

2017 Onwards

Working together to combat infectious diseases in Georgia



MINISTRY OF LABOUR
HEALTH AND
SOCIAL AFFAIRS

BMJ

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BMJ country implementation

Licence Activations

Georgia	
Access codes issued to contactable users	1,100
Bounced emails and unsubscribes	31
Registrations	1,004
Take up	91%

MINISTRY OF LABOUR,
HEALTH AND SOCIAL
AFFAIRS OF GEORGIA

Welcome to the BMJ CDS Training Initiative

Dear Tamar Mkhatchari,

In partnership with the *Ministry of Labour, Health and Social Affairs of Georgia* and the *National Center for Disease Control and Public Health (NCDC)*, BMJ is delighted to provide you with full access to BMJ Best Practice and BMJ Learning as part of the BMJ CDS training initiative.

These online tools will help you to practice evidence based medicine, access the latest peer-reviewed international research and guidelines, provide clinical decision support and support your continuing medical education (CME).

You now have 30 days to activate your account. Please register now with the following details to get started:

EMAIL ADDRESS: tamiko_mx@yahoo.com
ACCESS CODE: 4782425382

[CLICK HERE TO REGISTER >](#)

“Through this partnership with BMJ we are excited to be able to provide healthcare professionals throughout Georgia access to world leading clinical decision support and professional development resources. We hope the selected users will make the most of this fantastic opportunity to improve their professional skills and patient outcomes.”
Ministry of Labour, Health and Social Affairs of Georgia

Engagement Campaigns

Country averages	Georgia
Oct - Dec open rate	45%
Jan - Apr open rate	34%
Oct - Dec click rate	52%
Jan - Apr click rate	48%

60
campaigns
launched
Since Oct
2016

Average
open rate
40%

Average
click rate
50%

BMJ advances healthcare worldwide by sharing knowledge and expertise to improve experiences and outcomes. [Open as a webpage](#)

BMJ   

[BMJ HUB](#) [BMJ BEST PRACTICE](#) [CONTACT US](#)

Access the complete package of BMJ infectious disease / EDP content now

Dear Tamar

Infectious diseases are a growing public health concern. Whether naturally occurring or intentionally produced, they will continue to pose a threat. Infectious disease outbreaks (such as Ebola) cause significant morbidity and mortality as well as long term damage to a country's health infrastructure. Ineffective responses can have a devastating impact not only on public health but also the economy.

BMJ's clinical decision support content on Especially Dangerous Pathogens (EDPs) and rare infectious diseases is now available via BMJ Best Practice. This will help you detect, diagnose and manage patients with infectious diseases to help prevent outbreaks and epidemics. BMJ Best Practice guides you step-by-step through taking a history and ordering tests, to confirming the diagnosis and starting treatment.

You also have access to the full range of content covering 80% of the most commonly presented conditions across primary and secondary care.

Best wishes,
Dr Kieran Walsh



Dr Kieran Walsh
Director of

Engagement campaign topics

Topics promoted in clinical scenarios:

- Anthrax
- Lassa fever
- Tularaemia
- Yersinia infection
- Venezuelan equine encephalitis

Topics promoted in email campaigns:

- Anthrax
- Avian influenza A (H5N1) virus infection
- Botulism
- Coccidioidomycosis
- Common toxic plant ingestion
- Coxiella burnetii infection
- Crimean-congo haemorrhagic fevers
- Ebola virus infection
- Eastern equine encephalitis
- Food poisoning
- Henipaviruses
- Herpes B virus
- Influenza infection
- Lassa fever
- Marburg virus infection
- Marine toxins
- Melioidosis and glanders
- Mycotoxins
- Poxvirus infection
- Rickettsial diseases
- Rift Valley fever
- Rocky Mountain spotted fever
- Tick-borne encephalitis complex (flavi) viruses
- South American haemorrhagic fevers

Translated topics promoted in email campaigns:

