

ASH Annual Meeting Attendance

CE Outcomes conducted a survey among US-practicing hematologists to understand attendance & engagement in satellite symposia in 2019: N = 100 (47% academic) and 2020: N = 84 (31% academic)

Attendance at ASH annual meeting



Participation in satellite symposia among ASH attendees

2019



65%

2020

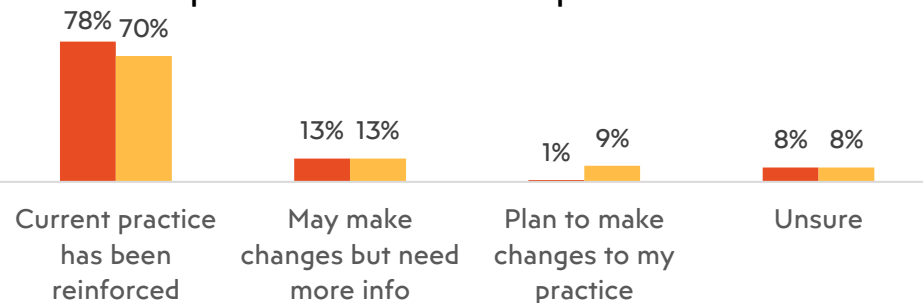


74%

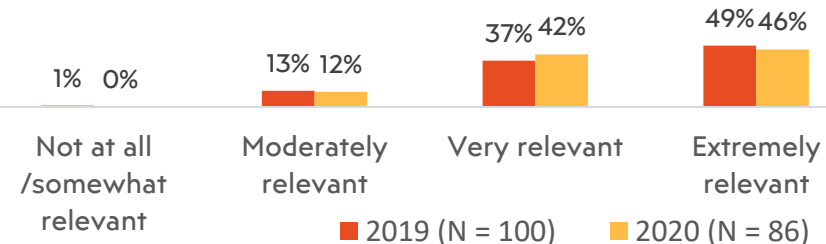
- **87%** accessed “live” online content on Friday Dec 4, 2020
- **53%** accessed content on-demand later

Perceptions of satellite symposia

Impact of education on practice



Relevance of content to your practice



As compared to 2019, the % of hematologists attending ASH was lower in 2020, yet engagement in satellite symposia was higher. This may be due to the ability to engage in the content on-demand. Reported impact and relevance of content were similar for both live and virtual formats.

