#### **CASE STUDY**

# Online Education for Medical Professionals

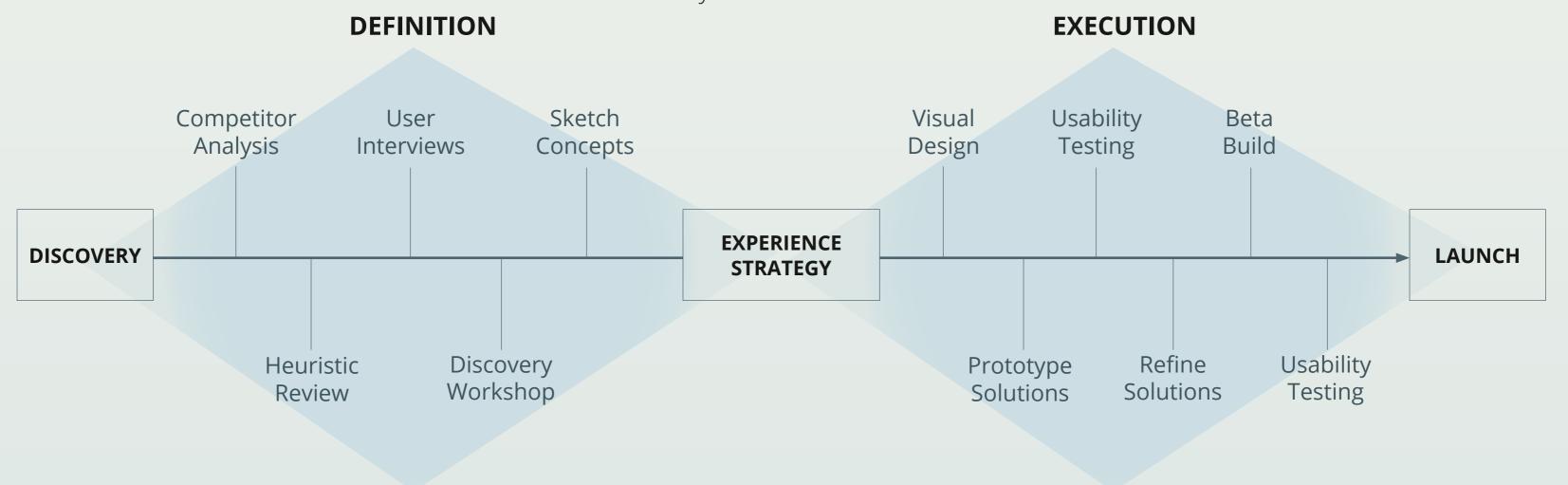
Increasing discoverability of continuing medical education across 36 specialties

#### **GOALS**

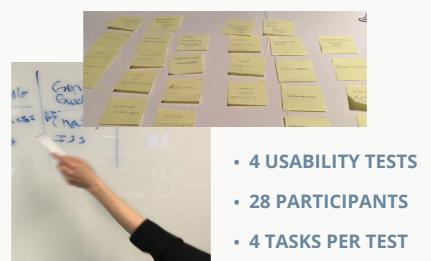
- Greater exposure to the breadth of course offerings
- Facilitate scanability of course information such as length and credit amount
- Quick access to credit tracking tool
- Support users on all devices and screen sizes

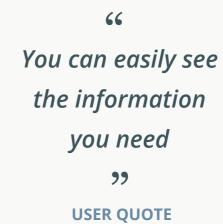


## Case Study: Medical Education











## Case Study: Medical Education

## **SOLUTIONS DISCOVERY + GOALS** Include a save feature to Physicians have limited time to allow users to save courses to take online courses complete later Most up to date courses were Change content organization to not easily found a single feed of latest courses Implement a card-based layout Site content was hard to scan with consistent placement of credit and length of course **Essential credit information** Include length of course and credits amount on each card was missing from landing pages Add multi-select, advanced Users were struggling to find filtering for course specialty, more specialized content length, and credit amount

### **BETA TEST RESULT**

Launched and tested bata version of card layout and filter feature.

participants found the filter feature "very easy

participants were successfully able to clear their filter selections

 $30^{\%}$  increase in scroll depth

70% of users who scrolled to the bottom went or to the bottom went on to page 2

courses saved on average each week since launch



Medscape CME & EDUCATION

#### Multispecialty Activities

colleagues in this engaging session



How will new treatments affect side-

Updates on Multiple Myeloma and MPNs: Findings From the 2017 Hematology Conference

Experts give their perspective on



Lost in Translation: Moving

Informed Patient Care

from Cell-Free DNA Results to

and Analysis From the 201

Listen to prenatal care experts share insights on how prenatal screening practices, including use of cell-free DNA, can help patients

Hematology Conference

Ask the Onychomycosis Exp

Part 2: Tips for Dermatologi

How can you improve your

management of patients with

and Podiatrists

onychomycosis?