

U.S. Continuing Medical Education Market - Industry Outlook & Forecast 2023-2028

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Report description:

The U.S. continuing medical education market is expected to grow at a CAGR of 6.43% from 2022 to 2028.

MARKET TRENDS & OPPORTUNITIES

Gamification is Advanced Pathway For CME

In continuing medical education (CME), gamification is one trending learning strategy that fulfills the gaps of remote continuing medical education. Also, these platforms do not replace medical education and skills; gamification strategies effectively motivate medical professionals by improving their learning experiences. Health organizations are starting to use and implement video games for healthcare service delivery beyond entertainment. The broad access to chronic diseases management to medication adherence, while healthcare professionals are started using those games to track patient health and medical outcomes in cases from autism to concussion treatments. Further, gamification is growth-delivering potential factors across the U.S. continuing medical education market and offers lucrative growth opportunities. It is a new and effective e-learning CME delivery mode that helps health professionals understand care management and medication adherence. This interactive learning method provides an easy learning pathway for physicians and other healthcare professionals to learn and deliver better patient care.

ChatGPT is the Future of CME

The integration and intervention of next-generation technology in continuing medical education are well-known; however, implementing these technologies is challenging for industries. Although technologies come up with challenges, some upcoming technologies have created huge potential and capacity to transform the U.S. continuing medical education market landscape.

Mandatory CME Credit Requirements for Healthcare Professionals

Across the U.S., CME credit is mandatory for healthcare professionals, which is the major factor accelerating the U.S. continuing

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medical education market. The healthcare professionals are segmentized into physicians, allied health professionals, and nurses. Physicians are committed to continuing medical education as part of being active and maintaining licensure. Most U.S. states demand a yearly CME credit quota to maintain an active medical license. In the United States, physicians must complete various modules relating to clinical medicine, medical science, and offering health services and solutions to people.

SEGMENTATION INSIGHTS

INSIGHTS BY DELIVERY MODE

The U.S. continuing medical education market by delivery mode is segmented into classroom training, e-learning, regularly scheduled series (RSS), journals, and others. In 2022, the classroom training segment accounted for the highest share. Classroom training is considered the most impactful delivery mode to deliver high-quality knowledge, skills, and performance abilities which drive the exponential growth of the segment over other segments. Furthermore, the restrictions implemented during the pandemic by the US government have shifted towards digital continuing medical education, where medical professionals shifted highly towards online CME courses quickly.

Segmentation by Delivery Mode

- Classroom Training
- E-Learning
- Regularly Scheduled Series
- Journal
- Others

INSIGHTS BY PROVIDERS

The U.S. continuing medical education market is segmented by providers into non-profit organizations (NPOs) and physician membership organizations (PMOs), publishing/educational companies, schools of medicine, hospitals and healthcare delivery systems, and others. The NPOs & PMOs segment accounted for a higher market share in 2022. Non-profit organizations & physician membership organizations are leading CME providers in the U.S. due to the hold on accreditation and CME credit delivery. They manage accreditation services to health professionals and others, resulting in substantial segmental growth. The American Association of Continuing Medical Education (ACCME) is one of the leading non-profit organizations headquartered in Chicago, offering many CME programs across the U.S. and several countries worldwide.

Segmentation by Providers

- Non-profit Organizations (NPO) & Physician Membership Organizations (PMO)
- Publishing/Education Companies
- School of Medicine
- Hospital/Healthcare Delivery Systems
- Others

INSIGHTS BY PROVIDERSHIP

The U.S. continuing medical education market by providership is segmented into direct and joint providership. The direct providership segment accounted for a higher industry share in 2022. Direct providers are widely present and keep a hold on CME credit accreditation. Whole responsibilities of activities are the major factors that attract more learners to direct providers of CME programs which drive segmental growth. Further, the advantage of direct providership is that they are fully responsible for the accreditation of CME credit. Also, this credit system is valid and offered by only one CME provider, which is self-accredited or

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accredited by major CME-accredited bodies.

