

Case Study :: Educational Content for Professional Organizations

Organizations offering educational programs to their members are frequently tasked with planning events where relevant scientific content is paramount. CMM Global has experience in educational planning as well as contacts for sourcing both accredited and non-accredited content for medical professionals. Our record as a valuable educational partner for program planners includes work with a variety of professional groups. Here's a recent example:

The Challenge

CMM recently collaborated with a mid-western regional medical society having some difficulty booking a nationally known subject matter expert for the keynote presentation at its annual educational meeting.

The Solution

Because we frequently work with accredited providers offering local and regional programs featuring nationally known experts, CMM Global was able to identify, contact, and schedule a well-known authority in oncology. We also recommended that the medical society book the speaker through a national program series, whereby an educational grant would support the speaker's honorarium and travel, as well as program materials and content accreditation. Our services, which were also covered by the educational grant, included liaison between the accreditor and the society to ensure that all compliance policies were observed, approvals were obtained, and documentation was in place to enable attendees to earn credits.

The Results

The opportunity to hear a nationally known subject matter expert was an attractive feature to prospective meeting attendees. Attendance exceeded expectations and the presentation received very positive evaluations. Additionally attendees were appreciative of the opportunity to engage in an interactive question-and-answer session following the presentation with an expert speaker not typically expected at a regional meeting.

The Next Step

Our services to educational planners range from selected tasks to full program management. In every case, we tailor our services to the situation and professional group. Call us to discuss upcoming educational opportunities for your members.

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