

Analysis of a Continuing Medical Education Survey of the Pivot to Virtual CME/CE Programs

Impact of the Coronavirus Pandemic on the CME/CE Industry



Pivot Point 2020

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This study was created and analyzed by Judy Sweetnam, M.Ed., CHCP; Susan O'Brien, and Steven Passin, CHCP, FACEHP from Steve Passin & Associates

Charlotte, Jul 3, 2020 ([IssueWire.com](https://www.issuewire.com)) - Steven Passin, CHCE, FACEHP, President & CEO of Steve Passin & Associates (Passin Associates), is pleased to release the results of its survey of its clients—representing all types of continuing medical education (CME/CE) providers—on their practices related to pivoting from live conferences to virtual online formats.

According to Passin Associates lead analyst on the project, Judy Sweetnam:

- Over 50% of respondents report that more than 60% of their activities have been retooled as internet-based activities, and over 60% of respondents are not charging registration fees. For those who are charging registration fees, they are roughly at parity with what would have been charged at the live activity.
- While respondents report that internet-based activities are less expensive than live activities, there are numerous challenges associated with the pivoting process.
- Respondents indicated that they are committed to ensuring that internet-based activities engage participants with a multitude of active learning techniques and have purchased a wide variety of software tools to host such activities.
- Respondents were approximately evenly split on offering exhibiting opportunities for their internet-based activities, despite being offered guidance to do so by the ACCME.
- Respondents provided a variety of innovative tips and tools in their experience in pivoting from

live to internet-based activities.

Passin Associates president, Steve Passin, indicated that “this survey represents one of the first attempts to assess how CME/CE providers across the U.S. have coped with the effects of the Coronavirus Pandemic, which has significantly impacted this CME industry.”

The full analysis of the survey, titled “Pivot Point 2020,” can be view on YouTube by accessing this link: <https://youtu.be/ijbSoHKHnFk>, or the PowerPoint presentation may be requested by contacting Steve Passin at passin@passinassociates.com.

About Steve Passin & Associates

Passin Associates is dedicated to the support of our continuing professional education clients, committed to having its clients excel at the quality of their educational programming, and contributing to the educational mission of those organizations. Passin Associates—a 24-year old company with a staff of four educational Professionals—is one of the largest consulting companies in the United States with full-time staff dedicated to continuing professional education industry. Accreditations that are supported by Passin Associates include medicine (through the Accreditation Council for Continuing Medical Education (ACCME), pharmacy, nursing, and interprofessional joint accreditation.

For additional information about the company, please visit its website at www.passinassociates.com.



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