

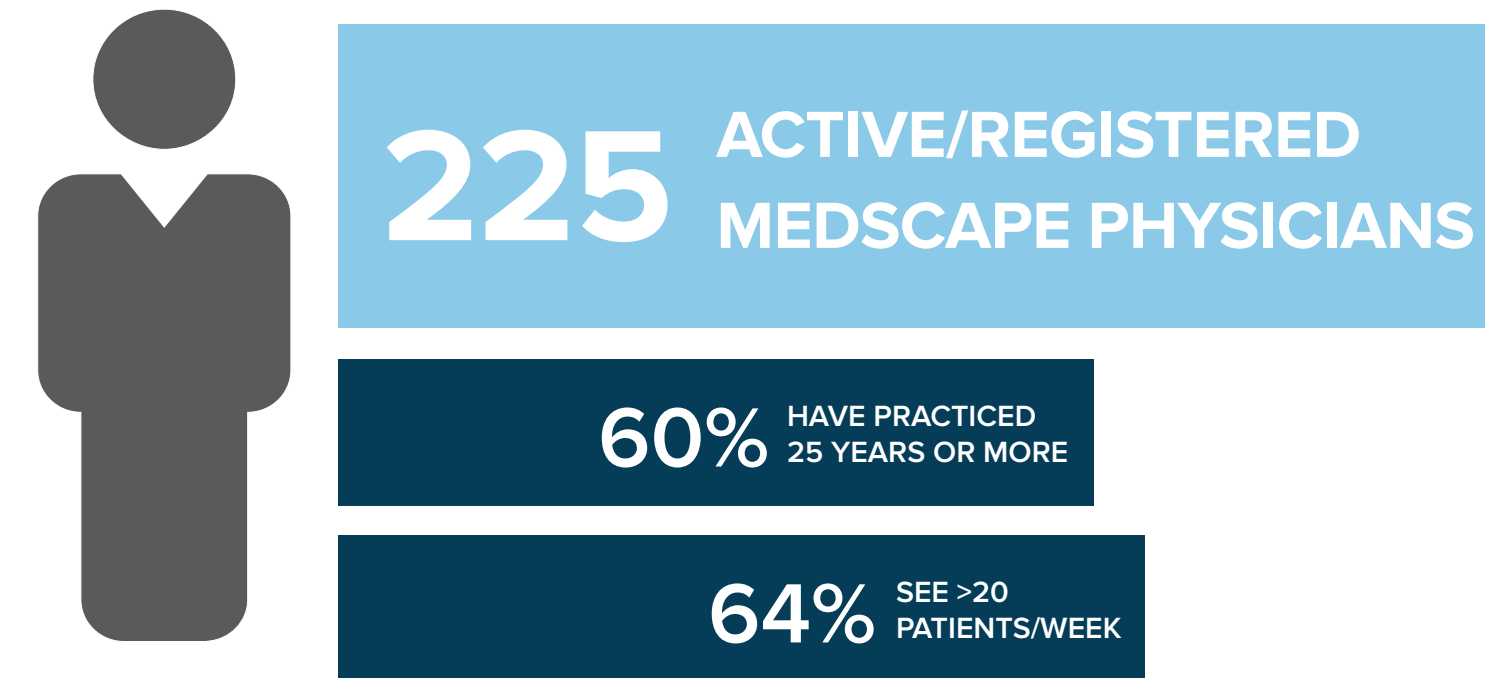
BACKGROUND



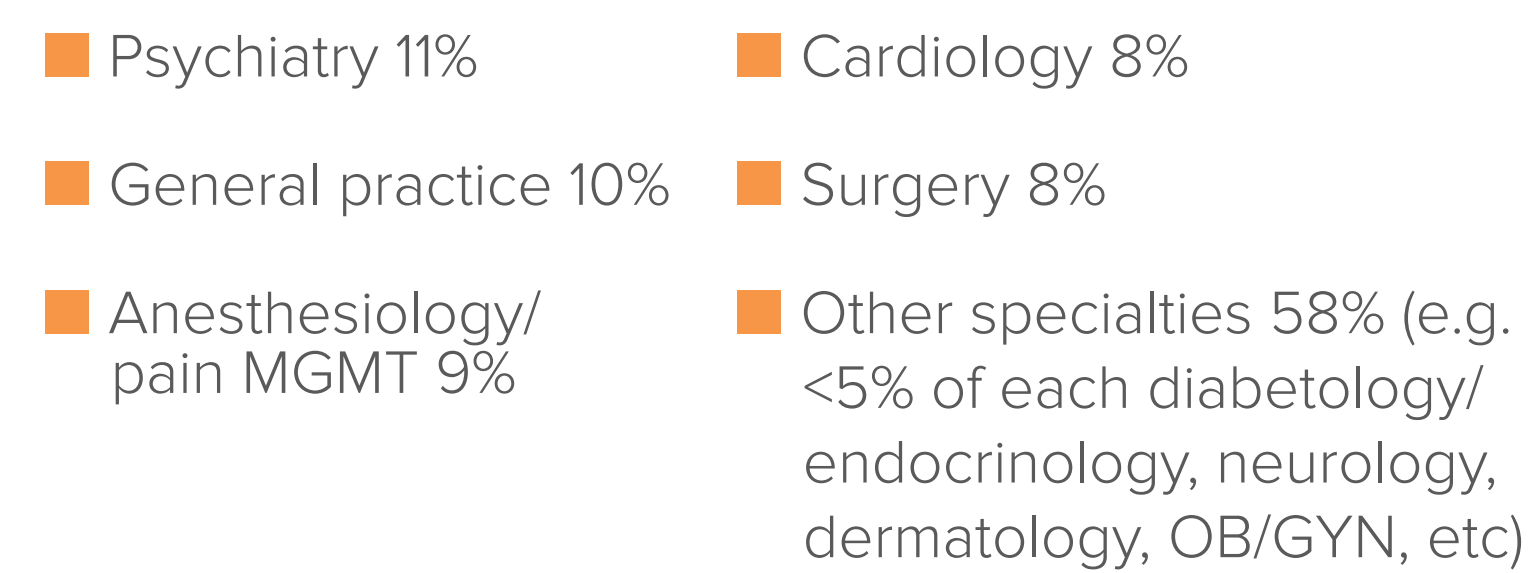
Understanding the needs, preferences, outcomes, and behaviours associated with continuing medical education (CME) is important for designing effective online education. In addition, an examination of the association between