

Post-COVID-19 pandemic trends in medical congress engagement and CME implications

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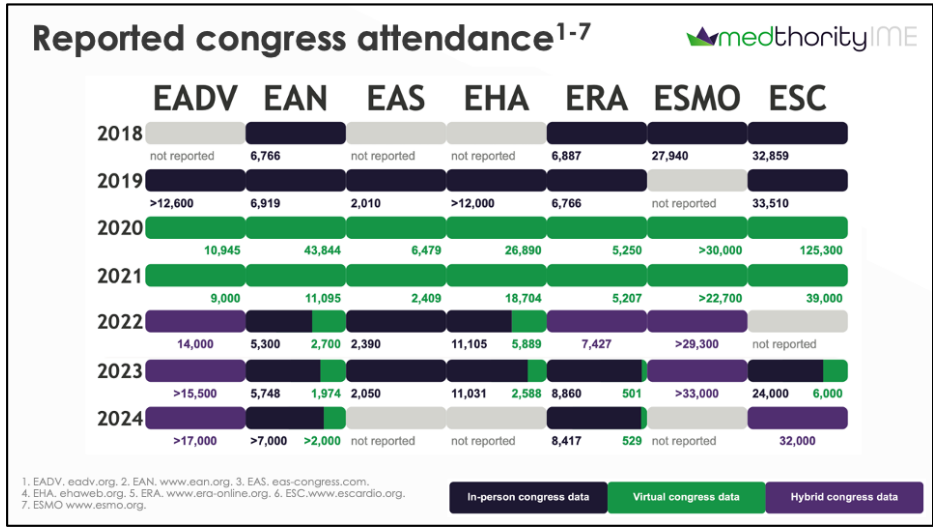
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INTRODUCTION

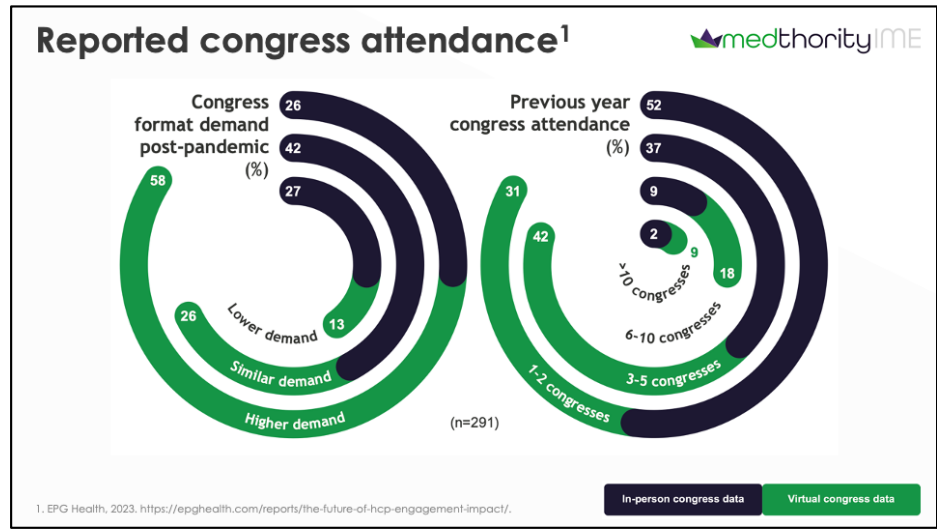


- The COVID-19 pandemic affected attendance to major European medical congresses, providing virtual attendance options, and preventing in-person attendance during 2020 and 2021
- Trends in congress attendance since then raise the following questions:
 - How many congresses do healthcare professionals typically attend per year, and has this changed in the years following the pandemic?
 - What is the demand for in-person vs virtual congress attendance since the pandemic?
 - Can typical CME outcomes be measured based on congress attendance and/or consumption of congress content on third-party medical education sites?

