



## NEJM GROUP

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### Physician Preparation for Board Certification & Continued Medical Education

The *New England Journal of Medicine* is the most widely read, cited, and influential general medical periodical in the world. NEJM Group creates products and services to meet the needs of academic researchers and teachers, physicians, clinicians, and other health care professionals.

#### Challenge:

- Doctors are some of the most demanding and time-starved workers in the world.
- Traditional approaches to Board Certification preparation were time consuming and did not adapt to the unique needs of practicing physicians.
- Solution had to make the learning progressive and engaging.

#### Solution:

- NEJM Group and Area9 partnered to create the first-of-its-kind platform with smart technology that adapts to clinicians' learning goals, pace and knowledge gaps to deliver the information they need to know.
- The system uses research-proven methods to accelerate proficiency, continuously sharpen skills and promote true life-long learning.
- NEJM Knowledge+, built on Area9's Content Curation Lab™ provides a customized experience for physicians and residents while providing important insights for program directors.

#### Outcomes:

- Assists physicians with their board preparation and desire for a rewarding continuing medical education experience.
- In a study we found a preliminary association between use of NEJM Knowledge+ and passing the ABIM initial certification exam.

"We set out to create a truly innovative product that would be relevant and convenient to physicians. Area9, a physician-led company that is an innovator in interactive educational software, asked us to consider them as a partner, not a vendor. We did, and that partnership has been extremely successful."

Chris Lynch

Vice President for Publishing, NEJM Group

A photograph of a male doctor in a white lab coat and a teal stethoscope. He is smiling and looking towards the right, holding a document. The background is a blurred office setting. The logo for NEJM Group is overlaid on the image.

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