



Factors In Successful Continuing Healthcare Education (CHE) — Insights From 301 GPs

Purchase your copy of the MD Analytics Insight Syndication on Continuing Healthcare Education (CHE)

Designed for pharmaceutical marketers and CHE professionals to understand preferences around Continuing Healthcare Education, MD Analytics surveyed General Practitioners to:

- ▶ Determine physician preference for and perceived value of various CHE options.
- ▶ Identify the most impactful CHE categories under the MAINPRO framework.
- ▶ Identify primary motivators for CHE attendance.
- ▶ Uncover main reasons for physicians to decline CHE participation.
- ▶ Determine top therapeutic areas with the greatest need for CHE.
- ▶ Rank pharmaceutical companies based on the usefulness of their CHE programs.

- ▶ Learn about best practices and preferred organizations with CHE programs.
- ▶ Prioritize CHE resources on the most urgent content areas and delivery formats that will have the most impact.

About the Report

The report format is a PowerPoint deck featuring 90 slides with several sections and data charts. The report was conducted in the fall of 2005 using a 29 question web-based survey. N=301 General Practitioners with national representation. Results are accurate within +/-5.6% - 19 times out of 20.

Discover key facts to drive successful CHE delivery:

- ▶ Why weekday evenings are the best time to hold a CHE event.
- ▶ What factors influence a GP to take CHE on one topic versus another.
- ▶ Why GPs spend an average of 85 minutes a week on CHE.
- ▶ How you can make your CHE stand out.
- ▶ Which delivery formats are preferred and viewed as most valuable.

Who can benefit from the report

- ▶ Instructional designers, CHE personnel, sales and field CHE personnel responsible for generating physician awareness and consumption of educational resources.
- ▶ Product managers seeking successful roll out and CHE application to pharmaceutical products.
- ▶ Market research managers responsible for providing insights to internal managers.

Discounts are available if the study is purchased with another MD Analytics syndicated study. Ask about our medication non-adherence study and our sampling practices study. For more information:

1. Call your MD Analytics account manager
2. Email syndicated@mdanalytics.ca OR call toll free 1-866-617-0741

Top reasons for reviewing this report

- ▶ Leverage facts and insights in education design and program planning to optimize adoption and relevance of materials.
- ▶ Modify existing content to fulfill GP motivations and boost participation and impact.

Ordering Information
– Purchase with Additional Studies and Save

MD Analytics is the leading supplier of web-based market research services for the Canadian healthcare industry.