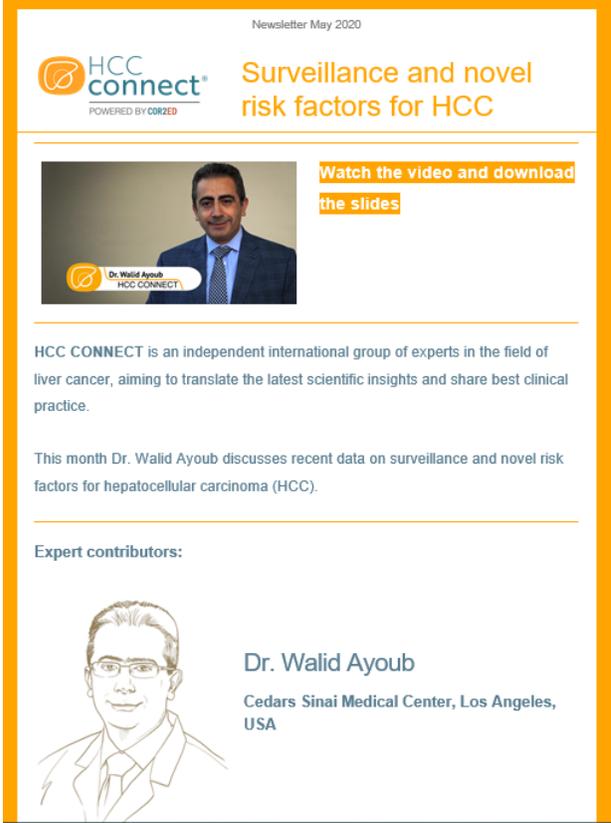
87%  
Valuable



83%  
Knowledge  
Improving



78%  
Practice  
Changing



Newsletter May 2020

HCC connect®  
POWERED BY COR2ED

## Surveillance and novel risk factors for HCC

Watch the video and download the slides

Dr. Walid Ayoub  
HCC CONNECT

HCC CONNECT is an independent international group of experts in the field of liver cancer, aiming to translate the latest scientific insights and share best clinical practice.

This month Dr. Walid Ayoub discusses recent data on surveillance and novel risk factors for hepatocellular carcinoma (HCC).

Expert contributors:

Dr. Walid Ayoub  
Cedars Sinai Medical Center, Los Angeles, USA

# UPDATE FROM ASCO

Distributed between  
4<sup>th</sup> - 30<sup>th</sup> June



**48,675**  
Total HCPs Reached



**17,985**  
Unique Email Opens



**20.3%**  
Avg. Open Rate



**4,333**  
Website visits

48% US  
43% EU  
9% Other



**1,303**  
Slide Downloads



**1,547**  
Video Views



**28,993**  
Social Media Views



**1,567**  
Social Media Engagements

**CME Outcome Level\*: 4**



**81%**  
Valuable



**83%**  
Knowledge Improving



**78%**  
Practice Changing

Dr. Amit Singal



**Video views:**  
303  
**Slide downloads:**  
338  
**Social Media Impressions**  
7682

Physician edition

## ASCO 2020: A CONNECT Update

Dear Mrs. Elaine Wills,  
The CONNECTs have summarised the highlights of ASCO 2020 for you.  
Please select the links below to find video summaries and accompanying slides on the highlights of each topic.

 <p><b>GI Cancer</b> by Dr. Shubham Pant MD Anderson Cancer Center Houston TX, USA</p> <p>Watch the video and download the slides</p>	 <p><b>GU Cancer</b> by Prof. Sandy Srinivas Stanford University Medical Center Palo Alto CA, USA</p> <p>Watch the video and download the slides</p>
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 <p><b>NTRK Fusion Cancer</b> by Prof. Ezra Cohen Moore's Cancer Center San Diego CA, USA</p> <p>Watch the video and download the slides</p>	 <p><b>Liver Cancer</b> by Dr. Amit Singal UT Southwestern Medical Center Dallas TX, USA</p> <p>Watch the video and download the slides</p>
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 <p><b>GI and Liver Cancer Nursing</b> by Brittini Prosdocimo, MSN, RN, BC UPMC Hillman Cancer Center Pittsburgh PA, USA</p> <p>Watch the video and download the slides</p>	 <p><b>GU Cancer Nursing</b> by Joanne Chien, MSN, RN, GNP-BC Stanford Health Care Palo Alto CA, USA</p> <p>Watch the video and download the slides</p>
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Nurse edition

