

Engaging with Physicians

A Year in Review

What drives positive experiences for physicians attending continuing health/medical education (CHE/CME)? MD Analytics surveyed physicians across varying specialties to gain insights into their preferences for both national and international conferences.



Start

In the past year what type of event have you attended?

CHE/CME

US: 92% | CA: 91%

Conference

US: 94% | CA: 91%

North America

US: 83% | CA: 80%

International

US: 27% | CA: 24%

In-person
US: 72%
CA: 82%

Online
US: 88%
CA: 78%

In-person
US: 78%
CA: 78%

Online
US: 70%
CA: 58%

In-person
US: 66%
CA: 67%

Online
US: 66%
CA: 47%

Preferred format of in-person/real-time activities for CHE/CME (key themes shown)

- Q & A session with thought leader
- Conference sessions
- Case-based workshops
- Panel discussion

Conference activity participation (at least 75% of physicians participating with key themes shown)

- Large group sessions, panel discussions, symposia discussions
- Opening session, key speakers, highlights of the day
- CME sessions
- Networking and engaging with other participants face to face

Regardless of the format, there is a preference for events that allow for interaction with peers and opportunity to engage in discussion with experts

Bonus Round

How do you ensure a valuable and compelling experience?

PRACTICAL
SUPPORT AND
RELEVANT
INFORMATION