stand-alone survey data and CME outcomes may provide additional confidence in each source of data.

METHODS

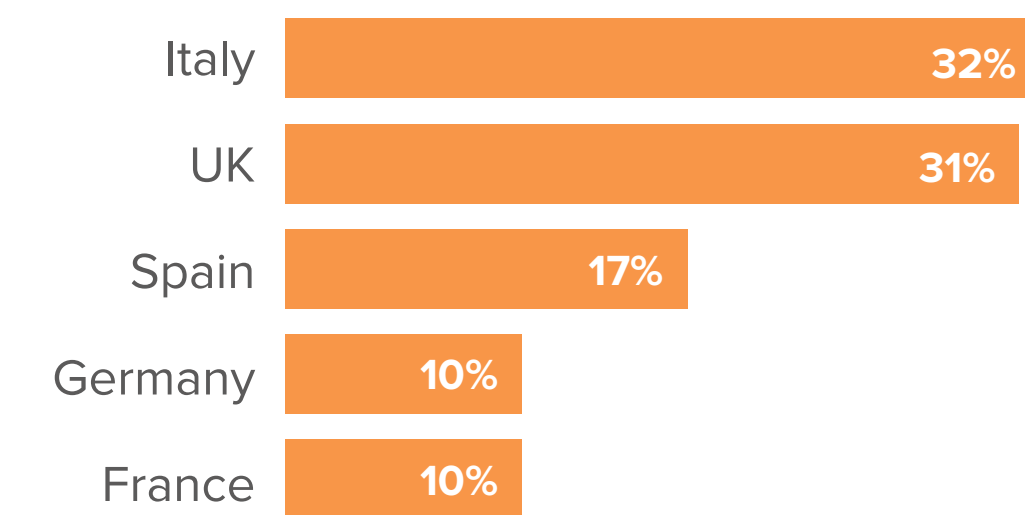
2018* MEDSCAPE MEMBERSHIP EU5 SURVEY DEMOGRAPHICS



TOP SPECIALTIES



EU5 COUNTRIES



Survey insights presented are reflective of these EU5 doctors who currently see patients.

