




IMPACT OF MEDICAL EDUCATION ON PRESCRIBING OF PRODUCTS

Online education event: case study


In July 2017, MIMS Learning offered a webinar on Diagnosing and managing COPD in Primary Care. The statistics below show the outcomes:




655 healthcare professionals (primarily GPs and nurses) registered for the webinar

201 unique live viewers attended the webinar

495 unique users have engaged with the webinar on MIMS Learning online after the event

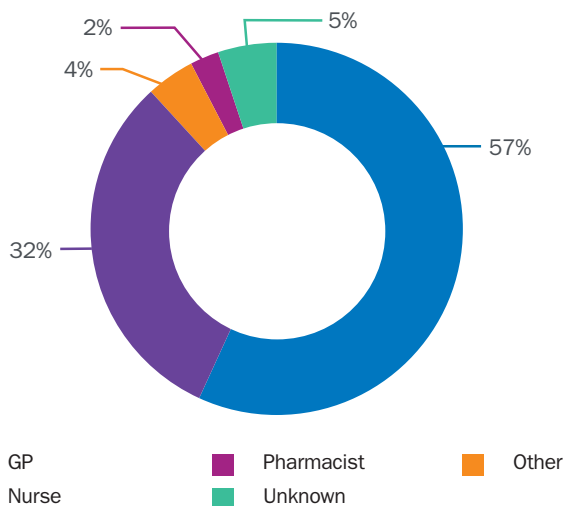


92% unique users have engaged with the webinar on MIMS Learning online after the event

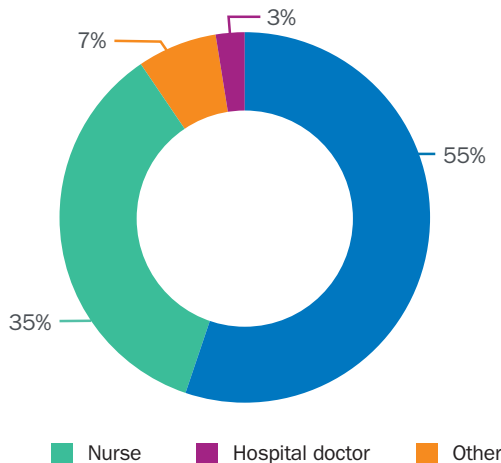


92.65% of people who completed the feedback form for the webinar on MIMSlearning.co.uk agreed or strongly agreed that it would lead to changes in their practice

Who registered?



Who engaged with the webinar on MIMS Learning Online?



What did attendees think?

“ Useful way of interactive learning without long distance travel ”

Dr Kathryn MacRae, GP

“ Excellent speaker ”

Dr Lalitha D'Souza, GP

“ Useful and convenient ”

Dr Sandra McDougall, GP

To discuss MIMS events, measuring impact and your bespoke requirements, please contact Rob Nuzzaci  020 8267 4884  robert.nuzzaci@haymarket.com