Segmentation by Providership

- Direct Providership
- Joint Providership

INSIGHTS BY APPLICATION

The U.S. continuing medical education market by application is segmented into oncology, cardiology, infectious disease, orthopedic, dental, primary care, gastroenterology, general surgery, pediatric, allergy & immunology, endocrinology & metabolism, and others. In 2022, the oncology segment accounted for the highest share of over 12% in the U.S. continuing medical education market. Oncology is a rapidly growing therapeutic area across the United States and worldwide. The huge research and development, new medications and treatments constantly evolving resulted in the increasing demand for CME programs by physicians, nurses, and associated allied health professionals who specifically operate for oncology care deliveries and management.

Segmentation by Application

- Oncology
- Cardiology
- Infectious Diseases
- Orthopedic
- Dental
- Primary Care
- Gastroenterology
- General Surgery
- Pediatric
- Allergy & Immunology
- Endocrinology & Metabolism
- Others

COMPETITIVE LANDSCAPE

The U.S. continuing medical education market is highly competitive with the presence of types of CME provider vendors. The competitiveness among CME providers is increasing with the rapid evolution in the healthcare industry. In addition, biopharma, medical devices, and other life sciences companies accelerate the high competition among CME providers. Furthermore, there is a significant demand for high-quality and affordable healthcare services across the US. Medical marketing is always evolving, and with unpredictable technological changes, CME providers need to stay on top of new techniques. CME participation has also continued to develop. The healthcare education industry has a high demand for physicians and medical staff, where the supply is scarce.

Company Profiles

- Acadoodle
- AcademicCME
- AffinityCE
- Antidote Education Company
- Albert Einstein College of Medicine

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- AMA Ed Hub
- Amedco
- American Medical Seminars
- AO North America
- Aspirus
- AXIS Medical Education
- American College of Cardiology
- American Society for Metabolic and Bariatric Surgery
- Ballad Health
- Baptist Health South Florida
- Baylor College of Medicine
- BorderRAC
- Boston University School of Medicine (BUSM)
- Brody School of Medicine East Carolina University
- Bryan Health
- Bureau of Infectious Disease and Laboratory Sciences
- COPIC Insurance Company
- Curi
- CME Outfitters
- Current Reviews
- Carlat Publishing, LLC and Affiliates
- CME Planet
- Cine-Med
- CME Procedures
- Clinical Care Options
- Continuing Education Company
- EXCEL CME
- EdCompass
- EB Medicine
- Essential CME
- Forefront Collaborative
- Florida Psychiatric Society
- Georgia Chapter of the American College of Cardiology
- Haymarket Medical Education
- Greeley Company
- Global Education Group
- HonorHealth
- HealthSream
- Intellectures
- International Antiviral Society-USA
- Kenes Group
- Lowell General Hospital
- Med Learning Group
- Medicus
- MagMutual
- Med-IQ
- MedScape LLC. (WebMD)

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- []Oakstone CME
- []Opus Medicus
- []ProAssurance
- []Relias LMS
- []StatPearls
- []Syandus
- []Stanford Medicine
- []The Board of Trustees of the University of Illinois
- []The Indiana University School of Medicine
- []The Center for Forensic Psychiatry
- []The Trustees of Indiana University
- []University of California (Irvine)
- []University of North Dakota
- []The MEDICAL MUTUAL Liability Insurance Society of Maryland

KEY QUESTIONS ANSWERED:

- 1.[]How big is the U.S. continuing medical education market?
- 2.[]What is the growth rate of the U.S. continuing medical education market?
- 3.[]What are the rising trends in the U.S. continuing medical education market?
- 4.[]Which application segment holds the most significant U.S. continuing medical education market share?
- 5.[]What segments are covered in the U.S. continuing medical education market report?

