

CASE STUDY

# RECOGNIZE AND REFER: Educating PCPs on Rare Diseases

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# Why Do PCPs Care About Rare Diseases?

Rare disease education for primary care clinicians (PCPs) is **critical for enhancing the referral process in a patient's treatment journey**



Early recognition and referrals reduce patient burden



Early diagnoses, treatment, and care impact patient outcomes

Primary care is often the

**first**  
point of care

for rare disease patients in their multispecialty treatment journey.

# Identify and Treat Medical Zebras

## The Challenge:

Primary care clinicians need the **knowledge and tools to confidently and quickly identify patients** who may have a rare disease and take appropriate action.

## The Solution:

Pri-Med is the leading education partner that offers **opportunities to educate primary care physicians** on recognizing, diagnosing, referring, and treating rare diseases.



## THE BOTTOM LINE

With rare disease education for PCPs...

- 01 Patients are referred more efficiently for further specialist evaluation
- 02 Faster and more accurate diagnosis and treatment occurs

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# Pri-Med Education Rare Disease Therapeutic Areas to Date

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- **Alpha-1 antitrypsin deficiency**
- **Eosinophilic granulomatosis with polyangiitis (EGPA)**
- **Hereditary angioedema (HAE)**
- **Hypereosinophilic syndrome (HES)**
- **Idiopathic pulmonary fibrosis (IPF)**
- **Newborn screening for certain lysosomal storage disorders (LSDs)**
- **Spinal muscular atrophy (SMA)**

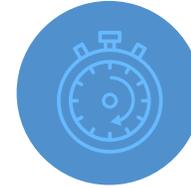
# Education Success Story: Rare Disease Session



**PrimaryCareNOW**  
A Pri-Med Virtual Conference

**In March 2023,**  
a pharmaceutical company  
presented its rare disease research  
during a *PrimaryCareNOW Virtual  
Industry Theater*  
educating clinicians at scale about  
the disease.

**HIGH  
ENGAGEMENT**



**34 mins**

Average uninterrupted view  
time for 40-minute sessions

An 85% average view time

**KNOWLEDGE  
GAINED**



**280%**

Average increase in familiarity  
with subject matter

Pre-and-post attendee survey indicated an  
increase from 12% to 46% familiarity

**CLINICAL  
PRACTICE**



**74%**

Percentage of clinicians who  
indicated they would incorporate  
information into clinical practice

# Educating PCPs is Vital Engagement for Early Diagnosis

## SUMMARY

There is a strong demand from Pri-Med clinicians for rare disease education.

01

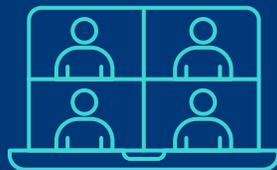
Primary care clinicians are essential in diagnosing and treating patients with rare diseases.

02

Clinicians lack the necessary knowledge to confidently identify and refer patients with a potential rare disease.

03

Pri-Med clinicians are eager to learn and incorporate research into their clinical practice.



700+ primary care clinicians (MD/DOs and NP/PAs) attended one Virtual Industry Theater with a focus on rare diseases