

PROBLEM

The inaugural American Medical Association campaign on Figure 1 set out to determine if innovative, gamified tactics, using bite-sized content on a mobile device, could effectively engage and educate U.S. healthcare professionals on the new 2017 Guideline for the Prevention, Detection, Evaluation, and Management of High Blood Pressure in Adults.

SOLUTION

In consultation with key personnel at the AMA, the Figure 1 medical and design teams created quizzes to challenge their audience on the changes introduced by the new guidelines.

Goal: Detail the diagnostic processes

Tactic: An interactive quiz to describe how to accurately measure blood