Table of Contents:

- 1 RESEARCH METHODOLOGY
- 2 RESEARCH OBJECTIVES
- 3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 MARKET DEFINITION

4.1.1 INCLUSIONS

4.1.2 EXCLUSIONS

4.1.3 MARKET ESTIMATION CAVEATS

4.2 BASE YEAR

4.3 SCOPE OF THE STUDY

4.3.1 MARKET BY DELIVERY MODE:

4.3.2 MARKET BY PROVIDER

4.3.3 MARKET BY PROVIDERSHIP

4.3.4 MARKET BY APPLICATION

5 REPORT ASSUMPTIONS & CAVEATS

5.1 KEY CAVEATS

5.2 CURRENCY CONVERSION

5.3 MARKET DERIVATION

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6 PREMIUM INSIGHTS

6.1 OVERVIEW

6.1.1 US CONTINUING MEDICAL EDUCATION MARKET

7 MARKET AT A GLANCE

8 INTRODUCTION

8.1 OVERVIEW

9 MARKET OPPORTUNITIES & TRENDS

9.1 GAMIFICATION AS ADVANCED PATHWAY FOR CME

9.2 ROLE OF DIGITAL HEALTH SYSTEMS IN TRANSFORMING CME

9.3 INCREASING INVOLVEMENT OF NEXT-GENERATION SIMULATION TECHNOLOGY IN CME

9.4 RESHAPING OF CME WITH CHATGPT

10 MARKET GROWTH ENABLERS

10.1 HIGH PREFERENCE FOR SHORT-TERM CME COURSES

10.2 EMERGENCE OF UNKNOWN AND RARE HEALTH CONDITIONS

10.3 RISE IN MEDICAL SCHOOL ENROLLMENTS & NUMBER OF HEALTHCARE PROFESSIONALS

10.4 MANDATORY CME CREDIT REQUIREMENTS FOR HEALTHCARE PROFESSIONALS

11 MARKET RESTRAINTS

11.1 BIASED CME CONTENT DELIVERY DUE TO INFLUENCE OF BIOPHARMACEUTICAL INDUSTRY

11.2 CHALLENGES ASSOCIATED WITH CME MANAGEMENT

11.3 BARRIERS TO MAINTAINING CME ACCREDITATION

12 MARKET LANDSCAPE

12.1 MARKET OVERVIEW

12.1.1 MARKET BY DELIVERY MODE: MARKET SHARE ANALYSIS

12.1.2 MARKET BY PROVIDER: MARKET SHARE ANALYSIS

12.1.3 MARKET BY PROVIDERSHIP: MARKET SHARE ANALYSIS

12.1.4 MARKET BY SPECIALTY: MARKET SHARE ANALYSIS

12.2 MARKET SIZE & FORECAST

12.3 FIVE FORCES ANALYSIS

12.3.1 THREAT OF NEW ENTRANTS

12.3.2 BARGAINING POWER OF SUPPLIERS

12.3.3 BARGAINING POWER OF BUYERS

12.3.4 THREAT OF SUBSTITUTES

12.3.5 COMPETITIVE RIVALRY

13 DELIVERY MODE

13.1 MARKET SNAPSHOT & GROWTH ENGINE

13.2 MARKET OVERVIEW

13.3 CLASSROOM TRAINING

13.3.1 MARKET OVERVIEW

13.3.2 MARKET SIZE & FORECAST

13.4 E-LEARNING

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- 13.4.1 MARKET OVERVIEW
- 13.4.2 MARKET SIZE & FORECAST
- 13.5 REGULARLY SCHEDULED SERIES (RSS)
