

DOCTORS TRAINING PROGRAM

- As a alcoholic beverages company, responsible marketing is our responsibility
- 1, 5 million alcohol abusers
- GP have a crucial role in consumption abuse (diagnosis and patient information), they have no information nor training on alcohol
- We cannot adress directly doctors, due to the French legislation
- Driven by Pratis.com, medical training agency, specialized in e-learning programs, leader in digital communication on the healthcare professional target
- Objective: Help doctors to answer patients questions and detect alcohol abuse

SESSIONS

1. Alcohol consumption data, international recommendations, alcohol units
 2. Alcohol abuse risks and Safe Roads
 3. Alcohol elimination
 4. Alcohol abuse risks
 5. Youth consumption: binge drinking
 6. Brief intervention concept, based on INPES training
- Quiz: 20 questions on alcohol, medical and social aspects
 - Round Table with doctor, epidemiologist, addiction specialist, dedicated to the specific relationship doctor/patient
 - Diet advices, alcohol positive and negative effects

RESULTS

- **Verbatim :**
Good approach for a subject that is difficult | Well done | Very interesting | complete | good enclosed document | to be continued | excellent | training that can help me with my patients | very interesting practical advice | update my knowledge | good sum up | very innovative | clear | very good explanations.
- **Improvement of professional practices**
Questionary sent in October 2010. Results late November

Number of viewers SESSIONS

Module 1 : 3918 / 2978 / 1989
Module 2 : 4398 / 3500 / 2507
Module 3 : 5152 / 3917 / 2140

Number of viewers

Amphi Game : 1500 docteurs on line
Interview Joël de Leiris: 1300 docteurs on line

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