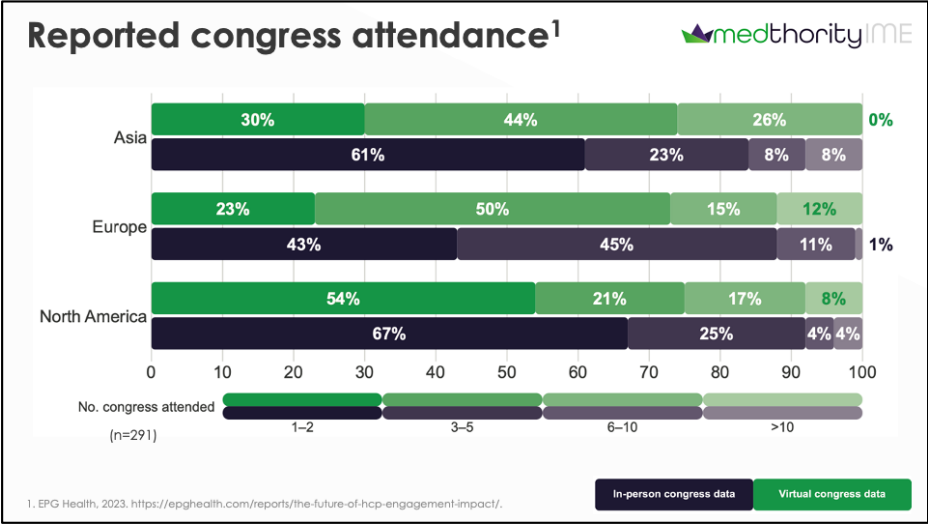
For context, there are 350K related specialists HCPs in EU; 2.7M ROW
Plus 337,600 EU GPs and 3.9M Nurses & 162K midwives EU
**EADV (DERM) EAN (NEURO) EAS (ATHERO) EHA (HEMATO) ERA (RENAL) ESMO
(ONCO) ESC (CARDIO)**



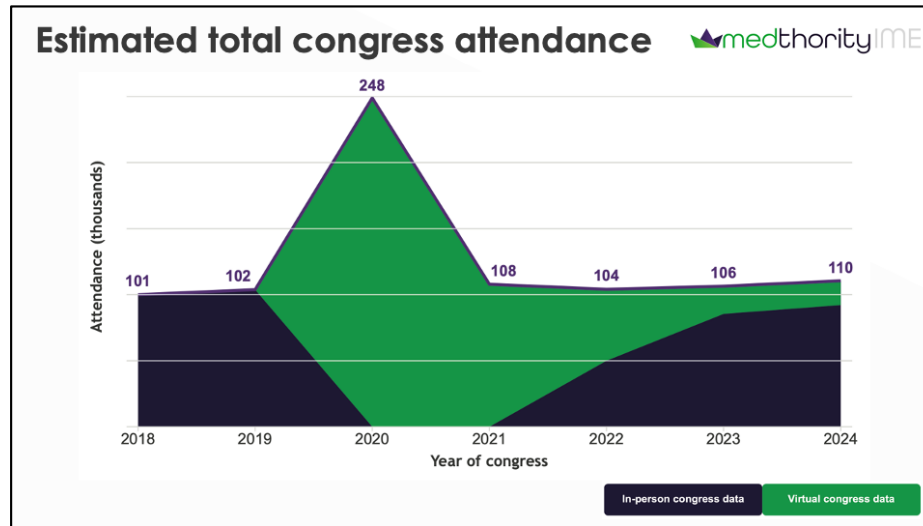
2020 free virtual explains increase
 2021 reduction due to virtual fees again
 2022 return to in-person



Demand for **virtual** congress formats post-pandemic remained higher than for **in-person** attendance, and that HCPs attended higher numbers of virtual congresses than in-person