## ASCO 2020: A CONNECT Update

Dear Mrs. Elaine Wills,  
The CONNECTs have summarised the highlights of ASCO 2020 for you.  
Please select the links below to find video summaries and accompanying slides on the highlights of each topic.

 <p><b>GI and Liver Cancer Nursing</b> by Brittini Prosdocimo, MSN, RN, BC UPMC Hillman Cancer Center Pittsburgh PA, USA</p> <p>Watch the video and download the slides</p>	 <p><b>GU Cancer Nursing</b> by Joanne Chien, MSN, RN, GNP-BC Stanford Health Care Palo Alto CA, USA</p> <p>Watch the video and download the slides</p>
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 <p><b>GI Cancer</b> by Dr. Shubham Pant MD Anderson Cancer Center Houston TX, USA</p> <p>Watch the video and download the slides</p>	 <p><b>GU Cancer</b> by Prof. Sandy Srinivas Stanford University Medical Center Palo Alto CA, USA</p> <p>Watch the video and download the slides</p>
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 <p><b>NTRK Fusion Cancer</b> by Prof. Ezra Cohen Moore's Cancer Center San Diego CA, USA</p> <p>Watch the video and download the slides</p>	 <p><b>Liver Cancer</b> by Dr. Amit Singal UT Southwestern Medical Center Dallas TX, USA</p> <p>Watch the video and download the slides</p>
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\*Moore DE, et al. J. Contin Educ Health Prof. 2009; 29(1):1-15. Please see appendix to this deck for additional information  
Social Media Engagements include Like, Share or Retweet  
Data to 30<sup>th</sup> June 2020

# UPDATE FROM WCGIC

Distributed between  
10<sup>th</sup> and 14<sup>th</sup> July



20,423

Total HCPs Reached



6,975

Unique Email Opens



17.2%

Avg. Open Rate



358

Slide Downloads



222

Video Views



1,436

Social Media Views



78

Social Media Engagements

CME Outcome Level\*: 4



81%  
Valuable



83%  
Knowledge Improving



78%  
Practice Changing

Dr. Mohamed Bouattour



Video views:

132

Slide downloads:

207

Social Media Impressions

1502

## WCGIC 2020: Update from HCC CONNECT and GI CONNECT

Dear Mrs. Elaine Wills,

HCC CONNECT and GI CONNECT have summarised the highlights of the recent World Congress on Gastrointestinal Cancer (WCGIC) for you.

Please select the links below to find video summaries and accompanying slides on highlights of each topic.



**Liver Cancer**  
by Dr. Mohamed Bouattour  
Beaujon University Hospital  
Paris, France

Watch the video and  
download the slides



**GI Cancer**  
by Dr. Jenny Seligmann  
University of Leeds  
Leeds, UK

Watch the video and  
download the slides

\*Moore DE, et al. J. Contin Educ Health Prof. 2009; 29(1):1-15. Please see appendix to this deck for additional information  
Social Media Engagements include Like, Share or Retweet  
Data to 31<sup>st</sup> July 2020

# SKIN TOXICITY E-LEARNING LAUNCH



Distribution commenced

14<sup>th</sup> September & communications to continue



**37,631**

Total HCPs Reached  
17,092 Nurses  
20,539 Physicians



**5,012**

Unique Email Opens



**13.3%**

Avg. Open Rate



**101**

Slide Downloads



**76**

Video Views



**927**

Social Media Views



**31**

Social Media Engagements



**33**

Patient Leaflet Downloads



**> 800**

E-learning visits

**CME Outcome Level\*: 4**



**100%**  
Valuable



**100%**  
Knowledge  
Improving



**86%**  
Practice  
Changing



**Skin Toxicities Related to Targeted Therapy in GI and Liver Oncology**

Skin toxicities are common with targeted therapies for GI and liver cancers. These toxicities can have significant impact on patients' treatment trajectories. Pro-emptively addressing and treating potential skin toxicities may improve patients' quality of life and allow them to remain longer on therapy.

