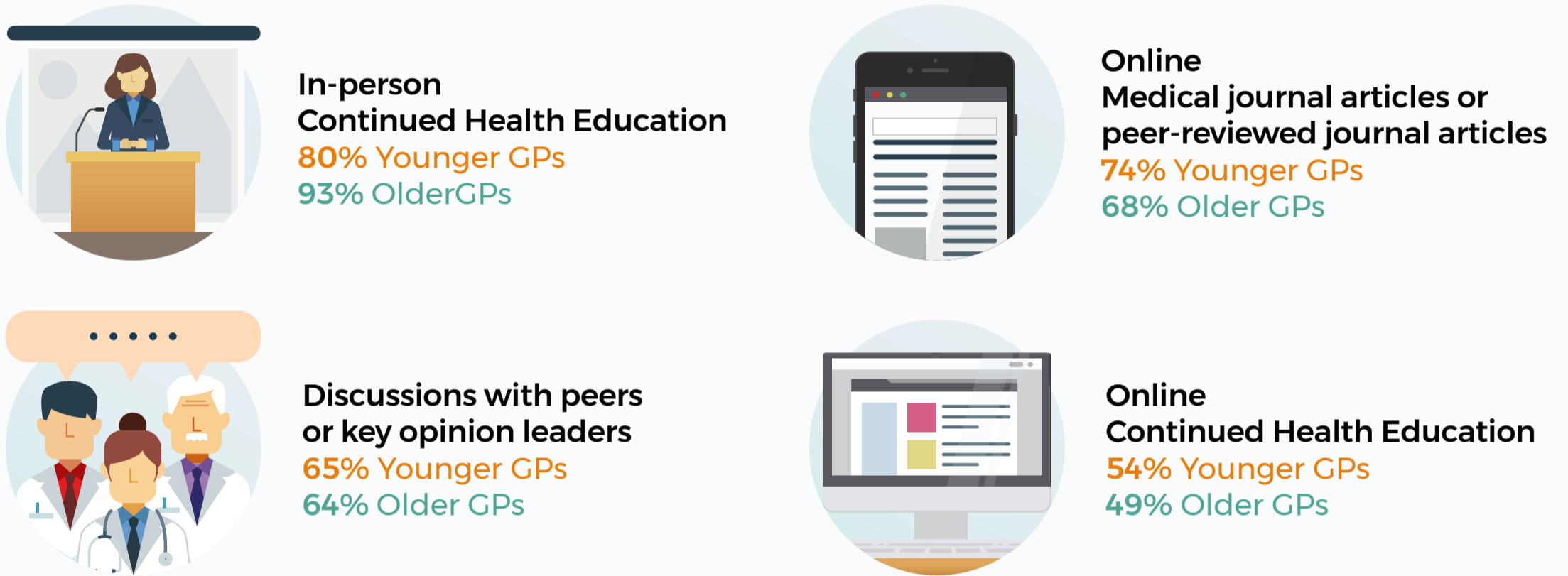


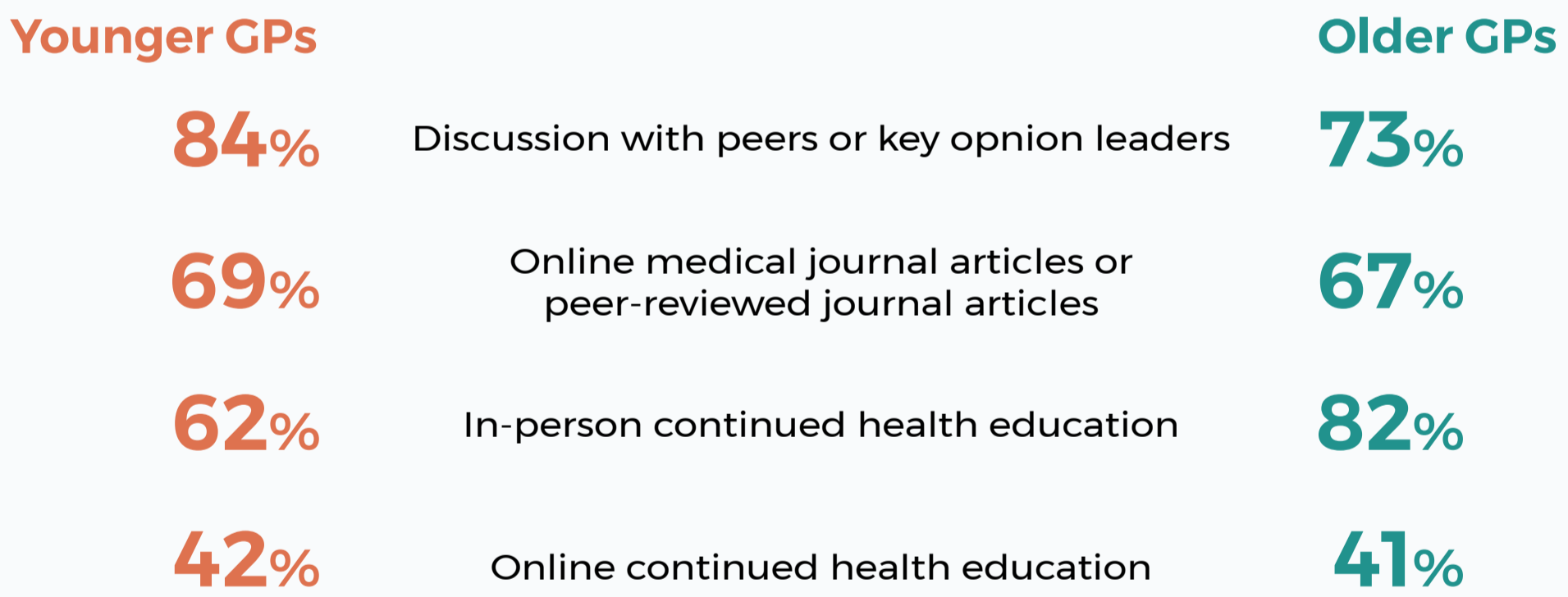
OPTIMIZING CONTINUING HEALTH EDUCATION FOR YOUNGER PHYSICIANS

We surveyed 200 Canadian GPs about their preferences towards various sources of continuing health education (CHE) and then looked at how they varied based on generational differences.

While older GPs are most reliant on *in-person* CHE events for information, younger GPs are almost as equally likely to rely on online medical/peer-reviewed journal articles.

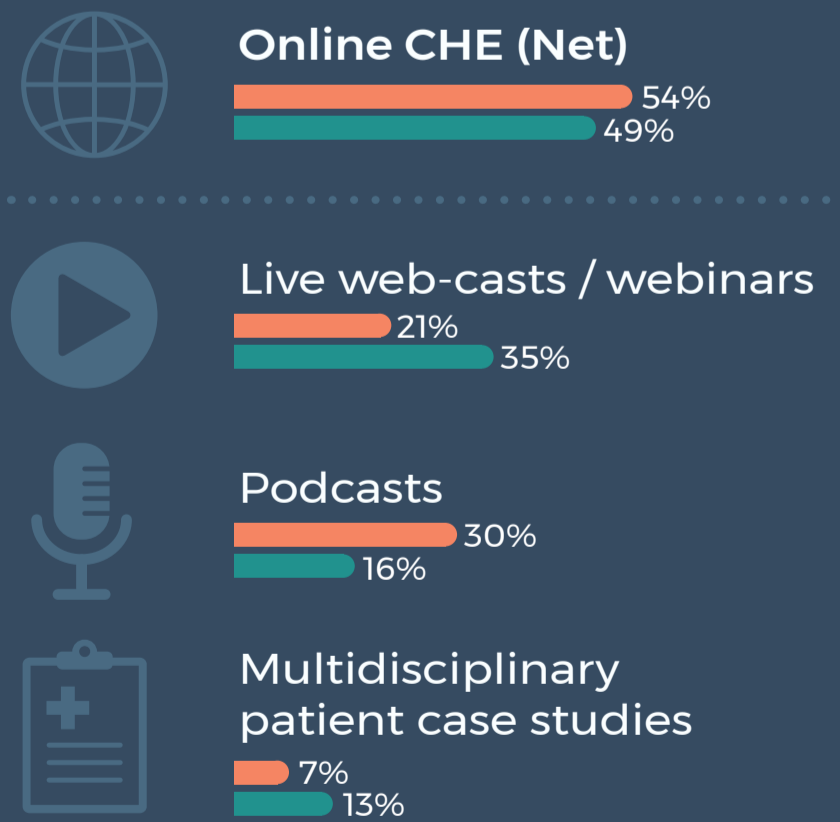


Thinking ahead, younger physicians prefer educational programs delivered through discussions with peers or key opinion leaders, and via online or peer-reviewed publications over in-person CHE events.



Younger GPs prefer to be in control of their time when attending online Continued Health Education

Overall preference for online CHE is similar for younger and older GPs. However, younger GPs tend to prefer a format that they can listen to on their own schedule whereas older GPs prefer live online events.



Still planning an in-person CHE? To optimize attendance by younger GPs, consider the following:

Although they're not as likely to attend CHE, a more appealing CHE for younger GPs would consist of:

- 1 A weekday event
- 2 Taking place during regular work hours
- 3 As close as possible to their place of practice
- 4 On the topic of treatment guideline updates or new diagnostic tools and updates