 - 13.5.1 MARKET OVERVIEW
 - 13.5.2 MARKET SIZE & FORECAST
- 13.6 JOURNALS
 - 13.6.1 MARKET OVERVIEW
 - 13.6.2 MARKET SIZE & FORECAST
- 13.7 OTHERS
 - 13.7.1 MARKET OVERVIEW
 - 13.7.2 MARKET SIZE & FORECAST
- 14 PROVIDER
 - 14.1 MARKET SNAPSHOT & GROWTH ENGINE
 - 14.2 MARKET OVERVIEW
 - 14.3 NON-PROFIT ORGANIZATIONS (NPOS) & PHYSICIAN MEMBERSHIP ORGANIZATIONS (PMOS)
 - 14.3.1 MARKET OVERVIEW
 - 14.3.2 MARKET SIZE & FORECAST
 - 14.4 PUBLISHING/EDUCATIONAL COMPANIES
 - 14.4.1 MARKET OVERVIEW
 - 14.4.2 MARKET SIZE & FORECAST
 - 14.5 SCHOOL OF MEDICINE
 - 14.5.1 MARKET OVERVIEW
 - 14.5.2 MARKET SIZE & FORECAST
 - 14.6 HOSPITALS & HEALTHCARE DELIVERY SYSTEMS
 - 14.6.1 MARKET OVERVIEW
 - 14.6.2 MARKET SIZE & FORECAST
 - 14.7 OTHERS
 - 14.7.1 MARKET OVERVIEW
 - 14.7.2 MARKET SIZE & FORECAST
- 15 PROVIDERSHIP
 - 15.1 MARKET SNAPSHOT & GROWTH ENGINE
 - 15.2 MARKET OVERVIEW
 - 15.3 DIRECT PROVIDERSHIP
 - 15.3.1 MARKET OVERVIEW
 - 15.3.2 MARKET SIZE & FORECAST
 - 15.4 JOINT PROVIDERSHIP
 - 15.4.1 MARKET OVERVIEW
 - 15.4.2 MARKET SIZE & FORECAST
- 16 SPECIALTY
 - 16.1 MARKET SNAPSHOT & GROWTH ENGINE
 - 16.2 MARKET OVERVIEW
 - 16.3 ONCOLOGY
 - 16.3.1 MARKET OVERVIEW
 - 16.3.2 MARKET SIZE & FORECAST

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- 16.4 CARDIOLOGY
 - 16.4.1 MARKET OVERVIEW
 - 16.4.2 MARKET SIZE & FORECAST
- 16.5 INFECTIOUS DISEASES
 - 16.5.1 MARKET OVERVIEW
 - 16.5.2 MARKET SIZE & FORECAST
- 16.6 ORTHOPEDICS
 - 16.6.1 MARKET OVERVIEW
 - 16.6.2 MARKET SIZE & FORECAST
- 16.7 DENTISTRY
 - 16.7.1 MARKET OVERVIEW
 - 16.7.2 MARKET SIZE & FORECAST
- 16.8 PRIMARY CARE
 - 16.8.1 MARKET OVERVIEW
 - 16.8.2 MARKET SIZE & FORECAST
- 16.9 GASTROENTEROLOGY
 - 16.9.1 MARKET OVERVIEW
 - 16.9.2 MARKET SIZE & FORECAST
- 16.10 GENERAL SURGERY
 - 16.10.1 MARKET OVERVIEW
 - 16.10.2 MARKET SIZE & FORECAST
- 16.11 PEDIATRICS
 - 16.11.1 MARKET OVERVIEW
 - 16.11.2 MARKET SIZE & FORECAST
- 16.12 ALLERGY & IMMUNOLOGY
 - 16.12.1 MARKET OVERVIEW
 - 16.12.2 MARKET SIZE & FORECAST
- 16.13 ENDOCRINOLOGY & METABOLISM
 - 16.13.1 MARKET OVERVIEW
 - 16.13.2 MARKET SIZE & FORECAST
- 16.14 OTHERS
 - 16.14.1 MARKET OVERVIEW
 - 16.14.2 MARKET SIZE & FORECAST