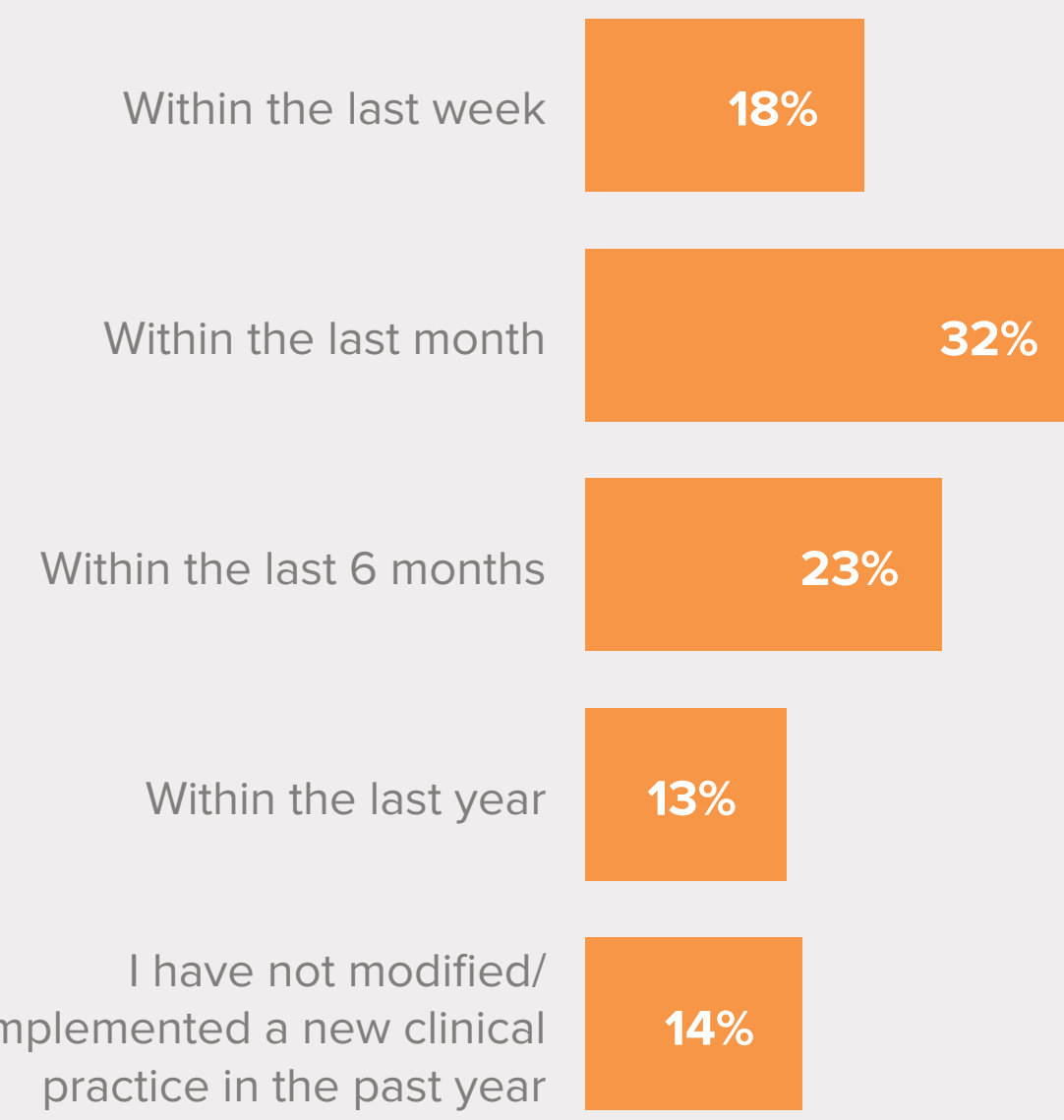
*Note: Data collected December 2018

**CME OUTCOMES DATA IN WHITE
CALL-OUT BOXES IN THE RESULTS
ARE FROM MEDSCAPE.ORG**

