



The myCME Advantage

The History of myCME

Launched in 2009, myCME has grown into a premier global online educational site that provides impactful, practice-changing CME & CE to a variety of clinicians across multiple specialties. In the past 4 years, the site has seen phenomenal growth, resulting in more than 315,000 certificates issued in 2013 alone.



An All-New Personalized myCME

In September 2013, myCME introduced an all-new design to make it easier and more effective for learners to find the education that fits their needs. Utilizing a proprietary algorithm, we created an individualized homepage for each learner, displaying educational activities filtered by their profession, specialties, as well as their topics of interest.

The myCME Network

myCME is part of a network of digital and print properties produced and developed by Haymarket. Included in the myCME Network are:

- MPR (empr.com)
- The Clinical Advisor (ClinicalAdvisor.com)
- Chemotherapy Advisor (chemotherapyadvisor.com)
- Renal and Urology News
- Oncology Nurse Advisor (oncologynurseadvisor.com)

The myCME Network reaches more than **625,000** clinicians in the US, who can now access myCME through their smartphones and tablets through the myCME App.

myCME Partnerships and Collaboration

Collaborations and partnerships are a key element of the growth of myCME. Not only does myCME publish content from its sister properties, but it also collaborates with a variety of education partners who have come to rely upon myCME as an experienced and reliable distribution site that delivers low-cost-per-learner solutions. Education partners that post content on myCME get the benefit of marketing campaigns across the entire myCME Network, resulting in exceptional learner participation for their enduring activities.

Activities posted on myCME are marketed through a variety of channels including:

- 24 weekly email blasts across the myCME Network targeted to specific clinician groups, including profession and specialty
- Featured CME Course placement
- Specialty Topic pages by therapeutic area
- CME Spotlights within digital publication e-newsletters
- Mobile postings on the myCME App and sister mobile apps

Haymarket Medical Education
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Primary Therapeutic Areas and Specialties

Allergy / Immunology	Cardiology
Dermatology	Endocrinology / Diabetes
Gastroenterology	Infectious Disease / HIV-AIDS
Neurology	Pulmonology
Psychiatry / Psychology	OB-GYN/Women's Health
Pediatrics	Preventive Medicine
Family Medicine / Internal Medicine	Pain Management
Rheumatology	Urology
Nephrology	Oncology / Hematology

Past Grantors

Abbott	Bristol-Myers Squibb
Boehringer Ingelheim	Cephalon
Daiichi-Sankyo	Eisai
Eli Lilly	Endo Pharmaceuticals
Ferring Pharmaceuticals	Forest Pharmaceuticals
GlaxoSmithKline	King Pharma
Lilly USA	Merck
Novo Nordisk	Pfizer
Purdue	Sanofi Aventis
Takeda	Vertex Pharmaceuticals
Astellas	

The screenshot displays the myCME website interface. At the top, there is a navigation bar with 'myCME' logo, 'TOPICS', 'SPECIALTIES', 'JOURNALS +', 'RESOURCES', 'MY ACCOUNT', and a search bar. The main content area features a featured article titled 'New and Emerging Therapeutic Options for the Treatment of Multiple Sclerosis' with a word cloud graphic. Below this are sections for 'Featured' (Case Clinics, Derm Dx from The Clinical Advisor, What's New in the Journals, FDA Warning on Fraudulent Diabetes Products) and 'Resources' (FDA logo). A 'Drug Lookup' section is also present, powered by MPR. The bottom section is titled 'Recommended Courses' and lists several courses with their respective CME/CE credits: 'Type 2 Diabetes Mellitus: Sensible Steps for Getting to Goal' (1.00 Credit), 'New Drug Review from MPR (May 2013)' (1.00 Credit), 'Detection of hypoxemic: visual observation versus pulse oximetry' (0.50 Credit), 'Update on the Medical Management of Kidney Stones' (1.00 Credit), 'Plagues on trunk: Bullae on lower abdomen; vesicles covering back & chest' (0.50 Credit), and '48-Year-Old African-American Male with a Large Right Lung Mass' (0.50 Credit).