

TRANSFORMING CME IMPACT: MEDSCAPE'S GAME-CHANGING APPROACH

It's time for the CME industry to evolve. During recent years, access to data, modern technologies, and methodologies have allowed for deeper analysis of data and a better understanding of the story the information tells us. However, the CME industry has been slower to adopt these advances compared to other industries and even departments within pharma. This is why Medscape Education is leading the industry by transforming the story of impact and insights derived from education to take a data-driven, evidence-led approach to CME.

“Imagine if you could take an education program and know with 100% certainty that it's going to have the desired impact on learners needed to advance patient care. It's not just a dream—it's what Medscape is doing right now by transforming our approach to impact from the ground up,”



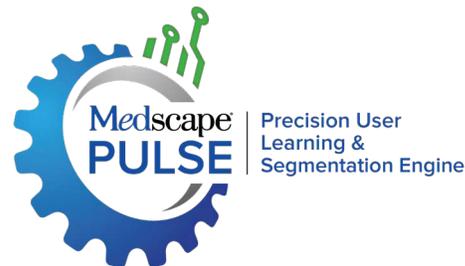
Katie Lucero PhD
Chief Impact Officer,
Medscape Education

“By harnessing our proprietary data and technology, and exceptional talents that are a part of the Medscape Professional Network, we're able to predict and achieve impact for every program we develop with a proven high degree of accuracy. What we're creating is a dynamic, evolving continuum of CME programs designed to optimize our ability to positively influence healthcare professionals who are best positioned to impact patient care.”



Medscape's ability to revolutionize impact and insights comes as a result of 29 years of experience as the largest CME provider in the world powered by a dedicated team of industry-leading talents. By making a significant investment in data, new technologies, and methodologies, Medscape is able to elevate the way they reach their audience, deliver education, and measure impact.

Introducing PULSE



“Our ability to evolve is unparalleled. As part of this, we've developed PULSE, the Precision, User, Learning, and Segmentation Engine—an industry-leading tool that allows us to identify the exact learners who need and are most poised to benefit from the education we develop and get the information into their hands. It's a more precise, omnichannel approach to reaching healthcare professionals so they are presented with the education they need when they're most receptive to learning, we are making sure those teachable moments are both intercepted and optimized. With this, we are embracing the most up to date technologies and preparing for its evolution.”

Medscape's proprietary technology, data, and platform allow for a range of impact measurement methods to identify what's working for whom, when, and why.

Precision Education Designed to Drive and Measure Meaningful Changes in Knowledge Acquisition and Behavior



“Our new impact measurement is completely customized. We look carefully at each program and prepare a bespoke impact solution that will garner the data necessary to assess impact and guide future strategy. We’re taking the standard Moore’s Pyramid to the next level by holistically examining the stages of behavior change and identifying where we need to move the needle to see impact. We have the data and expert analytics skills to show a program is working, how it’s working, and transform that information into actionable insights. This is an area where anything is possible, and we’re really leaning into that.”

Medscape has successfully begun developing education programs under the new impact paradigm, led by their Chief Impact Officer, Katie Lucero.

“We are excited to be at the forefront of the CME community’s evolution as we move toward the second quarter of the 21st century. Imagine the possibilities of CME when we truly approach it in a scientific way. We’re very proud of all the hard work that’s gone into making this possible. 2024 is going to be a big year!”



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For more information on impact at Medscape education, please contact your Medscape representative.