- 17 COMPETITIVE LANDSCAPE
 - 17.1 COMPETITION OVERVIEW

- 18 COMPANY PROFILES
 - 18.1 ACADDODLE
 - 18.1.1 BUSINESS OVERVIEW
 - 18.1.2 PRODUCT OFFERINGS
 - 18.2 ACADEMICCME
 - 18.2.1 BUSINESS OVERVIEW
 - 18.2.2 PRODUCT OFFERINGS
 - 18.3 AFFINITYCE
 - 18.3.1 BUSINESS OVERVIEW
 - 18.3.2 PRODUCT OFFERINGS

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- 18.4 ANTIDOTE EDUCATION COMPANY
 - 18.4.1 BUSINESS OVERVIEW
 - 18.4.2 PRODUCT OFFERINGS
- 18.5 ALBERT EINSTEIN COLLEGE OF MEDICINE
 - 18.5.1 BUSINESS OVERVIEW
 - 18.5.2 PRODUCT OFFERINGS
- 18.6 AMA EDHUB
 - 18.6.1 BUSINESS OVERVIEW
 - 18.6.2 PRODUCT OFFERINGS
- 18.7 AMEDCO
 - 18.7.1 BUSINESS OVERVIEW
 - 18.7.2 PRODUCT OFFERINGS
- 18.8 AMERICAN MEDICAL SEMINARS
 - 18.8.1 BUSINESS OVERVIEW
 - 18.8.2 PRODUCT OFFERINGS
- 18.9 AO NORTH AMERICA
 - 18.9.1 BUSINESS OVERVIEW
 - 18.9.2 PRODUCT OFFERINGS
- 18.10 ASPIRUS
 - 18.10.1 BUSINESS OVERVIEW
 - 18.10.2 PRODUCT OFFERINGS
- 18.11 AXIS MEDICAL EDUCATION
 - 18.11.1 BUSINESS OVERVIEW
 - 18.11.2 PRODUCT OFFERINGS
- 18.12 AMERICAN COLLEGE OF CARDIOLOGY
 - 18.12.1 BUSINESS OVERVIEW
 - 18.12.2 PRODUCT OFFERINGS
- 18.13 AMERICAN SOCIETY FOR METABOLIC AND BARIATRIC SURGERY
 - 18.13.1 BUSINESS OVERVIEW
 - 18.13.2 PRODUCT OFFERINGS
- 18.14 BALLAD HEALTH
 - 18.14.1 BUSINESS OVERVIEW
 - 18.14.2 PRODUCT OFFERINGS
- 18.15 BAPTISTS HEALTH SOUTH FLORIDA
 - 18.15.1 BUSINESS OVERVIEW
 - 18.15.2 PRODUCT OFFERINGS
- 18.16 BAYLOR COLLEGE OF MEDICINE
 - 18.16.1 BUSINESS OVERVIEW
 - 18.16.2 PRODUCT OFFERINGS
- 18.17 BORDERRAC
 - 18.17.1 BUSINESS OVERVIEW
 - 18.17.2 PRODUCT OFFERINGS
- 18.18 BOSTON UNIVERSITY SCHOOL OF MEDICINE
 - 18.18.1 BUSINESS OVERVIEW
 - 18.18.2 PRODUCT OFFERINGS
- 18.19 BRODY SCHOOL OF MEDICINE EAST CAROLINA UNIVERSITY
 - 18.19.1 BUSINESS OVERVIEW

