



Atrivity Case Study

TPM – DTI Foundation | Donation & Transplantation Institute boosted its participation at the 28th International Congress of The Transplantation Society 2020 virtual in collaboration with Grupo Pulso

About DTI and Pulso

Donation & Transplantation Institute (DTI) is a non-profit organization with the commitment to raise organ donation in the world to improve society's quality of life and avoid trade and organ trafficking. Its educational program (Transplant Procurement Management - TPM®) has trained over 17.000 participants from 100 countries since 1991. TPM is designed to adapt the course content to the specific needs of the diverse countries' situation.

Grupo Pulso was founded in 1979 and specializes in management of knowledge in the area of health. They currently have offices in Spain, Portugal and Latin America. They are experts in medical training and in particular tools for training to support decision making. Grupo Pulso offers products and services for ongoing training to accelerate digital transformation in health based on scientific knowledge.

What does Atrivity offer to the health industry?

Atrivity by Compettia helps Healthcare companies to improve the knowledge and performance of their employees and to connect with HCPs and health organizations in a more attractive and lasting way. This is done through dynamic games that encourage optimal, fun and measurable learning. Atrivity's mission is to be a key element in the training, commercial and communication strategies of companies, being the complement that accompanies each one by improving companies with personalized games.

By using Atrivity in a virtual event, health companies generate more awareness, help sustain and measure attention, improve post-event experience and easily report on event ROI. It also enables to create a channel of communication between the brand and the attendees before, during and after the event.

The main objective of DTI was to increase awareness helping HCPs to improve the lives of critical patients during COVID-19 pandemic.

Atrivity

The challenge

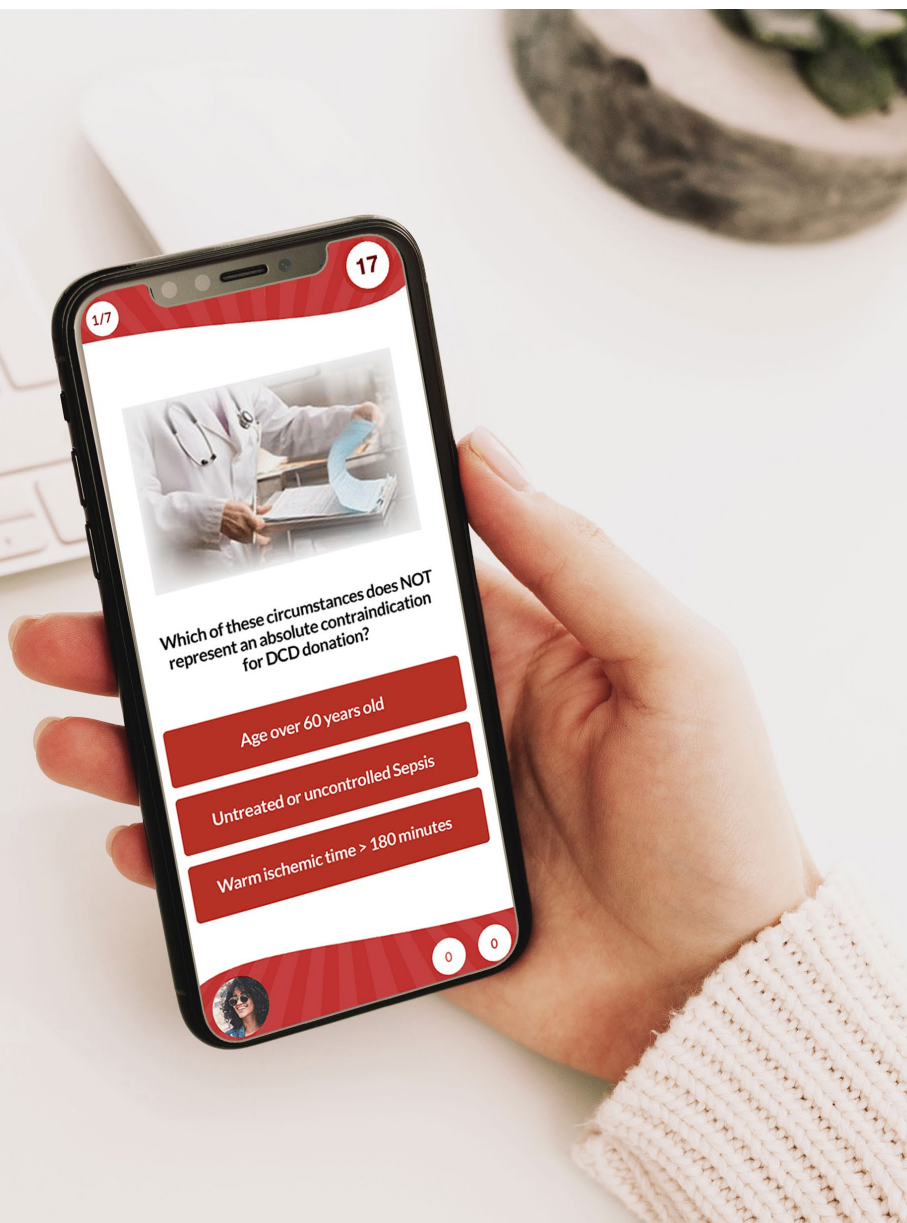
DTI foundation wanted to attract as many attendees as possible to their virtual stand to test their knowledge on organ donations and transplantation and to educate HCPs about how transplant activity is affected during COVID-19 times.