RESULTS

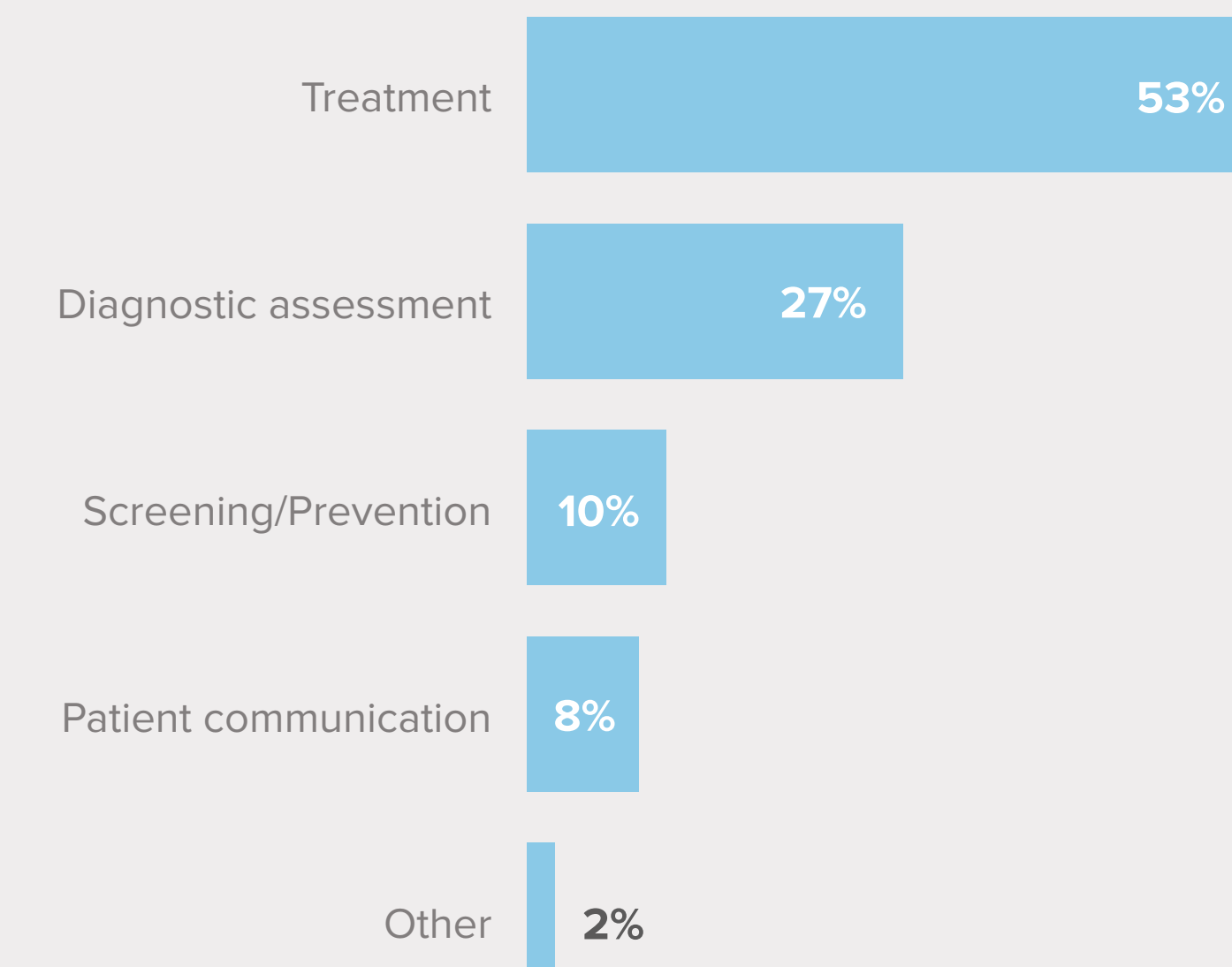
49% of doctors modified or implemented a new clinical practice within the last week or month.