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- 18.19.2 PRODUCT OFFERINGS
- 18.20 BRYAN HEALTH
 - 18.20.1 BUSINESS OVERVIEW
 - 18.20.2 PRODUCT OFFERINGS
- 18.21 BUREAU OF INFECTIOUS DISEASES AND LABORATORY SCIENCES
 - 18.21.1 BUSINESS OVERVIEW
 - 18.21.2 PRODUCT OFFERINGS
- 18.22 COPIC INSURANCE COMPANY
 - 18.22.1 BUSINESS OVERVIEW
 - 18.22.2 PRODUCT OFFERINGS
- 18.23 CURI
 - 18.23.1 BUSINESS OVERVIEW
 - 18.23.2 PRODUCT OFFERINGS
- 18.24 CME OUTFITTERS
 - 18.24.1 BUSINESS OVERVIEW
 - 18.24.2 PRODUCT OFFERINGS
- 18.25 CURRENT REVIEWS
 - 18.25.1 BUSINESS OVERVIEW
 - 18.25.2 PRODUCT OFFERINGS
- 18.26 CARLAT PUBLISHING, LLC AND AFFILIATES
 - 18.26.1 BUSINESS OVERVIEW
 - 18.26.2 PRODUCT OFFERINGS
- 18.27 CMEPLANET
 - 18.27.1 BUSINESS OVERVIEW
 - 18.27.2 PRODUCT OFFERINGS
- 18.28 CINE-MED
 - 18.28.1 BUSINESS OVERVIEW
 - 18.28.2 PRODUCT OFFERINGS
- 18.29 CME PROCEDURES
 - 18.29.1 BUSINESS OVERVIEW
 - 18.29.2 PRODUCT OFFERINGS
- 18.30 CLINICAL CARE OPTIONS
 - 18.30.1 BUSINESS OVERVIEW
 - 18.30.2 PRODUCT OFFERINGS
- 18.31 CONTINUING EDUCATION COMPANY
 - 18.31.1 BUSINESS OVERVIEW
 - 18.31.2 PRODUCT OFFERINGS
- 18.32 EXCEL CME
 - 18.32.1 BUSINESS OVERVIEW
 - 18.32.2 PRODUCT OFFERINGS
- 18.33 EDCOMPASS
 - 18.33.1 BUSINESS OVERVIEW
 - 18.33.2 PRODUCT OFFERINGS
- 18.34 EB MEDICINE
 - 18.34.1 BUSINESS OVERVIEW
 - 18.34.2 PRODUCT OFFERINGS
- 18.35 ESSENTIAL CME

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18.35.1 BUSINESS OVERVIEW
18.35.2 PRODUCT OFFERINGS
18.36 FOREFRONT COLLABORATIVE
18.36.1 BUSINESS OVERVIEW
18.36.2 PRODUCT OFFERINGS
18.37 FLORIDA PSYCHIATRIC SOCIETY
18.37.1 BUSINESS OVERVIEW
18.37.2 PRODUCT OFFERINGS
18.38 GA OF THE AMERICAN COLLEGE OF CARDIOLOGY
18.38.1 BUSINESS OVERVIEW
18.38.2 PRODUCT OFFERINGS
18.39 HAYMARKET MEDICAL EDUCATION
18.39.1 BUSINESS OVERVIEW
18.39.2 PRODUCT OFFERINGS
18.40 GREELEY COMPANY
18.40.1 BUSINESS OVERVIEW
18.40.2 PRODUCT OFFERINGS
18.41 GLOBAL EDUCATION GROUP
18.41.1 BUSINESS OVERVIEW
18.41.2 PRODUCT OFFERINGS
18.42 HONORHEALTH
18.42.1 BUSINESS OVERVIEW
18.42.2 PRODUCT OFFERINGS
18.43 HEALTHSTREAM
18.43.1 BUSINESS OVERVIEW
18.43.2 PRODUCT OFFERINGS
18.44 INTELLECTURES
18.44.1 BUSINESS OVERVIEW
18.44.2 PRODUCT OFFERINGS
18.45 INTERNATIONAL ANTIVIRAL SOCIETY-USA
18.45.1 BUSINESS OVERVIEW
18.45.2 PRODUCT OFFERINGS
18.46 KENES GROUP
18.46.1 BUSINESS OVERVIEW
18.46.2 PRODUCT OFFERINGS
18.47 LOWELL GENERAL HOSPITALS
18.47.1 BUSINESS OVERVIEW
18.47.2 PRODUCT OFFERINGS
18.48 MED LEARNING GROUP
18.48.1 BUSINESS OVERVIEW
18.48.2 PRODUCT OFFERINGS
18.49 MEDICUS
18.49.1 BUSINESS OVERVIEW
18.49.2 PRODUCT OFFERINGS
18.50 MAGMUTUAL
18.50.1 BUSINESS OVERVIEW
18.50.2 PRODUCT OFFERINGS

