

2025 CME Learning Trends

Curate Your Teams' Learning Path From
Data-Driven Insights



Understanding What Clinicians Need

Based on responses from **695 primary care clinicians**, Pri-Med's 2025 Needs Assessment reveals a dramatic shift in how clinicians want to learn—and significant opportunities for organizations to better serve their teams.

The Bottom Line

Video-based learning preferences have surged 22% year-over-year. Also, clinicians who attend in-person conferences plan to maintain or increase their attendance in 2025.



Clinicians are hungry for quality education. Are you delivering what they actually need?



Four Critical Findings That Will Transform Your CME Strategy

Key Finding #1: Video-Based Learning Dominance

71% prefer video-based webcasts (up from 58% in 2024)—the clear winner among on-demand formats, significantly outpacing **podcasts (42%)** and other formats. This represents the largest year-over-year preference shift in our survey history.

Critical Insight: Your organization needs a robust video-based learning platform to meet clinician expectations.

Key Finding #2: The 30-60 Minute Sweet Spot

46% prefer 30-minute sessions, 31% prefer 60-minute sessions for on-demand learning. For live education, 43% want 60-minute presentations—long enough for depth, short enough for busy schedules.

Critical Insight: Bite-sized, focused learning wins over lengthy training sessions.

Key Finding #3: Critical Topic Priorities

Top Five Learning Priorities

- Guideline Updates (70%)
- Common Medical Issues (61%)
- Interpreting Diagnostic Tests (42%)
- Emerging Medical Trends (39%)
- Complex Medical Issues (39%)

Therapeutic Area Leaders:

- Cardiology (40%)
- Endocrinology (30%)
- Pharmacology (30%)

Key Finding #4: The Multi-Modal Imperative

Critical Insight: Your clinicians aren't choosing one format—they're using multiple learning modalities. Organizations providing only one type of CME are missing 60-70% of learning preferences.



Hidden Opportunities: What Your Clinicians Are Missing

Rising Interest Areas Being Overlooked

- **AI in Healthcare (43%)** - Top emerging topic request
- **Wound Care (40%)** - High interest, limited offerings
- **Urgent Care Medicine** - 23% interest, significant growth
- **Men's Health** - 187% increase in interest year-over-year

Understanding Course Format Gaps

- **Patient Case-Based Learning** **increased** from 46% to 62% preference
- **Simulation-Based Activities** preferred by 33%, but rarely offered
- **Traditional lectures alone no longer sufficient**—78% want topic-driven presentations **WITH** case integration

Transform Your CME Strategy Today

Immediate Priorities

- ✓ **Audit your current CME offerings** against the top 10 therapeutic areas
- ✓ **Evaluate your video-based learning capabilities**
- ✓ **Review session lengths**—are you matching the 30-60 minute preference?

Strategic Opportunities

- ✓ **Seek emerging topic content** (AI, wound care, telemedicine)
- ✓ **Integrate more case-based learning** into traditional presentations
- ✓ **Create role-specific tracks** for NP/PA vs. MD/DO learners
- ✓ **Build multi-modal learning paths** combining live and on-demand options

Partner with the Experts

We've been analyzing healthcare learning trends for thirty years and promise to deliver accredited content that fills the specific knowledge gaps within your organization. Our library of on-demand resources has been developed for clinicians to immediately put into practice, ultimately improving patient outcomes.

What We Offer

- ✓ **Multi-modal learning experiences** matching exactly what your clinicians prefer
- ✓ **Topic coverage across all top therapeutic areas** identified in this survey, and more
- ✓ **Flexible formats** from 15-minute modules to 60-minute deep dives
- ✓ **Emerging topic leadership** in AI and trending medical areas

Ready to Transform Your Organization's CME Strategy?

Schedule a consultation to discover how Pri-Med Academy can create custom learning paths that match your clinicians' preferences.

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