

Primary Care Education Report: The Pandemic and Beyond

Examining Current
Trends and Future
Clinician Behavior



The COVID-19 pandemic forced many primary care clinicians to quickly shift their learning experiences online, as the ability to safely attend in-person conferences was eliminated. Naturally, participation in digital education increased dramatically in 2020.

However, as normalcy returns, digital education engagement among primary care clinicians remains steady. Based on current behavior and recent survey data, we predict primary care clinicians will seek a mix of educational formats in 2021.

AUTHORS:

Marissa Guertin

Lead Generation Manager, Pri-Med

Jameson Walsh

Senior Manager, Marketing, Pri-Med



This Report Will Highlight:

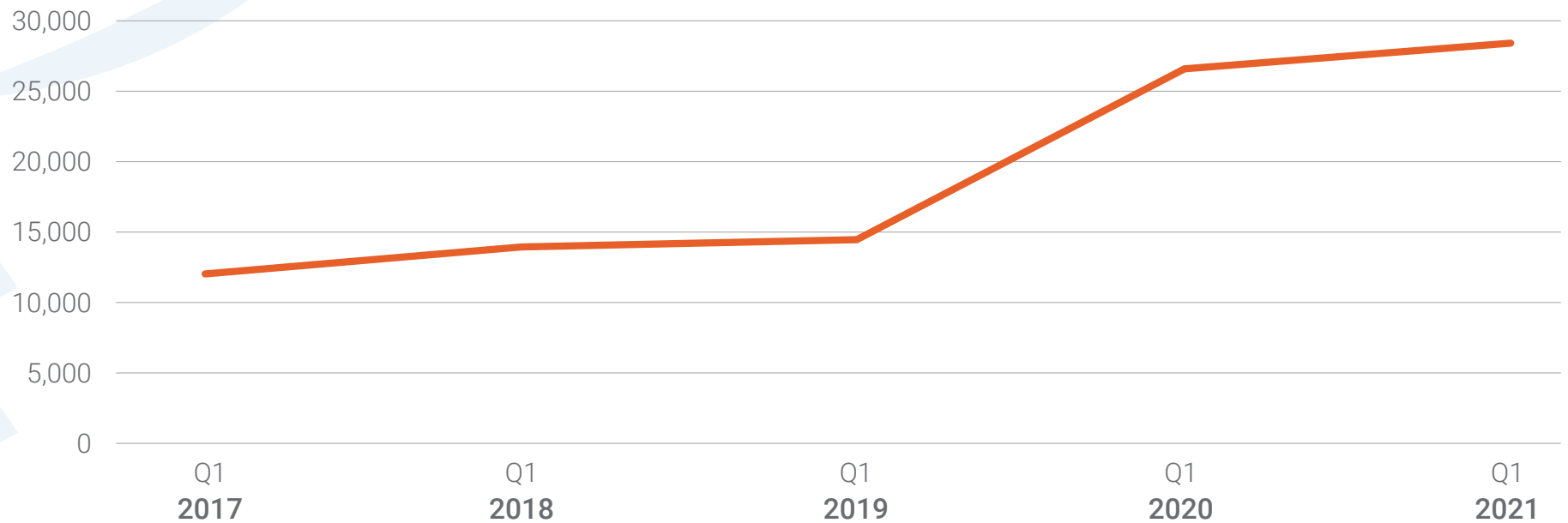
- ✓ The latest education behavior and trends
- ✓ Recent survey data
- ✓ What's on the horizon for primary care education

Digital Participation Remains Strong as Pandemic Slows

As signs of normalcy begin to appear slowly, demand for online education continues to increase.

Pri-Med Online Q1 Unique Completers Year Over Year

A completer is a clinician who completes an online continuing medical education session and submits a post-test.



In Q2 2020, Pri-Med launched **Virtual Industry Theaters**, which are non-accredited presentations that connect supporters to Pri-Med's growing digital primary care audience.

Source: Tableau Activity Completions by Year 3/23/2021

Q1 2021 completer metrics are as of 3/23/21 and will be updated at the end of the quarter.

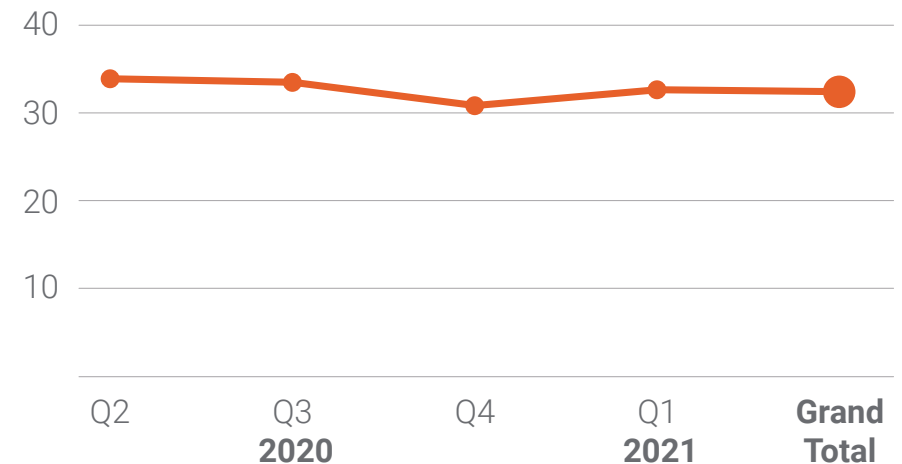
Long View Times for Non-Accredited Education Remain Steady