This e-learning is designed to help you understand adverse skin reactions, how to prevent, diagnose and manage them, involving a multidisciplinary team.

**Learn more & take the e-learning**

You can claim a number of internationally recognised CME credits by completing this e-learning course. The course is accredited for European CME Credits (ECMECs) and certified for AMA PRA Category 1 Credits™ as well as American Board of Internal Medicine (ABIM) MOC credit.

The e-learning has been developed by an expert faculty:

- Dr Victor Hugo Fonseca de Jesus, medical oncologist from São Paulo, Brazil
- Dr Catherine Frenette, hepatologist from San Diego, USA
- Natasha Pinheiro, nurse practitioner from New York, USA
- Dr Nicole LeBoeuf, dermatologist from Boston, USA

This e-learning is brought to you by:

GI connect, GInurses connect, HCC connect

Visit the dedicated websites for detailed contact information or to find us on social media

GI CONNECT, GInurses CONNECT and HCC CONNECT are initiatives of COR2ED supported by Independent Educational Grants from Bayer.

GI CONNECT, GInurses CONNECT and HCC CONNECT are independent, multidisciplinary groups of international experts in the fields of GI and liver oncology, aiming to translate the latest scientific insights into the implications for clinical practice.

**Skin Toxicities Related to Targeted Therapy in GI and Liver Oncology**

Skin toxicities are common with targeted therapies for GI and liver cancers. These toxicities can have significant impact on patients' treatment trajectories. Pro-emptively addressing and treating potential skin toxicities may improve patients' quality of life and allow them to remain longer on therapy.

This e-learning is designed to help you understand adverse skin reactions, how to prevent, diagnose and manage them, involving a multidisciplinary team.

A number of internationally recognised CME credits are available by completing this e-learning course. The course is accredited for European CME Credits (ECMECs) and certified for AMA PRA Category 1 Credits™ as well as American Board of Internal Medicine (ABIM) MOC credit. You may find you are able to use these as evidence for your own local system of nursing CME credits.

The e-learning has been developed by an expert faculty:

- Natasha Pinheiro, nurse practitioner from New York, USA
- Dr Catherine Frenette, hepatologist from San Diego, USA
- Dr Victor Hugo Fonseca de Jesus, medical oncologist from São Paulo, Brazil
- Dr Nicole LeBoeuf, dermatologist from Boston, USA

This e-learning is brought to you by GI Nurses CONNECT, GI CONNECT and HCC CONNECT

Please visit [glnursesconnect.info](http://glnursesconnect.info) for more information and resources. Through this website you can also suggest a clinical topic for a future newsletter.

GI Nurses CONNECT is an initiative of COR2ED, supported by an Independent Educational Grant from Bayer



\*Moore DE, et al. J. Contin Educ Health Prof. 2009; 29(1):1-15. Please see appendix to this deck for additional information  
Social Media Engagements include Like, Share or Retweet  
Data to 30<sup>th</sup> September 2020

# TARGETED THERAPY APPROACHES FOR CHOLANGIOCARCINOMA

Distributed since  
25<sup>th</sup> September and to continue...



