

MedscapeCME

Company Profile

MedscapeCME is an ACCME, ANCC, and ACPE accredited provider with a fully dedicated editorial staff that develops and publishes independent educational content on 33 specialty-focused websites. In 2008, our sites generated more than 5.2 million completed CME/CE activities.

Services and Offerings

High Quality Medical Education

Each of MedscapeCME's specialty sites are headed by an Editorial Director, supported by an Advisory Board of leading clinicians, and delivers our certified medical education activities through the widest breath of online formats in the industry.

The Largest Online Community of MD/HCPs

MedscapeCME offers specialty-targeted education to engage active membership with all US healthcare professionals. Our aggregate registered US membership is consistent across the majority of specialties and allied health professions, and includes:

- 500,000+ Physicians
- 120,000+ NPs / PAs
- 490,000+ Nurses
- 100,000+ Pharmacists

Educational Gap Analysis & Outcomes Evaluation

As an online provider, MedscapeCME captures relevant member actions on our sites and provides monthly participant and credit reporting. Our partnerships with outcomes evaluation leaders enable us to provide 3rd party analyses of our activities individually, in series, as curricula, and across condition states, with methods that:

- **Assess knowledge** gain with pre- and post-tests
- **Demonstrate surrogate patient management metrics** with patient vignette surveys
- **Measure changes in behavior** with "intent to change" interviews
- **Use certified self-assessment activities** to provide participants with information on their individual knowledge and practice gaps and with access to corresponding available curriculum.

FASTFACTS



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Year Founded: 1995

Holding Company: WebMD Health Corporation

Case Study

MedscapeCME developed, certified and measured a CME Resource Center focused on patient safety, in collaboration with FDA Medwatch and ISMP.

Educational Needs and Development: The Institute of Medicine (IOM) reports US clinicians commonly fail to address risks of adverse events with patients, and to effectively report the events. To bridge the gap, many have recommended changes to training on adverse events. To address this need, PhRMA awarded an independent educational grant to MedscapeCME to develop a CME/CE curriculum. One of the activities, "Communicating Drug Risks to Patients" was developed for Physicians: 1 AMA PRA Category 1 Credit(s)TM of CME, and accredited for Nurses, and Pharmacists.

Outcomes Results: Participants in Communicating Drug Risks to Patients are 44% more likely to use recommended safety measures of:

- Providing drug information both verbally and in writing
- Using open ended questions to assess attitudes and understanding of medications
- Discussing with patients consequences of non-compliance

Clinical Significance: An estimated 868,000 patients seen each week will benefit from improved care provided by the 14,320 healthcare providers who have participated in this MedscapeCME activity through April 2009.