



## NEJM GROUP

**Physician Preparation for Board Certification & Continued Medical Education**

The New England Journal of Medicine is the most widely read, cited, and influential general medical periodical in the world. NEJM Group uses this rigorously peer-reviewed research, topical reviews, interactive clinical content and cases to deliver life-long learning to Physicians.

**Challenge:**

- Doctors are some of the most demanding and time-starved workers in the world
- Traditional approaches to Board Certification preparation were time consuming and did not adapt to the unique needs of practicing physicians
- Solution had to address the needs of Internal Medicine, Family Medicine and Pediatrics

**Solution:**

- NEJM Group and Area9 Learning partnered to create the first-of-its-kind platform with smart technology that adapts to clinicians' learning goals, pace and knowledge gaps to deliver the information they need to know.
- The system uses research-proven methods to accelerate proficiency, continuously sharpen skills and promote true life-long learning.
- NEJM Knowledge+, built on Area9's Content Curation Lab™ delivers a customized experience for physicians and Program Directors

**Outcomes:**

- Assists physicians with their board preparation and desire for a rewarding continuing medical education experience
- Generated higher pass rates on ABIM-CE board exam (95% vs 89%)<sup>1</sup>
- Rated as helpful or substantially more helpful than other resources used for exam preparation<sup>1</sup>

*"We set out to create a truly innovative product that would be relevant and convenient to physicians. Area9, a physician-led company that is an innovator in interactive educational software, asked us to consider them as a partner, not a vendor. We did, and that partnership has been extremely successful."*

*Chris Lynch  
Vice President for Publishing, NEJM Group*

<sup>1</sup> Full results of the study can be found at [mededpublish.org/manuscripts/1788](http://mededpublish.org/manuscripts/1788)