



CME Tips

Participation: How To Increase Physician Attendance

Is the content relevant, timely and useful for all of your target audience?

Physician time especially is scarce, and they are very selective when choosing CME activities. Provide full and accurate descriptions of the activity's purpose, target audience, and learner objectives so participants will know how they can use the information in practice.

Are the speakers known experts in their subject areas?

Show their credentials and titles on your brochure/agenda.

Does the design of the activity offer a variety of formats that will engage the learner?

Passive learning is a thing of the past. Interaction and variety is not only more effective for physician change, but desired. Q&A panels, audience response system, demonstration, are a few examples. Case studies are very effective for physician learning. Consider strongly encouraging faculty to incorporate some into their presentations. Describe your activity's formats and interactive components in your announcements.

Are there networking opportunities at live activities?

Sharing experiences with and learning from colleagues is important to many and can result in positive overall satisfaction ratings and return attendance.

Is the location convenient?

Unless your audience is planning a family vacation around a major conference held in a resort area, most health care providers especially physicians like to stay close to home.

Is it possible to offer a live activity to remote audiences using webinar or teleconference? This will allow rural physicians and other health care providers to have access to high quality, *live* CME.

Is the scheduled time convenient for all?

Physicians prefer to attend CME in evenings, on weekends or early morning before work. Plan well in advance and send save the date announcements.

Are your potential attendees receiving your CME announcements? Sometimes they are intercepted and thrown away. Send all announcements including save the date and brochures via email, website, and social media outlets if possible.

Is the registration fee reasonable?

Research other fees for similar activities. If your fee includes CME credits, COPIC points, meals, handouts or electronic access to presentations, make sure to include all this information in your announcements.

Is the registration process easy?

Consider offering multiple ways for participants to register such as online, email, phone, or fax.

Plan well in advance. Communication is key.