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- 18.51 MED-IQ
 - 18.51.1 BUSINESS OVERVIEW
 - 18.51.2 PRODUCT OFFERINGS
- 18.52 MEDSCAPE LLC (WEBMED)
 - 18.52.1 BUSINESS OVERVIEW
 - 18.52.2 PRODUCT OFFERINGS
- 18.53 MIT PROFESSIONALS EDUCATION
 - 18.53.1 BUSINESS OVERVIEW
 - 18.53.2 PRODUCT OFFERINGS
- 18.54 MLMIC INSURANCE COMPANY
 - 18.54.1 BUSINESS OVERVIEW
 - 18.54.2 PRODUCT OFFERINGS
- 18.55 NORCAL MUTUAL INSURANCE COMPANY
 - 18.55.1 BUSINESS OVERVIEW
 - 18.55.2 PRODUCT OFFERINGS
- 18.56 OAKSTONE CME
 - 18.56.1 BUSINESS OVERVIEW
 - 18.56.2 PRODUCT OFFERINGS
- 18.57 OPUS MEDICUS
 - 18.57.1 BUSINESS OVERVIEW
 - 18.57.2 PRODUCT OFFERINGS
- 18.58 PROASSURANCE
 - 18.58.1 BUSINESS OVERVIEW
 - 18.58.2 PRODUCT OFFERINGS
- 18.59 RELIAS LMS
 - 18.59.1 BUSINESS OVERVIEW
 - 18.59.2 PRODUCT OFFERINGS
- 18.60 STATPEARLS
 - 18.60.1 BUSINESS OVERVIEW
 - 18.60.2 PRODUCT OFFERINGS
- 18.61 SYANDUS
 - 18.61.1 BUSINESS OVERVIEW
 - 18.61.2 PRODUCT OFFERINGS
- 18.62 STANFORD MEDICINE
 - 18.62.1 BUSINESS OVERVIEW
 - 18.62.2 PRODUCT OFFERINGS
- 18.63 THE BOARD OF TRUSTEES OF THE UNIVERSITY OF ILLINOIS
 - 18.63.1 BUSINESS OVERVIEW
 - 18.63.2 PRODUCT OFFERINGS
- 18.64 THE TRUSTEES OF INDIANA UNIVERSITY
 - 18.64.1 BUSINESS OVERVIEW
 - 18.64.2 PRODUCT OFFERINGS
- 18.65 THE CENTER FOR FORENSIC PSYCHIATRY (CEP)
 - 18.65.1 BUSINESS OVERVIEW
 - 18.65.2 PRODUCT OFFERINGS
- 18.66 UNIVERSITY OF CALIFORNIA
 - 18.66.1 BUSINESS OVERVIEW

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18.66.2 PRODUCT OFFERINGS
18.67 UNIVERSITY OF NORTH DAKOTA
18.67.1 BUSINESS OVERVIEW
18.67.2 PRODUCT OFFERINGS
18.68 THE MEDICAL MUTUAL LIABILITY INSURANCE SOCIETY OF MARYLAND
18.68.1 BUSINESS OVERVIEW
18.68.2 PRODUCT OFFERINGS

19 REPORT SUMMARY
19.1 KEY TAKEAWAYS
19.2 STRATEGIC RECOMMENDATIONS

20 QUANTITATIVE SUMMARY
20.1 MARKET BY DELIVERY MODE
20.2 MARKET BY PROVIDER
20.3 MARKET BY PROVIDERSHIP
20.4 MARKET BY APPLICATION

21 APPENDIX
21.1 ABBREVIATIONS

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