

## Overview

The first part of the document discusses the importance of data collection and analysis in the context of the current research. It highlights the need for accurate and reliable data to support the findings and conclusions of the study.

The second part of the document focuses on the methodology used for data collection and analysis. It describes the various techniques and tools employed to ensure the validity and reliability of the results. The methodology is designed to address the research objectives and provide a comprehensive overview of the data.

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:

## Impact

More than 470 healthcare professionals registered for the webinars;

with a 25% completion rate and a 50% increase in screening rates.

By the end of the program, 25% of healthcare professionals had completed the program, and 83% of those who completed the program had increased their screening rates. Additionally, 50% of healthcare professionals who completed the program had referred their patients to the screening program.

