



# Primary Care Education Report 2020

CME/CE Trends During  
A Global Pandemic



# Survey Methodology & Respondent Demographics

## Objective

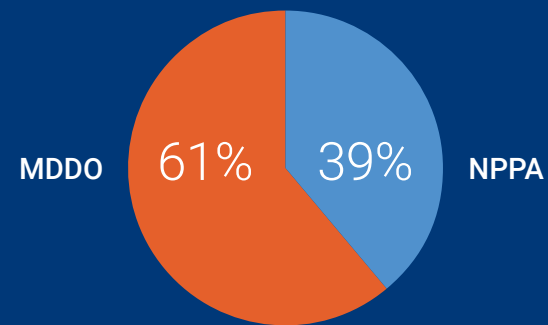
Pri-Med surveyed more than 600 primary care clinicians in the spring of 2020 to measure their attitudes toward CME/CE and their CME/CE usage patterns.

Respondents included clinicians both within and outside of Pri-Med's audience, all of whom care for patients directly.

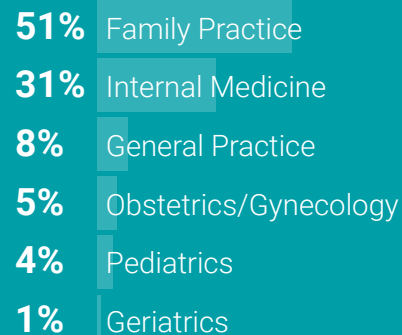
The following are insights from the patterns we found in the survey responses.

## Respondent Demographics

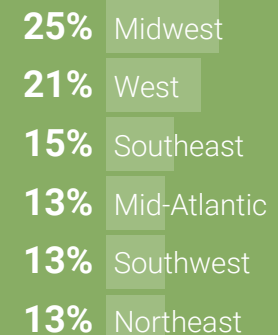
### Degree



### Practice Type



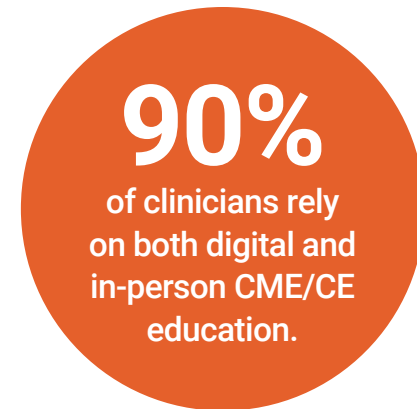
### U.S. Location



# Multi-Channel Engagement

Reaching clinicians digitally is more important now than ever, and once clinicians can attend in-person conferences, a multi-channel approach will be a key component of marketing strategies.

Metric sourced from Attitude, Awareness, and Usage Study – March 2020 and May 8<sup>th</sup> PrimaryCareNOW Post-Conference Survey – May 2020.



## Shift to Digital

Because of the COVID-19 pandemic, clinicians are looking to digital to meet their education needs.

- Pri-Med surveyed virtual conference attendees in May, and **more than half** stated they were unlikely to attend an in-person conference in 2020.
- Just a month later, **70% of attendees** stated they are unlikely to attend an in-person conference in 2020.

Metrics sourced from May 8<sup>th</sup> PrimaryCareNOW Post-Conference Survey – May 2020; June 26<sup>th</sup> PrimaryCareNOW Post-Conference Survey – May 2020.



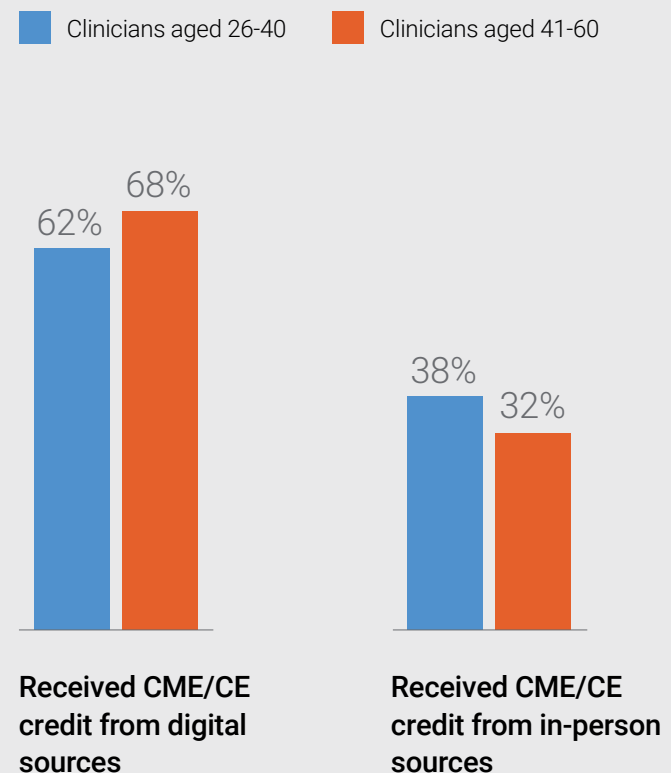
# Increasing Demand for Digital Education

On average, clinicians receive twice as many CME/CE credits from online sources as in-person sources.

- The number of CME/CE credits from in-person sources is declining while CME/CE credits from digital is increasing, which is **true for all age groups**.
- The **increase in digital** is due to better available options, the low cost, and the convenience.

