

INTRODUCTION

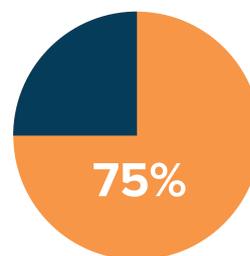
With a plethora of information available to doctors online, from colleagues, at congresses, and in print material, it is important to understand what will be most effective when doctors decide to take the time to seek information to continue professional development. Effective continuing medical education activities must attend to learner needs and preferences.



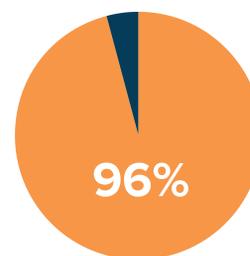
METHODS

WebMD Global, LLC conducted an online survey in February 2018 to assess motivations for and frequency of engaging in different medical education formats, learning preferences, expected needs for education, and perceived impact of different medical education formats and tactics. In addition, Medscape.org data are used to assess actual member behaviors.

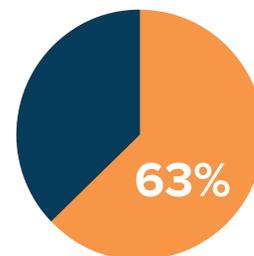
A total of 580 active WebMD members responded to the survey with 75% (n=435) of respondents from the EU5. Of the EU5 respondents, 96% (n=454) were physicians, and 63% (n=274) were general practitioners, cardiologists, and neurologists. The results focus on EU5 ("European doctors").



75% OF SURVEY RESPONDENTS ARE FROM EU5 COUNTRIES



96% OF EU5 RESPONDENTS ARE DOCTORS



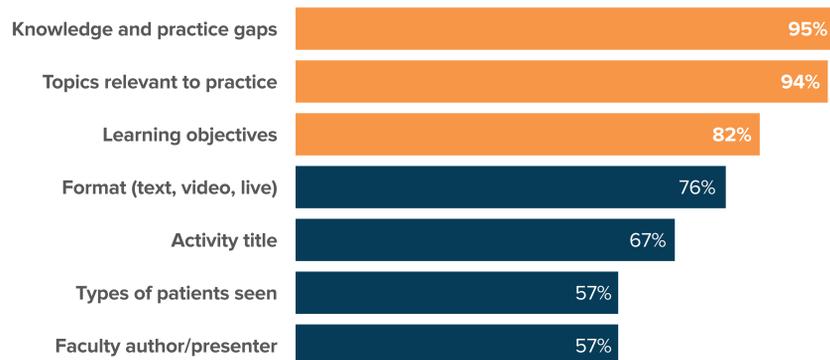
63% OF EU5 RESPONDENTS ARE 1 OF 3 SPECIALTIES*

*General practitioners, cardiologists, neurologists

RESULTS

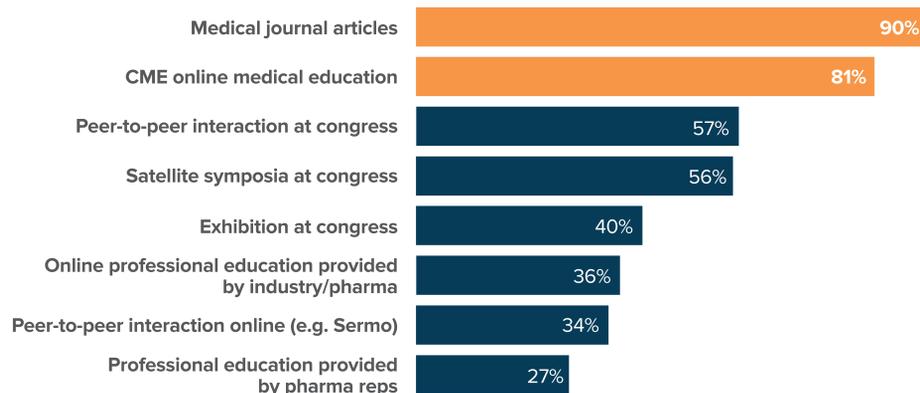
DRIVING FACTORS TO MEDICAL EDUCATION

European doctors are driven to medical education for a variety of reasons; the top 3 are (1) self-assessed knowledge and practice gaps, (2) topics are relevant to practice, and (3) meaningful learning objectives. Faculty authors/presenters was only rated important by 57% of respondents.