18,334

Total HCPs Reached



2,735

Unique Email Opens



14.9%

Avg. Open Rate



117

Slide Downloads



113

Video Views



543

Social Media Views



54

Social Media Engagements

CME Outcome Level\*: 4



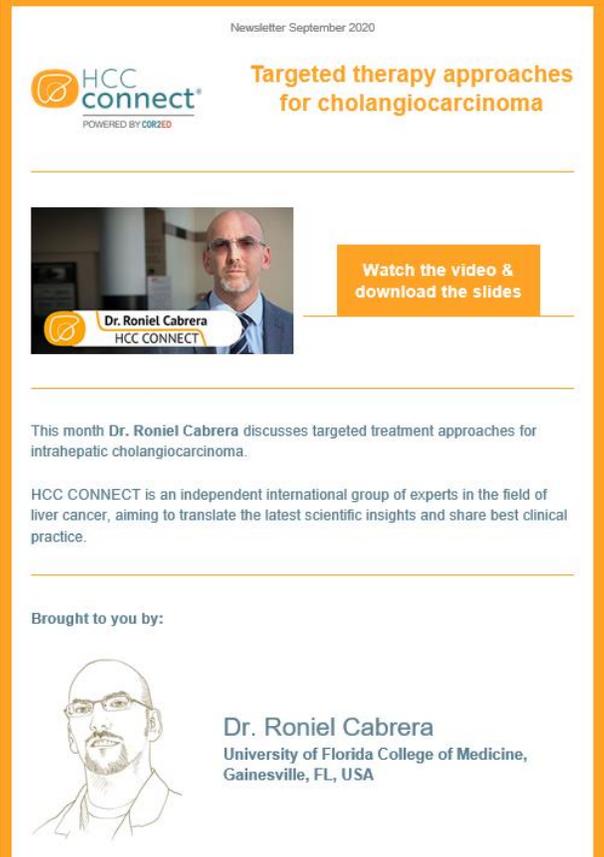
100%  
Valuable



100%  
Knowledge  
Improving



73%  
Practice  
Changing



Newsletter September 2020

HCC connect®  
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Targeted therapy approaches  
for cholangiocarcinoma

Watch the video &  
download the slides

Dr. Roniel Cabrera  
HCC CONNECT

This month Dr. Roniel Cabrera discusses targeted treatment approaches for intrahepatic cholangiocarcinoma.

HCC CONNECT is an independent international group of experts in the field of liver cancer, aiming to translate the latest scientific insights and share best clinical practice.

Brought to you by:

Dr. Roniel Cabrera  
University of Florida College of Medicine,  
Gainesville, FL, USA

Dr. Roniel Cabrera

\*Moore DE, et al. J. Contin Educ Health Prof. 2009; 29(1):1-15. Please see appendix to this deck for additional information

Social Media Engagements include Like, Share or Retweet

Data to 30<sup>th</sup> September 2020

# UPDATE FROM ESMO 2020

Distributed between  
29<sup>th</sup> September & 6<sup>th</sup> October



50,855

Total HCPs Reached



9,652

Unique Email Opens



19%

Avg. Open Rate

3,582

Website visits



51% US  
41% EU  
7% Asia  
1% Other



1,049

Slide Downloads



1,224

Video Views



13,252

Social Media Views



710

Social Media Engagements

CME Outcome Level\*: 4



92% Valuable



90% Knowledge Improving



83% Practice Changing

### ESMO 2020: A CONNECT Update

Dear Elaine Willis,

The CONNECTs have summarised the highlights of ESMO 2020 (European Society of Medical Oncology) for you, with important data from EONS (European Oncology Nursing Society) and ILCA (International Liver Cancer Association) also included.

Please select the links below to find video summaries and accompanying slides on the highlights of each topic.

 <p><b>GI Cancer</b> by Prof. David Tougeron Poitiers University Hospital, France</p> <p>Watch the video and download the slides</p>	 <p><b>GU Cancer</b> by Prof. Gert Attard University College London Cancer Institute, UK</p> <p>Watch the video and download the slides</p>
 <p><b>Liver Cancer Highlights from ILCA and ESMO</b> by Dr. Su Pin Choo Curie Oncology, Singapore</p> <p>Watch the video and download the slides</p>	 <p><b>NTRK Fusion Positive Cancer</b> by Prof. Viktor Grünwald University Hospital Essen, Germany</p> <p>Watch the video and download the slides</p>

 <p><b>Highlights from EONS</b> by Paola Belardi San Donato Hospital, Arezzo, Italy</p> <p>Watch the video and download the slides</p>	 <p><b>Neuroendocrine Tumours</b> by Dr. Rachel van Leeuwen University Medical Center of Utrecht, The Netherlands</p> <p>Watch the video and download the slides</p>
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The CONNECTs are initiatives of COR2ED, supported by Independent Educational Grants from Bayer and Ipsen.

