

2026 CME Learning Trends

Curate Your Team's Learning Path From
Data-Driven Insights



Understanding What Clinicians Need

Based on responses from **729 primary care clinicians**, Pri-Med's 2026 Needs Assessment reveals continued evolution in how clinicians want to learn—and significant opportunities for organizations to better serve their teams.

The Bottom Line

Video-based learning preferences continue to surge, now reaching 76%. Clinicians who attend in-person conferences plan to **maintain or increase their attendance in 2026**—and younger clinicians are **re-engaging with live education** in notable numbers.



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



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Four Critical Findings That Will Transform Your CME Strategy

Key Finding #1: Video-Based Learning Dominance

76% prefer video-based webcasts (up from 71% in 2025)—the clear winner across every clinician segment, significantly outpacing podcasts (43%) and all other formats. Video preference now increases with age, reaching 81% among clinicians 60+.

Critical Insight: Your organization needs a robust video-based learning platform to meet clinician expectations since it's the most universally preferred format among clinicians today.

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

45% prefer 30-minute sessions, 32% prefer 60-minute sessions for on-demand learning. For live education, 45% want 60-minute presentations—and interest in sessions longer than 60 minutes continues to decline.

Critical Insight: Bite-sized, focused learning wins over lengthy training sessions. Clinicians 60+ show the strongest preference for 60-minute formats, while younger clinicians lean slightly shorter.

Key Finding #3: Critical Topic Priorities

Top Five Learning Priorities

- Guideline Updates (66%)
- Common Medical Issues (57%)
- Interpreting Diagnostic Tests (42%)
- Identifying Red Flags (37%)
- Emerging Medical Trends, e.g., AI (37%)

Therapeutic Area Leaders:

- Pharmacology (46%) — biggest year-over-year jump, now #1
- Cardiology (33%)
- Lifestyle Medicine (27%) — significant rise into top tier

Key Finding #4: Meet Clinicians Where They Are: Online, Live, and On-Demand

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

68%

completed on-demand education in the past 24 months

54%

attended live virtual sessions in the past 24 months

38%

attended in-person conferences in the past 24 months

Hidden Opportunities: What Your Clinicians Are Missing

Rising Interest Areas Being Overlooked

- **Pharmacology (46%)**: the single biggest year-over-year shift
- **Food as Medicine (44%)**: top emerging topic, especially among NP/PA learners and younger clinicians
- **AI in Healthcare (35%)**: broad appeal across all ages and degrees
- **Wound Care (27%)**: continued high interest, limited offerings
- **Lifestyle Medicine (27%)**: jumped significantly into the top tier

Understanding Course Format Gaps

- **Traditional topic-driven presentations** remain the dominant live format (74%)
- **Patient Case-Based Learning** remains highly preferred (62%), especially among NP/PA learners
- **Live Demonstrations**: newly added option in 2026, launched with strong interest at 43%
- **Workshops**: increased in popularity (34%), reinforcing demand for more interactive live learning experiences

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** (pharmacology, food as medicine, AI in healthcare)
- ✓ **Integrate more case-based learning and live demonstrations** 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 are committed to delivering 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.

REQUEST A DEMO





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