- Acute asthma exacerbation in adults
- Acute diarrhoea (Assessment of)
- Atypical pneumonia
- Botulism
- Chronic congestive heart failure
- Coccidioidomycosis
- Crimean-congo haemorrhagic fever virus
- Delirium (Assessment of)
- Dengue fever
- Dysphagia (Assessment of)
- Eastern equine encephalitis
- Fever of unknown origin (Assessment of)
- Glomerulonephritis
- Hepatitis A
- HIV infection
- Hypertension (Assessment of)
- Marine toxins
- Non-st-elevation myocardial infarction
- Pox viruses
- Rift Valley fever
- Rocky mountain spotted fever
- South American haemorrhagic fevers
- Syphilis infection
- Tickborne encephalitis complex viruses
- Venezuelan equine encephalitis
- Yersinia infection

User Hub, newsletters and blogs

- Update BMJ Hub every 2 weeks with new and featured topics, new clinical scenario and regional news
- These updates are promoted in the monthly user newsletter
- Worked with select agent authors to create 4 blogs promoted to users via the Hub and linking to the individual BP topics.
 - *Marbug virus - the next big outbreak*
 - *Arachnophobia - why we should all be wary of ticks*
 - *Risk of widespread outbreak of Rift Valley fever linked to livestock trade*
 - *Fugu: a culinary brush with death*
- Monitoring user analytics and engagement with potential to amend design and sections based on most popular section and new content eg. the blogs

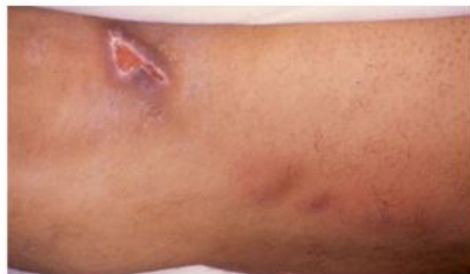
Country	Sessions (2017)
Georgia	1,815



Users are returning



Launched the Infectious Disease Learning Course



Reviews

"The module is thought over to trifles. Excellent information is provided. The tests are thought out and allow you to quickly check the quality of the knowledge gained."

29.03.2017

Other, Infectious Diseases, UA

"Helpful and good structured"

17.03.2017

GP/Family Physician, Family Medicine, GE

"Great! Short but informative."

16.03.2017

Other, Infectious Diseases, UA

"THANKS. ITS REALLY INTERESTING FOR ME"

14.03.2017

Other, Community Child Health, UA

"educational "

12.03.2017

GP/Family Physician, General Practice, GB

"Good!"

11.03.2017

Specialist/Consultant, Infectious Diseases, UA

"Notice for myself some moments about time of investigation and biosafety. Thanks!"

06.03.2017

Other, Infectious Diseases, UA

"Good!"

26.02.2017

- Developed in conjunction with clinical and editorial to encourage users to complete the 'select agent' modules.
- Modules are divided into 5 'levels' and upon successful completion of each level, users receive a certificate.
- Promoted on the BMJ Hub, BMJ Learning homepages and through email marketing.
- **Fantastic Feedback:** All modules rated 4 or 5 stars out of 5

Started modules to date:

