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 lifelong 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%)¹
- Rated as helpful or substantially more helpful than other resources used for exam preparation¹

“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

¹ Full results of the study can be found at mededpublish.org/manuscripts/1788

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