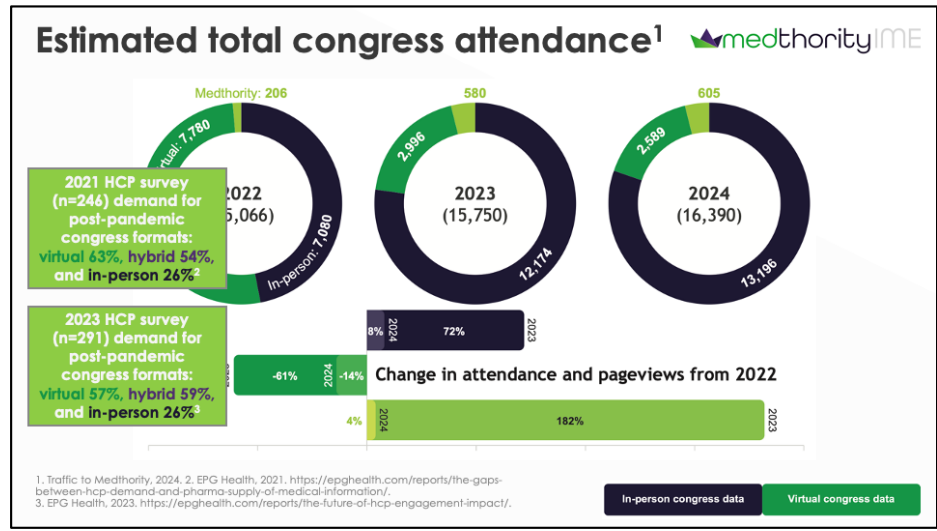


European HCPs attending the most in both formats, North American HCPs attending fewer numbers of both formats, and Asian HCPs attending more virtual than in-person



For context, there are 350K related specialists HCPs in EU; 2.7M ROW
 Plus 337,600 EU GPs and 3.9M Nurses & 162K midwives EU
 This is 28.5-70% of specialists; 14-36% if GPs included; 2-5% if nurses included

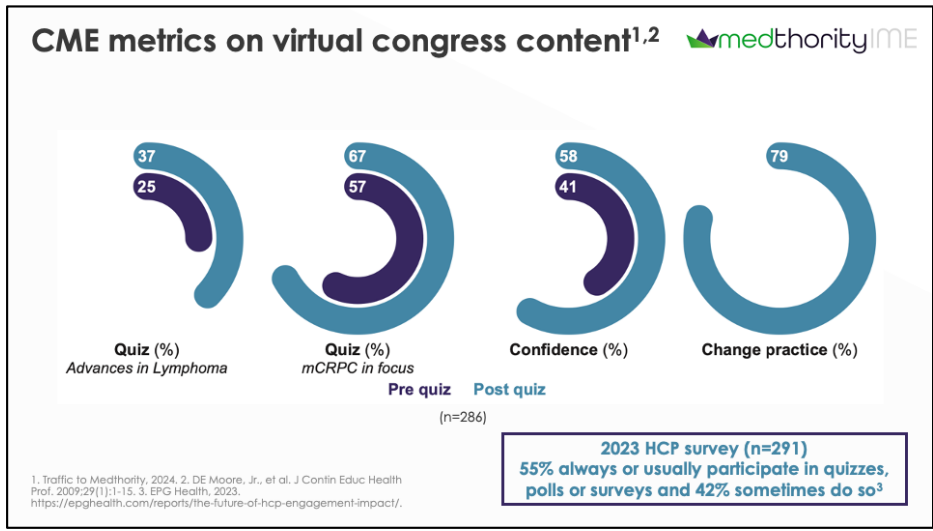
9.3% growth in overall attendance between 2018 and 2024 (with a large spike in all **virtual attendance** in 2020) or 1.6% year over year growth.



2021 HCP survey (n=246) demand for post-pandemic congress formats: virtual 63%, hybrid 54%, and in-person 26%⁹

2023 HCP survey (n=291) demand for post-pandemic congress formats: virtual 57%, hybrid 59%, and in-person 26%⁸

MOVE CALLOUTS TO SLIDE?



2023 HCP survey (n=291) 55% always or usually participate in quizzes, polls or surveys and 42% sometimes do so¹

clinically relevant knowledge gain (lymphoma n=43; mCRPC n=243), increase in confidence in answers, and high percentage of respondents with the intention to adapt clinical practice

Conclusion



- The COVID-19 pandemic generated an initial large demand for virtual attendance (2020-2021), and a reduced demand once in-person attendance was again available (2022-2024)
- Surveyed HCPs attend an average of two in-person and three virtual congresses per year; one-quarter of HCPs attend six or more virtual congresses per year
- Traffic to digital (virtual) congress highlights on a third party medical education platform remained high (2022-2024)
- Measurements of knowledge gain and intent to change practice surrounding such content are feasible and correspond to general HCP willingness to answer such questionnaires
- **Potential for collaboration to enhance congress content accessibility and improve CME impact and outcome measurements**