Metrics sourced from Attitude, Awareness, and Usage Study – March 2020.

## Education Source Within the Past 12 Months



# Digital Education Preferences

CME Podcasts are the most popular format, but survey respondents noted many digital resources they value. This aligns with Pri-Med virtual consumption:

- Pri-Med has had a **131% increase** in podcast downloads from 2019 to 2020.
- Pri-Med has also seen an **108% increase** in online CME/CE completions from 2019 to 2020.

Metric sourced from Attitude, Awareness, and Usage Study – March 2020; Tableau Online Dashboard, Jan. 1-June 30, 2020, compared to 2019 Pri-Med Online – July 2020; Pri-Med Online Metrics, Demographics, 2019 – July 2020.

## Top Digital Resources for Clinicians

Percentages of respondents mentioned the following:



“[Digital education is] much more convenient, especially with a busy work schedule and busy home life. [I] can start, stop, and pick up again later if interrupted. **Information remains easily accessed after completion.**”

Attitude, Awareness, and Usage Survey Respondent



# Demand For In-Person CME Resources

Despite increasing demand for digital, the need for in-person education is not going anywhere. When in-person events are possible again, clinicians will be driven to attend, because, as noted:

- They value **networking** with colleagues, **interacting with presenters**, and taking time **out of the office** for better focus.
- Their **licensure** requires attendance at in-person training.
- Their **place of employment** often offers in-person training.

Metrics sourced from Attitude, Awareness, and Usage Study – March 2020.



“Everything is electronic, and it’s nice to actually **see a person**.”

Attitude, Awareness, and Usage Survey Respondent



# Regional Education Valued Highly

When it comes to in-person conferences, 70% of clinicians prefer local, in-person meetings, where they can network and get their questions answered while remaining close to their home and practice.

This finding is aligned with patterns of our clinician audience:  
**75% of Pri-Med attendees travel fewer than 100 miles** to attend a Pri-Med conference.

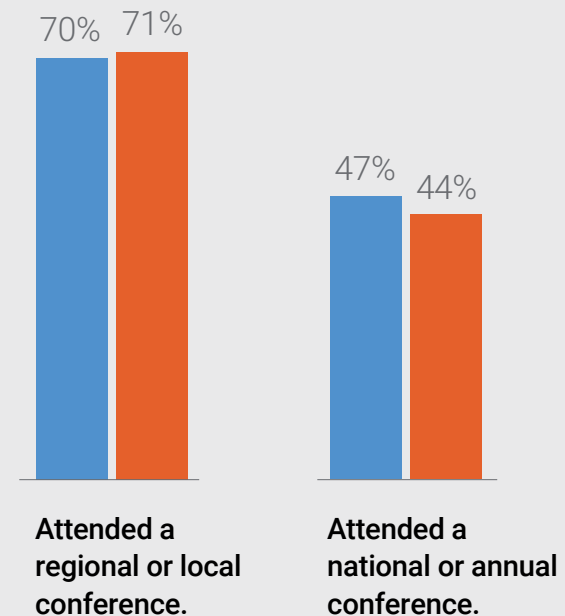
Metrics sourced from Attitude, Awareness, and Usage Study – March 2020;  
Tableau 2019 Live Event Attendee Demographics – May 2020.

“[I value] the ability to get in a lot of hours in a short period **away from the office** while having a change of pace from seeing patients.”

Attitude, Awareness, and Usage Survey Respondent

## In-Person Education Within the Past 24 Months

■ Clinicians aged 26-40 ■ Clinicians aged 41-60



# How Clinicians Choose Their Education

81% of clinicians choose their own CME/CE education *without employer influence*.

However, **those who work for hospitals are more likely to experience employer influence** than those in private practice. Clinicians ages 26-40 are more likely to work in hospitals, while clinicians ages 41-60 are more likely to work in private practice.

Metrics sourced from Attitude, Awareness, and Usage Study – March 2020.

**90%**

select their CME/  
CE based on  
relevant topics

**91%**

select their CME/  
CE based on  
convenient timing

**85%**

select their CME/  
CE based on  
maximum credits  
in time spent

## What Clinicians Value In Their Education

Clinicians look for:

- The ability to engage with experts who provide **answers to their questions** in-person and digitally.
- Up-to-date **insights on the timely primary care issues** that are affecting their patients.

Metrics sourced from Attitude, Awareness, and Usage Study – March 2020.





# Why Pri-Med?

- ✓ Access our community of primary care clinicians built over 25+ years on the foundation of high-quality and affordable CME/CE.
- ✓ Reach clinicians both digitally and in-person – the demand for digital CME/CE is higher than ever.
- ✓ Engage with clinicians when they are actively seeking information to improve their medical practice.

**Learn how you can connect with primary care clinicians digitally today.**

✉ [sales@pri-med.com](mailto:sales@pri-med.com)

☎ 617-406-4200



## Sources:

**Attitude, Awareness, and Usage Study** – fielded in March 2020.

**Tableau 2019 Live Event Attendee Demographics** – May 2020.

**Tableau Online Dashboard**, Jan. 1-June 30, 2020, compared to 2019

Pri-Med Online; Pri-Med Online Metrics, Demographics, 2019 – July 2020.

**Tableau 2019 Live Event Attendee Demographics** – May 2020.

**May 8th PrimaryCareNOW Post-Conference Survey** – May 2020.

**June 26th PrimaryCareNOW Post-Conference Survey** – May 2020.