Georgia: 83 modules



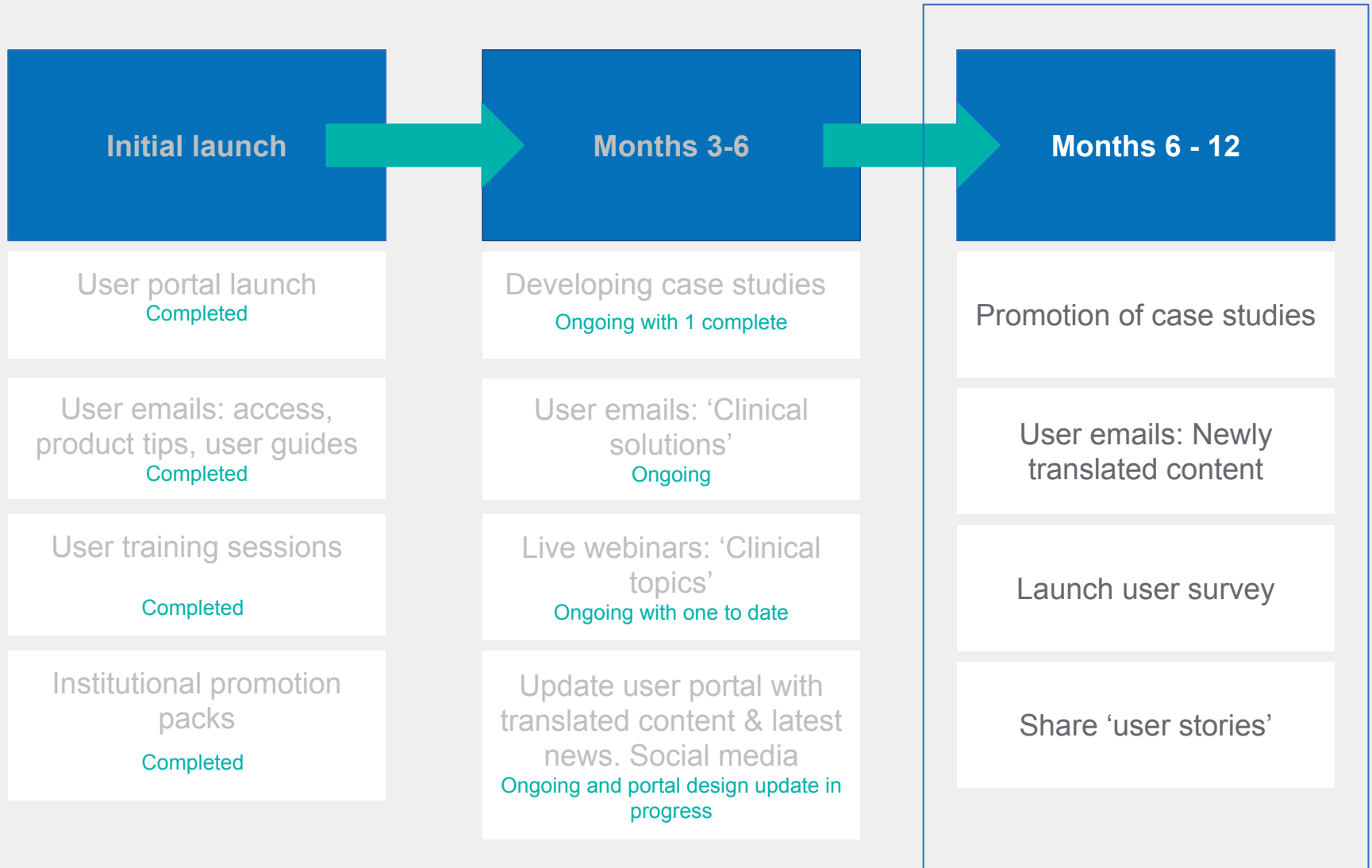
Georgia Case Studies

April/ May 2017 - Contacting institutions and users with high usage for BMJ Learning including:

- The National Centre for Tuberculosis and Lung Diseases - *feature article in progress*
- Nazarishvili Family Medicine Center - *interview report being finalised, BMJ will also support on a Quality Improvement project.*
- National Family Medicine Training Centre
- Avershi Clinic
- Curatio Clinic
- A key challenge is low response and reservations about English interviews.
- Eka is helping by following up and offering translation or an interview with her.
- Upcoming: contacting BMJ Best Practice high users.

Engagement schedule

We are on track with the plan presented during in-country launched. Many activities are ongoing including working closely with the implementation leads on the development of case studies.