When did EU5 doctors last make a change to practice?



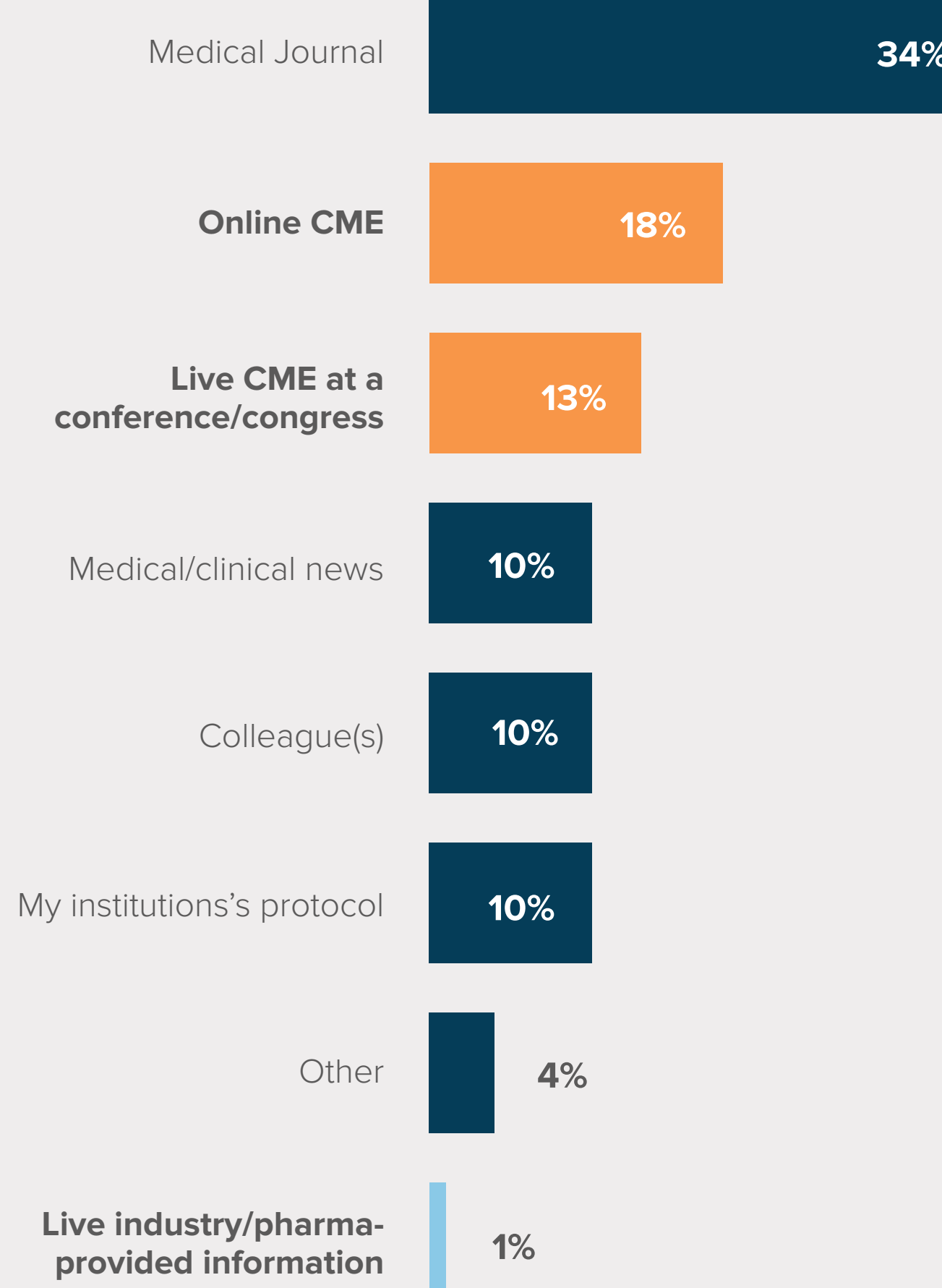
Doctors were most likely to change a practice related to treatment.