To date, clinicians continue to be highly engaged with sessions on topics relevant to their practice and are joining for the majority of the courses' duration.

 **32 Minutes**
Average Virtual Industry
Theater View Time*



Average View Time for Non-Accredited Education



Source: Tableau Virtual Dashboard 3/18/2021

* All Virtual Industry Theaters are 45 minutes in length.

Engagement Across Therapeutic Areas

Beyond simply participating, clinicians are **actively engaging** in these learning experiences by submitting questions to faculty and presenters. In 2020, Pri-Med saw this interest across therapeutic areas, and this is continuing into 2021.



Average number of questions submitted to faculty during each accredited virtual conference session

Featured Questions Submitted During Registration Process:

1

"Are some of the temporarily debilitating symptoms of the second dose of the Moderna COVID-19 vaccine, such as extreme fatigue and muscle weakness, signs of the body building antibodies against the virus, or an adverse reaction to ingredients in the vaccine?"

2

"Can you speak about ways to improve the delivery of telehealth?"

3

"How do I differentiate and manage influenza during the current times of COVID-19?" "

4

"Please explain the significance of the various LDL subtypes."

5

"Are there any developing trends in COVID-19 vaccines reactions related specifically to immunocompromised persons being tracked?"

6

"How can we optimize the patient referral process?"

7

"What are some new procedures available to patients with arthritis? What are the most effective medications with the least side effects used to treat this condition?"

8

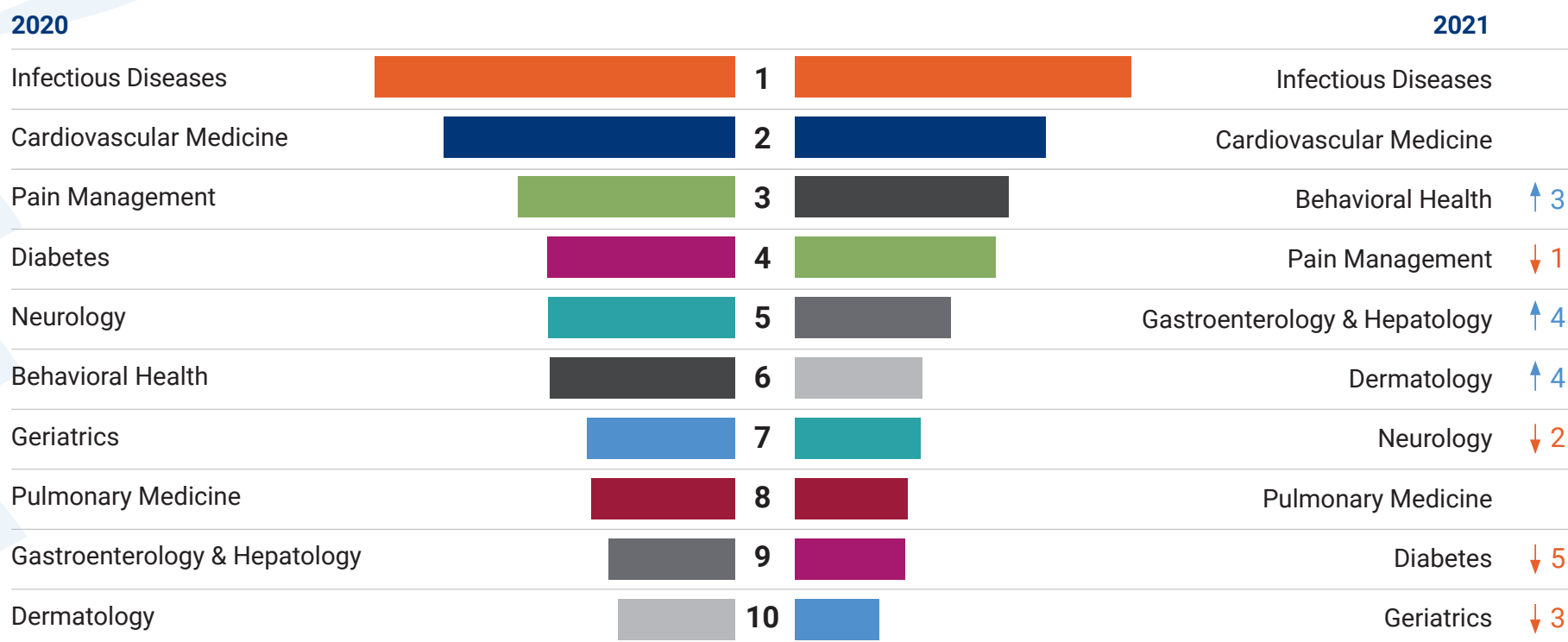
"What new treatments are available for dementia and which sleep aids do you recommend for patients with this diagnosis?"