Engagement campaigns

Schedule of activity in next 3 months

May

Continuation of BP app launch and promotion

BMJ Learning course & competition

Regular engagement: clinical scenarios, monthly update, new topics

June

User survey launch

Regular engagement: clinical scenarios, monthly update, new topics

July

Translations of regular marketing comms to improve engagement

Regular engagement: clinical scenarios, monthly update, new topics

BP 'Quiz' development



LOGIN BMJ HUB BMJ LEARNING BMJ BEST PRACTICE

Have you tested your knowledge on infectious diseases yet?

Dear Dmytro Ivanov

Our new BMJ Learning course will help you assess, diagnose and manage patients with especially dangerous pathogens.

After completing this course, you will know:

- How patients with infections can present clinically
- How to assess patients who might have infectious diseases
- How to manage affected patients
- When to report and refer affected patients
- The differential diagnoses of these infections.

You will receive a certificate on completion of each of the levels to add to your CME portfolio.

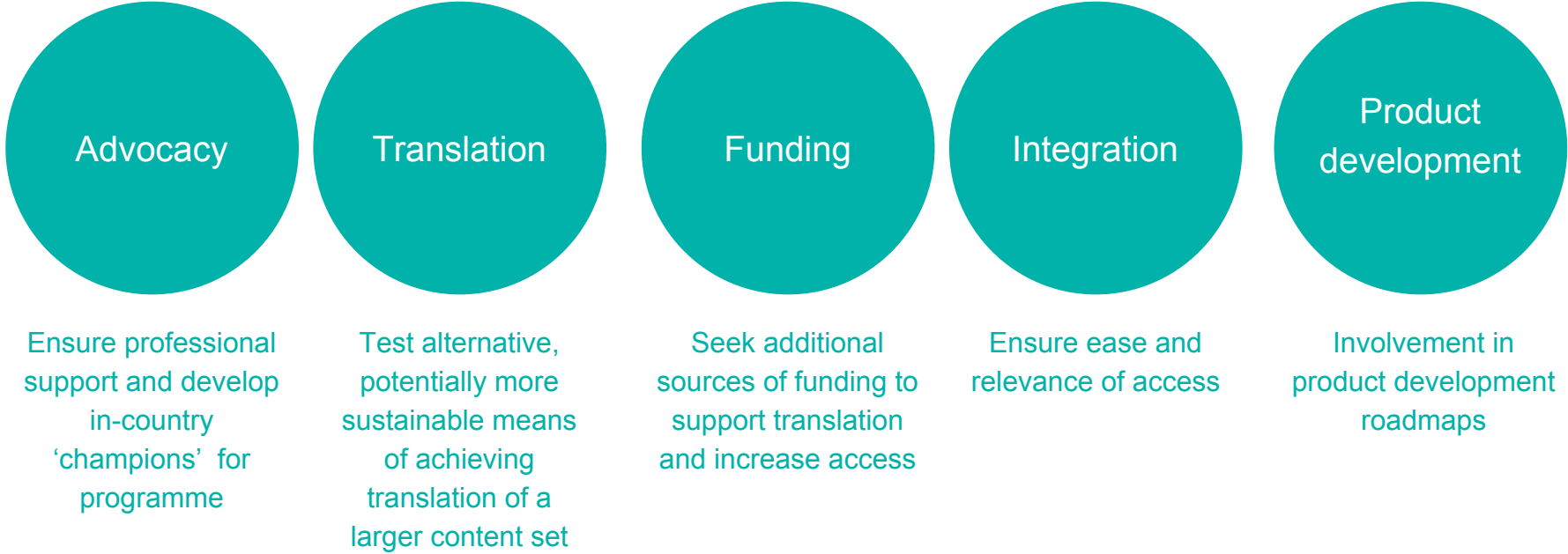
START LEVEL 1 >

Yours sincerely,
Dr Kieran Walsh
Clinical Director, BMJ



BMJ

Key areas for sustainability



Advocacy

Ensure professional support and develop in-country 'champions' for programme

Translation

Test alternative, potentially more sustainable means of achieving translation of a larger content set

Funding

Seek additional sources of funding to support translation and increase access

Integration

Ensure ease and relevance of access

Product development

Involvement in product development roadmaps