What type of change did EU5 doctors most recently make?



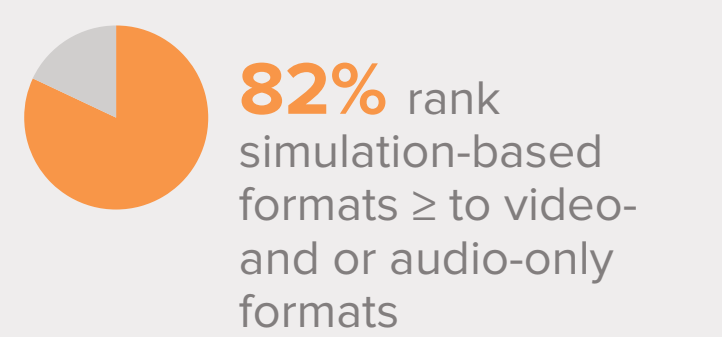
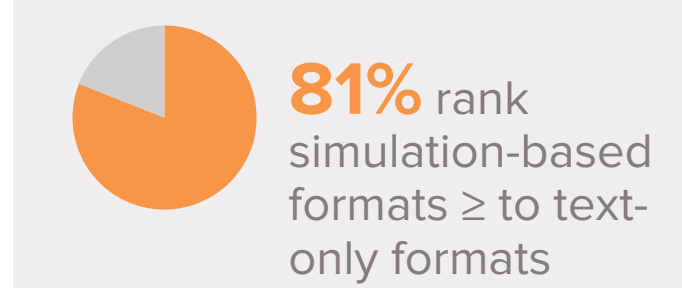
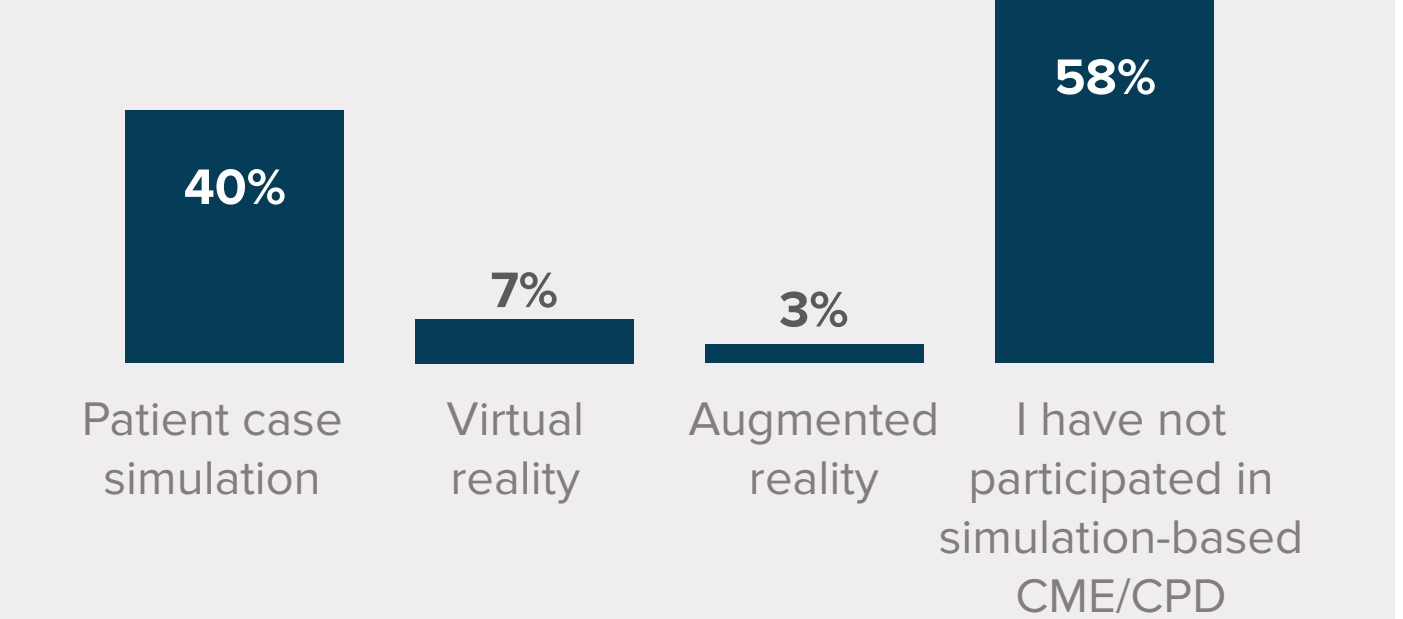
31% modified or implemented a practice they learned about from CME. 1% modified or implemented a practice based on information from industry/pharma.

