### Background
- Recombinant human growth hormone (rGH) is indicated in growth hormone deficiency and a number of rare genetic disorders and childhood cancers; the FDA mandates safety registries for all rGH products.
- The manufacturer's registry satisfied FDA requirements and provided reports used by field personnel to provide benchmarking and practice-specific information to prescribers.

### Issue
- Interest in the reports had stagnated as information reported had not been updated for years.
- Existing reports were not user friendly, visually appealing, or relevant to a variety of practice settings.

### Strategy
- Present a new data analysis that provided a snapshot of clinical practice and that supported outcomes improvement initiatives
- EPI-Q determined the clinical utility of the reports by assessing if important clinical issues could be evaluated from the data to develop future substudies with the help of key opinion leaders.
- EPI-Q initiated qualitative interviews with key physician investigators assessing the value of existing reports and capturing a wish-list from investigators regarding future data reports.
- EPI-Q updated the look and feel of the reports, including the addition of sophisticated graphics to convey complex concepts in a simple manner.
- EPI-Q created benchmarks and benchmarking tools highlighting best practices, local and regional differences in practice, and practice setting differences (e.g., academic versus community based).
- A Knowledge, Attitudes, Beliefs, and Practices (KABP) survey of physicians was conducted to understand the magnitude of care improvement opportunities identified in the new analysis and reporting.

### Outcome/Findings
- Revitalizing the aging program improved the usefulness of a mature longitudinal registry, increased access to prescribers by field personnel, and increased brand loyalty.
- Posters related to the program were presented at various US and European meetings.