\*Moore DE, et al. J. Contin Educ Health Prof. 2009; 29(1):1-15. Please see appendix to this deck for additional information  
Social Media Engagements include Like, Share or Retweet  
Data to 6<sup>th</sup> October 2020: 1 week post first newsletter distribution

# APPENDICES

# GLOSSARY OF TERMS\*

	Measure	Meaning
REACH	Total Website Visits	Each instance a visitor is actively engaged with the website
	Unique Website Visitors	Number of visitors who have initiated a visit within a selected date range
	New Visitors to Website	Number of visitors who have never visited the website before
	Number of HCPs Reached Via Email	Number of emails successfully delivered, excluding all bounced and blocked
	Twitter Followers	Number of Twitter accounts/users opting to receive Tweets
	Social Media Impressions	Total number of times social media users saw a post or Tweet
ENGAGEMENT	Website Page Views	Total number of website pages viewed
	Website Return Visits	Number of visits as a result of returning visitors within a selected date range
	Returning Visitors to Website	Number of visitors who have visited the website before
	Unique Email Opens	Number of individuals opening an email
	Email Open Rate	Number of unique opens as a % of number of emails successfully delivered
	Slide Downloads	Number of instances a slide set downloaded
	Videos Viewed	Number of instances a video is viewed
	Average % Video Watched	Average length of time a viewer is retained as a % of full video length/time
	Social Media Likes	Number of unique times a post or Tweet is 'liked' by a viewer
	Social Media Shares/Retweets	Number of unique times a Tweet or post is re-posted, forwarded or shared with others
Twitter Average Engagement Rate	The % of all those who see a Tweet and interact in anyway e.g. Retweet, Like, Click, Reply	

\* For description of Outcomes Levels please see next slide

# OUTCOMES FRAMEWORK FOR ASSESSING IMPACT OF EDUCATIONAL PROGRAMMES

Level		Description	Data Source	Question asked
1	<b>Participation</b>	Number of learners who participate	Programme attendance records and resources accessed (website visits, e-learning enrolments, slide downloads, video views)	
2	<b>Satisfaction</b>	Degree to which expectations of participants met	Programme satisfaction survey	Did you find this educational programme valuable? <i>(scale 1-5)</i> Additional satisfaction questions tailored to each programme e.g. faculty contribution & programme design
3a	Declarative Knowledge: <b>Knows</b>	Degree of knowledge gained in line with programme educational objectives	Post- programme knowledge survey (and vs. a pre-programme knowledge survey wherever possible)	Has this educational programme improved your knowledge of this topic? <i>(scale 1-5)</i>
3b	Declarative Knowledge: <b>Knows How</b>	Degree of understanding how to apply the knowledge gained in line with educational objectives		
4	Competence: <b>Shows How</b>	Degree to which participants commit to implement learning in clinical practice	Post-programme knowledge survey. Intent to change has high correlation with actual behaviour change	How likely are you to change your clinical practice? <i>(scale 1-5)</i>
5	Performance: <b>Does</b>	Degree to which participants do implement learning in their clinical practice	Follow-up online survey if possible for all programmes of at least 1 hour in duration	If you committed to change your clinical practice based upon this educational programme, did you? If so, what did you change? If not, why not?

REACH **HCC CONNECT** VIA  
TWITTER, LINKEDIN, VIMEO & EMAIL  
OR VISIT THE GROUP'S WEBSITE

<http://www.hccconnect.info>



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[@hccconnectinfo](https://twitter.com/hccconnectinfo)



Follow the  
[HCC CONNECT](#)  
group on LinkedIn



Watch us on the  
Vimeo Channel  
[HCC CONNECT](#)



Email  
[froukje.sosef@cor2ed.com](mailto:froukje.sosef@cor2ed.com)