What were the sources of information for practice change?



42% have participated in a simulation-based CME activity.

After experiencing simulation-based CME, what formats do EU5 doctors prefer?



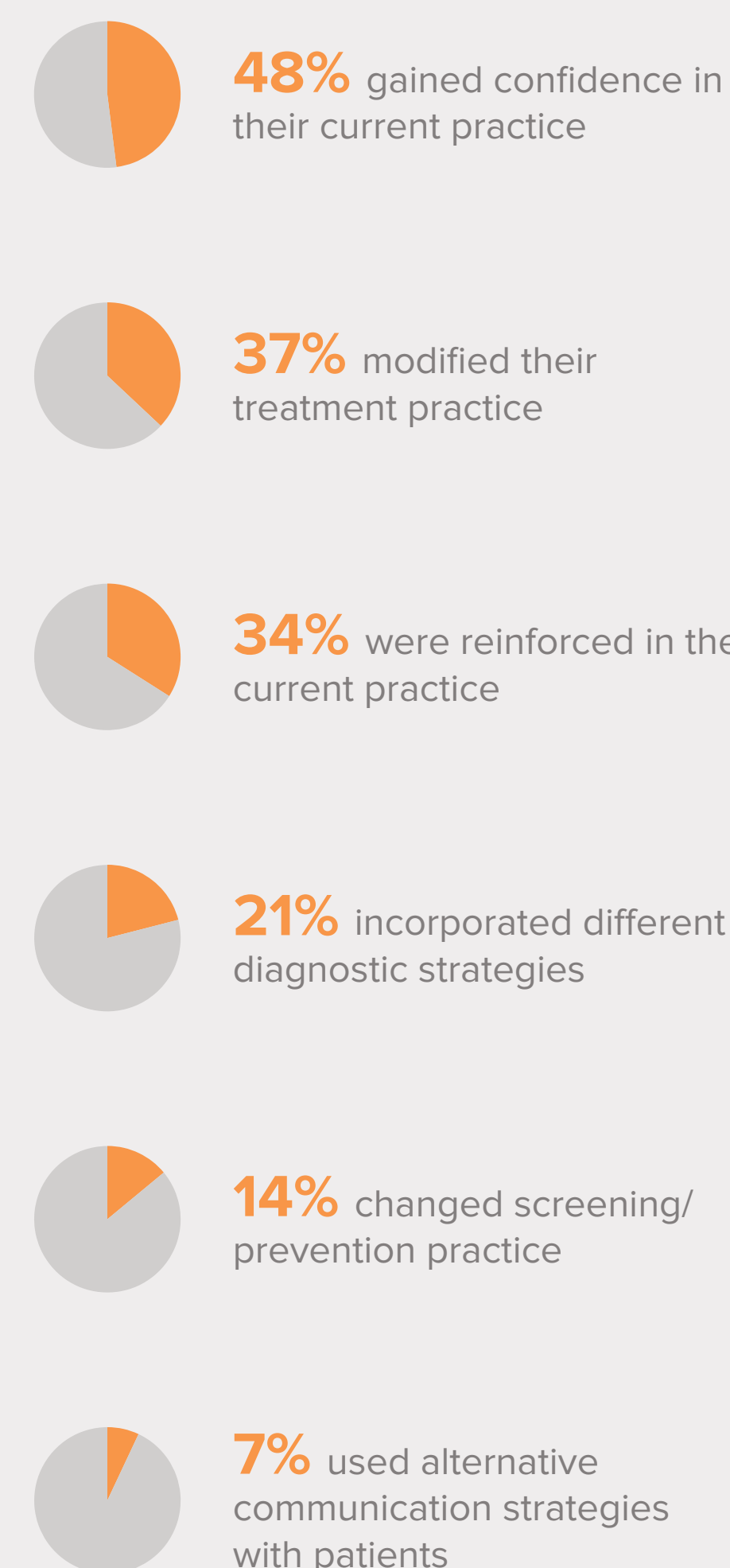
The need to "learn the latest" drove 56% of doctors to access online CME

