

INFORMATION-SEEKING PREFERENCES IN THE AGE OF COVID-19

292 physician specialists were surveyed March 22-23, 2020 to determine how they anticipate changes in their CME acquisition. Comparing these data to similar data acquired in 2018, patterns were fairly stable, with physicians acquiring half of their CME from live events. Most physicians anticipate needing to change from live to online CME to stay up-to-date in the coming year while only a few feel this will have any significant effect on their ability to get the education they need.



What is your estimate for the percentage of CME you acquire?



How significant of an impact will COVID-19 have on your ability to stay up-to-date on the latest clinical information in your specialty area?



Specialist physicians are expecting online CME to meet their educational needs in the upcoming months. Is your strategy prepared for this shift? Are the needs of your target audience changing?

Contact CE Outcomes for help getting the data you need at info@ceoutcomes.com