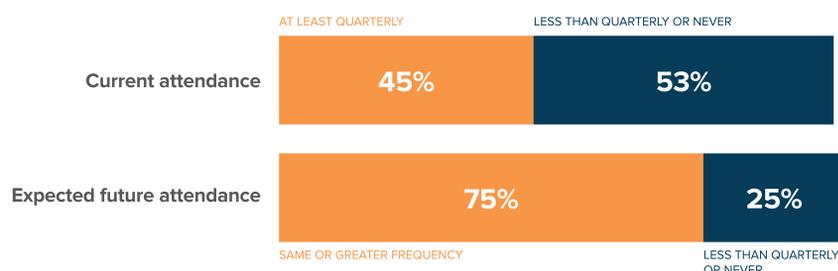
SOURCES OF MEDICAL EDUCATION

Top sources of medical education included medical journals and online continuing medical education (CME) portals (90% and 81%, respectively). Of lowest importance was professional education provided by pharmaceutical reps (27%).



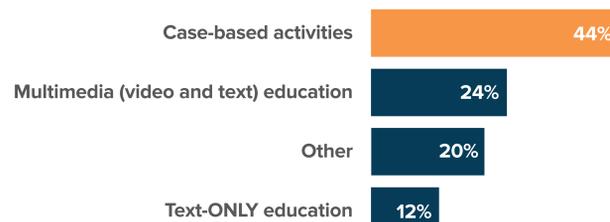
FREQUENCY ATTENDING LIVE, SOCIETY-SPONSORED CONGRESSES

Nearly half (45%) attended society-sponsored congresses at least quarterly, and 75% expected to attend live, society-sponsored events as often or more frequently next year.



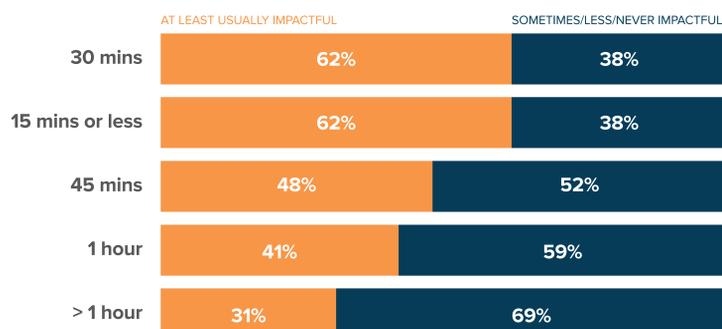
TOP MEDICAL EDUCATION FORMATS

Although doctors reported via survey they prefer multimedia and text-based activities, according to Medscape.org data, they actually visit case-based activities 3.7 times as much as text and nearly 2 times as much as multimedia formats without a case-based approaches.



DURATION OF MEDICAL EDUCATION

Approximately two-thirds of doctors reported that 15 to 30-minute activities, as opposed to longer formats, have the most impact on practice.



DISCUSSION

Overall, European doctors are driven to medical education that is professionally relevant, and learning objectives play a role in driving doctors to education. Faculty authors and presenters are less important. Medical journals and online CME portals are top sources for medical education, and preferences for online medical education include activities 30 minutes or less that utilize patient cases.

For live events, society-sponsored congresses are the most frequently attended; therefore, it is worthwhile to offer education at those events; however, live congresses trail behind online medical education as one of the top formats. Before offering medical education, it is important to understand target learner preferences to make the most impact because if the education is not offered in a preferred method, the message of the education may never reach the audience who may benefit most.

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