What motivated EU5 doctors to access CME online most recently?



When compared to Medscape.org test-taker data, **25%** of ex-US doctors actually sought credit.

96% Reported their practice being influenced by their last visit to CME



When compared to Medscape.org outcomes data, **38%** of doctors had measurable increases in confidence

On average, **39%** indicated intention to modify treatment plans right after participation in CME activities

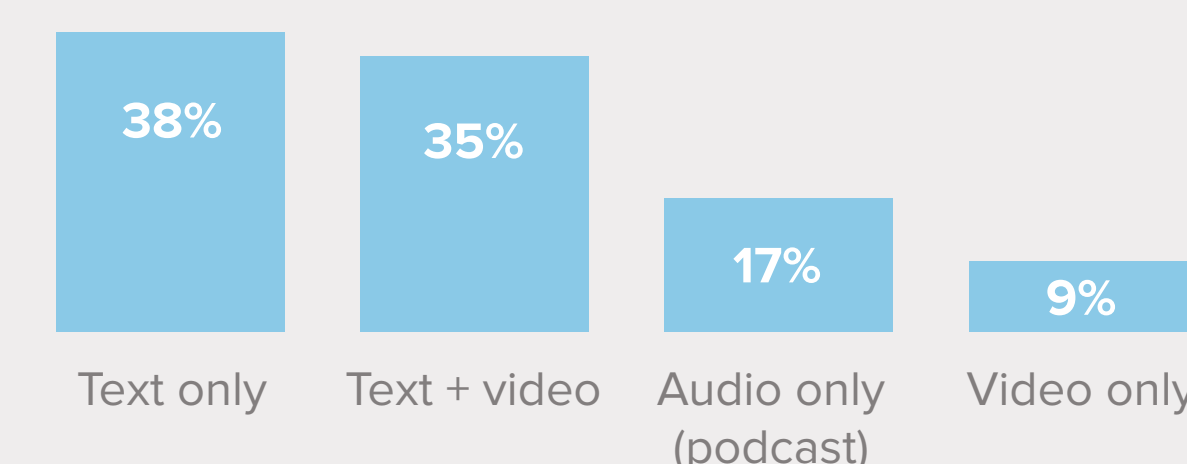
81% access online CME multiple times per month. In a recent analysis of EU5 doctor behaviour, doctors access 1.3 Medscape CME activities per month.

How often do EU5 doctors access online CME?



38% cited text-only formats as their #1 choice for online CME with text + video a close second.

What format do EU5 doctors prefer?



CONCLUSION

Overall, European doctors are driven to CME to learn the latest developments. 25% seek credit although it's not the most important factor driving them to CME. CME has a lasting impact—primarily on treatment practices. For those who have participated in simulation-based CME, it is preferred more or equally over other formats by majority of doctors. This study also shows that stand-alone survey self-reports of outcomes are similar to measurable CME outcomes. This research expanded our understanding the impact of and preferences for CME activities and their value to EU doctors.

For more information, please contact: Katie Stringer Lucero, Ph.D. at klucero@medscape.net

DATA SOURCES

- Medscape.org member data: percent of doctors who seek credit in online CME, self-reported impact of education, and measurable outcomes
- WebMD Global, LLC December 2018 online survey assessed practice changes, sources of those practice changes, and behaviours and preferences associated with online education



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