



Case Study: Educational Webinars for the  
Jodi Lee Foundation

## Educating Healthcare Professionals to Increase Bowel Cancer Screening in Regional and Remote Australia



GPEX partnered with the Jodi Lee Foundation to ensure healthcare professionals in regional and remote areas have the skills and knowledge to encourage and support their patients to participate in the National Bowel Cancer Screening Program. More than 470 healthcare professionals engaged with the webinars, and **83% now feel confident about discussing screening with their patients (up from just 25%)**.

### Overview

The Jodi Lee Foundation is a leading voice for bowel cancer prevention, reaching millions of Australians each year through national initiatives aimed at raising awareness about bowel cancer.

The disease has a treatment success rate of more than 90%; however, the average national screening rate—at 40.9%—remains sub-optimal and is even lower in regional and remote communities. Increasing participation to 60% would save more than 80,000 lives by 2040.

The Jodi Lee Foundation engaged GPEX to develop and deliver webinars aimed at upskilling healthcare professionals to more confidently play their critical role in encouraging and supporting patients to engage with the national screening program.

### The GPEX Solution

**GPEX developed content and delivered 30 webinars targeted at nurses and GPs in regional and remote areas of Australia.**

The education resources addressed the following learning outcomes:



Understand the roles of the GP and Practice Nurse in supporting bowel cancer screening



Patient eligibility and relevant clinical information



How to complete the bowel cancer screening home test




Understand test results




Where to find further tools and resources.


**GPEX's experience and expertise in how healthcare professionals learn made it easy for the Jodi Lee Foundation to leverage this market to raise bowel cancer screening rates. The end-to-end learning solution included:**

 Creation of clinical content by experienced in-house Medical Educators

 Delivery of the webinars by engaging expert presenters

 End-to-end project management

 Multi-channel marketing via email, social media, face-to-face events, telemarketing and healthcare associations, including Primary Health Networks and Aboriginal Community Controlled Health Organisations

 Pre- and post-event behavioural surveying

 Reporting against pre-established Key Performance Indicators.

## Impact

**More than 470 healthcare professionals registered for the webinars;** those registrants who failed to attend were sent a link to the webinar recording.

Behavioural surveying demonstrated that the learning dramatically raised their confidence in discussing bowel cancer screening with patients from 25% to 83%. Additionally, healthcare professionals said they were now much more likely to proactively discuss screening with their patients (from 51% to 68%).

Perhaps most significantly, 73% of healthcare professionals who participated in the learning now agree that they could make a big difference to whether individuals aged 45-49 complete their first bowel cancer screening test.

# 474

healthcare professionals trained.

# 83%

are confident to discuss bowel cancer screening with patients.

Up from  
**25%**

# 73%

agree they could make a big difference to screening participation rates.