Sources: March 2021 PrimaryCareNOW Registration Questions; Tableau Virtual Theater Summary Grid

Shift in Top Therapeutic Areas from 2020 to 2021

Throughout 2020, even with the COVID-19 pandemic reaching multiple peaks, clinicians participated in education across primary care topics—we're seeing this carry into 2021 with a shift in the top therapeutic areas. Although infectious diseases and cardiovascular medicine continue to hold top positions, **behavioral health and gastroenterology & hepatology are increasing in popularity.**

Top Therapeutic Areas



Source: Tableau Recent Online Activity Dashboard—March 2021

Clinician Feedback Contributes to Quality Education

PrimaryCareNOW, a monthly Pri-Med Virtual Conference series, was launched in 2020 in response to the increasing demand for online primary care education. Attendees are highly likely to recommend it to other clinicians and also stay engaged after conference sessions and programs to provide valuable feedback on the impact of the education.

On Average:



61%

Of participants complete surveys after each non-accredited presentation



126%

Increase in familiarity with the topic presented

Responses show that clinicians are highly satisfied with the education and illustrate their investment in the Pri-Med brand with constructive criticism and suggestions for future curriculum topics and experience enhancements.

Net Promoter Score of *PrimaryCareNOW* Compared to World-Renowned Brands:

PrimaryCareNOW
A Pri-Med Virtual Conference

88

Starbucks

77

Apple

75

Netflix

68

Amazon

62

Sources: Tableau Virtual Theater Summary Grid; February 2021 PrimaryCareNOW Attendee Survey, n=670; Retently "What Do Companies with High Net Promoter Score Have in Common?"; PCMag "The Best Brands for 2020"

Digital Reach Doesn't Stop at One Conference Audience



91%

Of February 2021 virtual conference attendees did not attend a virtual conference in January 2021.

Virtual conferences hosted by the same education provider can draw unique clinician audiences, similar to in-person conferences but without travel and budget constraints. At Pri-Med, varied curricula with **new courses and faculty each month attract different clinicians to each program.**



61%

Of clinicians who attended a 2020 non-accredited presentation said the presentation would likely facilitate a conversation with peers.

When it comes to digital reach, think beyond virtual conference attendees—**clinicians are eager to share their new knowledge with colleagues and peers** as they work towards the shared goal of improving patient care.

Sources: Tableau PCNow Participation Dashboard and Tableau 2020 Theater Survey Results



The Future of Primary Care Education

A Multi-Channel Approach of Digital and In-Person Learning

Pri-Med surveyed over 650 primary care clinicians from its audience in February 2021 to understand their latest attitudes toward CME. The future of primary care education is promising. Below are key insights to keep in mind:



In-Person Education Is On the Horizon Again...

62%

Would attend in-person conferences as soon as it is safe.

Despite an ever-increasingly digital world, **clinicians value face-to-face interactions with colleagues, faculty, and industry representatives at conferences** to supplement didactic education. Additionally, to provide optimal care and efficient solutions, clinicians need to ask questions, sample, and test products and services in person during conferences and exhibitions.



...But Safety Precautions Are Key...

50%

Or more of those ready to attend in-person conferences in 2021 want required masks, hand sanitizer, frequent cleaning of high-touch surfaces, and attendance that allows for social distancing.



...And Digital Education Is Here to Stay.

84%

Are likely to participate in virtual conferences only or a mix of both virtual and in-person conferences moving forward.

Sources: February 2021 PrimaryCareNOW Attendee Satisfaction Survey, n=670



In the past 25 years, Pri-Med has built a community of primary care clinicians based on a foundation of high quality, affordable continuing medical education. We provide the opportunity for you to share your products and services with clinicians at a time when they are actively seeking information to improve their medical practice. Pri-Med is uniquely positioned to maximize the reach and frequency of your content through various digital sponsorships and face-to-face conversations with clinicians at one of our many conferences throughout the U.S.

Become Part of the Conversation

Your product, brand, or service can play an essential role in these valuable learning experiences for primary care clinicians in their mission to provide the best possible patient care.

With advertising opportunities available both online and in-person, Pri-Med is ready to help achieve your goals by connecting you with this engaged audience in 2021.



sales@pri-med.com



617-406-4200



sponsor.pri-med.com