Medical information seeking trends amidst COVID-19
Data collected March 22, 2020 and April 15, 2020

Anticipated length of time needed to avoid live medical meetings and conferences in 2020 due to COVID-19

- 6% <1 month
- 5% 1-3 months
- 21% >3 months
- 25% 4-6 months*
- 34% 6-12 months*
- 15% >12 months*

Responses March 22 (N = 292) vs. Responses April 15 (N = 305)

*response options not presented on March 22

Estimate for the percentage of CME obtained by format

- Live: 13% (2019), 26% (March 22), 48% (April 15)
- Online: 36% (2019), 58% (March 22), 62% (April 15)
- Print: 10% (2019), 17% (March 22)
- Smartphone App: 4% (2019), 6% (March 22), 8% (April 15)

Physicians now anticipate only 13% of CME credits to come from live formats in 2020.

Likelihood to participate in a national or international conference presented as online content

- Not at all likely: 13%
- Somewhat likely: 21%
- Moderately likely: 22%
- Very likely: 26%
- Extremely likely: 18%

N = 305

34% of specialists are only somewhat or not at all likely to participate in an online version of a national meeting.

CE Outcomes fielded a survey to assess the impact of COVID-19 on the medical information-seeking patterns of specialists on March 22 and fielded another survey on April 15 to assess changes.