HCC CONNECT  
Bodenackerstrasse 17  
4103 Bottmingen  
SWITZERLAND

**Dr. Froukje Sosef MD**

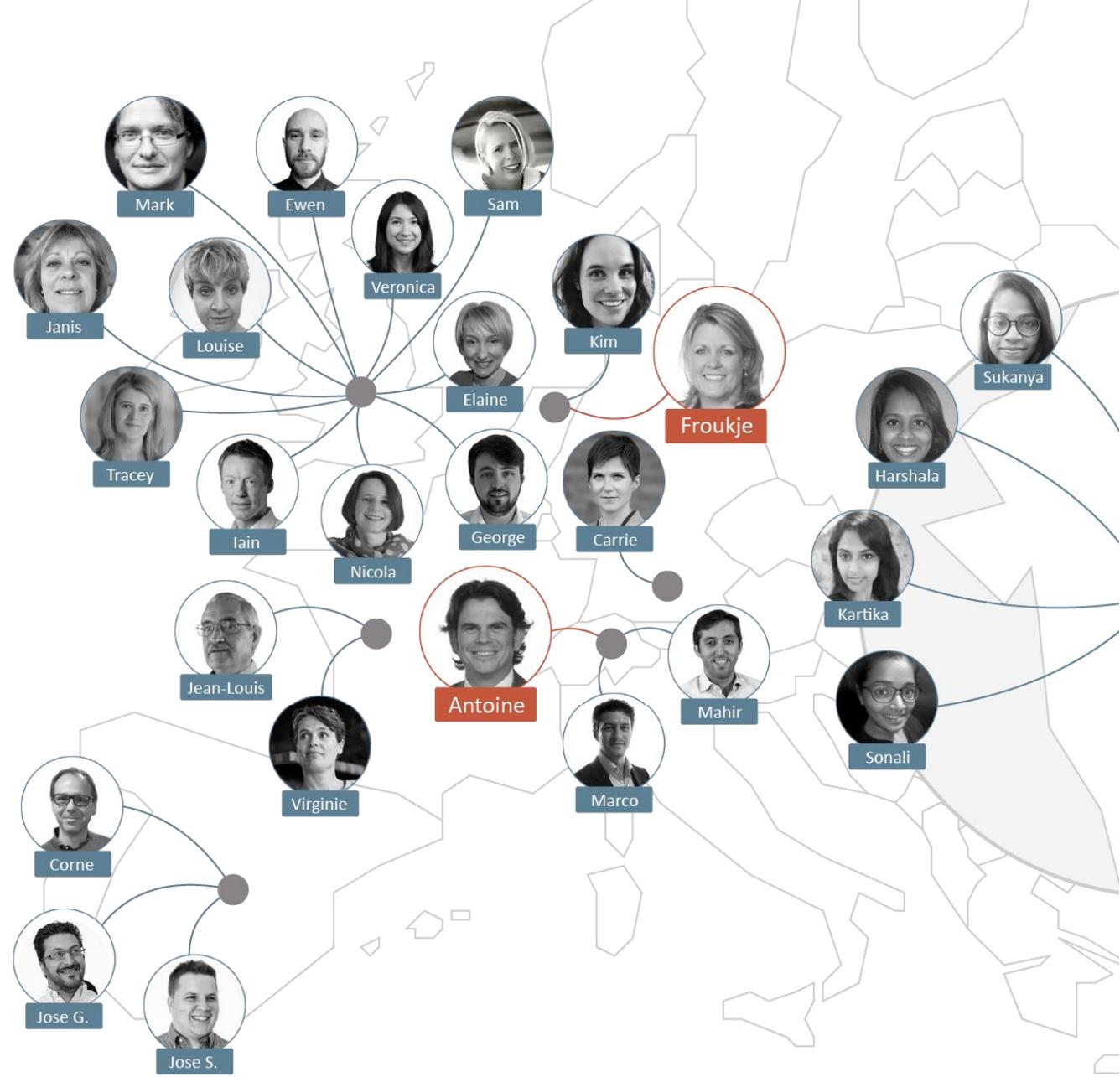
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**Heading to the heart of Independent Medical Education Since 2012**