The congress organizer didn't provide the database of attendees before the event, which means it was difficult to create awareness and invite attendees to visit the virtual booth. DTI felt the need to try an innovative way to attract people to the booth and evaluate which the trending topics of the Organ Donation and Transplantation field were among the participants. That is the reason why they decided to rely on the mobile app Atrivity to interact with the audience and help to create a buzz even before the event. The extensive Atrivity analytics feature gives a clear picture of key message comprehension.

The project

The main objective of DTI was to increase awareness helping HCPs to improve the lives of critical patients during COVID-19 pandemic. To do this they need to attract traffic to the virtual stand by doing something different from the other industry corners.

They promoted the DTI Challenge Game with a press release and invited attendees to download the app and challenge each other to win free access to their online course.



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THE RESULTS

- 70% of people who visited the virtual booth, downloaded and played Atrivity
- Active game players took advantage of this initiative to increase their knowledge by 16% on average
- Each player answered an average of 72 questions
- 214 challenges run
- Knowledge gaps detected by category
 - Covid-19
 - Organ procurement
 - Organ Transplantation
 - Tissue banking and advanced therapies
 - Knowledge level

Active game players took advantage of this initiative to increase their knowledge by 16% on average. The user who was 1st in ranking played 37 challenges and executed 95 training. His initial knowledge was 41,4% and at the end of the game it was 97,1%.

Player	Covid-19	General	Organ procurement	Organ Transplantation	Tissue banking and advanced therapies	Knowledge level
1st	92	100	100	100	100	97,1
2nd	68	100	69,2	68,8	75	71,4
3rd	60	50	92,3	68,8	75	70

Plus, they had a clear picture of which the most failed questions were, so they can reinforce knowledge gaps:

Most failed questions

Question Code	Question	% Wrong answers	Wrong answers	Answered questions
DTI_Sept20_059	When is recommended to rule out SARS-CoV-2 in a pre-transplant patient?	61.1 %	11	18
DTI_Sept20_066	As part of the actions recommended to ensure transplantation during COVID times are:	64.7 %	11	17
DTI_Sept20_050	Would be possible to consider to transplant a patient from a COVID-19 + donor in a case of a fulminant liver failure?	62.5 %	10	16
DTI_Sept20_065	Prioritize the donation activity only to specific cases, except for:	55.6 %	10	18
DTI_Sept20_037	Which cornea transplant procedure is acknowledged to be the most technically challenging?	50.0 %	8	16
DTI_Sept20_022	Acute pancreatitis occurring 1 week after transplant:	46.7 %	7	15
DTI_Sept20_024	Which of these is not an early postoperative complication for heart transplant? Select one:	41.2 %	7	17
DTI_Sept20_031	A technician working in a laminar flow cabinet in a classified processing laboratory should...	43.8 %	7	16
DTI_Sept20_047	Considering the risk of COVID-19 nowadays, preoperative tests for donor and recipient should include:	43.8 %	7	16
DTI_Sept20_068	Donor's notification is mandatory, except for:	43.8 %	7	16

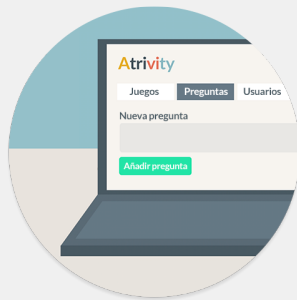
Conclusions

Atrivity-DTI-Pulso has been a good alliance to generate the awareness needed and to extend the event experience by communicating with the audience and strengthening key messages.

Atrivity



Turn your training material into questions -very easy!



Set up your Atrivity trivia game in minutes



Invite the players, then watch the rankings and everything that's going on while they compete



Reviews and analyzes overall and individual results

Do you want to achieve more interesting involvement in your trainings?

Talk to an Expert