

CMEPALOOZA

WHERE THE CME/CE COMMUNITY HANGS OUT

July 2014 Newsletter

A little less than 4 months to go before the launch of CMEpalooza Fall on Wednesday, October 15, and we're debuting the first of our moderator interviews in this issue of our newsletter. Subsequent moderator interviews will be included in future issues.

This month, we were joined by Jan Perez, CCMEP, Managing Partner at CME Outfitters in Bethesda, MD. Jan will be chairing our 11 a.m. session entitled, **"Death of the MECC: Fact or Fiction?"**

The full interview can be seen on the [CMEpalooza website](#), but here are a few of Jan's more insightful snippets:

On the future of CME: *"I'm very optimistic about the future of CME. I think we've learned a lot of lessons over the past three years, which have been really tough for a lot of folks – MECC's especially. I think if we take those lessons and we learn from them, then we have a tremendous opportunity to grow."*

On what she worries about most regarding CME: *"What I'm most worried about is that, as accredited providers, not that we can't adapt and move forward, but I am a little concerned that commercial supporters will say, 'You know what? I just don't want to deal with this [CME and the Sunshine Act]' and funding will be cut even more."*

On what she believes to be an important change to CME over the past 5 years: *"We have evolved in our outcomes from the perspective of...our expectation now is that we measure what we do. And that has become, rather than something we are striving for, that has become our baseline."*

Stay tuned for future interviews and insights with CMEpalooza Fall moderators in the coming months. Some will be announced within our regular newsletters while others will be placed directly on the CMEpalooza website.

CMEpalooza Fall Co-Producers

Derek Warnick
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Who Visits the CMEpalooza Website?

On May 13, we announced that CMEpalooza Fall was taking place. Since then, the CMEpalooza website has received **more than 2,300 unique visits** from people within the CME profession who are interested in following updates about our upcoming event on Wednesday, October 15. With 4 months until CMEpalooza Fall actually occurs, we're thrilled with the ongoing interest in this event and the momentum being generated.

The most highly trafficked pages are:

- [CMEpalooza homepage](#) (~20% of all page views)
- [Fall agenda page](#) (~14% of all page views)
- [Sponsor page](#) (~9% of all page views)
- [Session archives](#) (~6% of all page views)

Nearly 1,000 unique visitors came to the CMEpalooza site during the week of our inaugural spring broadcast, and **we're hoping to at least double that number of viewers** for our fall extravaganza. We have already received numerous email from industry professional telling us they have set October 15 aside as a professional development day (and strangely, more than one "Where is this event being held?" inquiry), and we're confident that this fall event is going to be highly successful.

A Palooza Quiz for All!

CMEpalooza co-producer Scott Kober created a Sporcle quiz designed to test your knowledge about all things Palooza. Where was the first Lollapalooza held? Which Footloose star wrote a Palooza-themed book? Test your knowledge and learn a thing or two by going to <http://www.sporcle.com/games/bakeet14/palooza>. We're still waiting for our first perfect score! See how you stack up against your colleagues today with this free quiz.

Thank You to Our Sponsors

This month, we welcomed four new sponsors of CMEpalooza Fall – **Imedex** (our first silver level sponsor!), **Impact Education, LLC**, **RedMedEd**, and **CMEology**. They joined our initial two sponsors, **HighMarks CE** and **Vivacity Consulting**. You can learn all about our sponsors on the CMEpalooza by going to www.cmepalooza.com/sponsors.

If you are interested in learning more about sponsorship opportunities for CMEpalooza Fall, check out the [Sponsor link](#) on our website. It's a great and inexpensive way to get your name in front of hundreds of CME/CE professionals who make decisions about their business every day.

Silver Level



Bronze Level



About CMEpalooza Fall

CMEpalooza Fall is a 1-day event that will feature a series of panel discussion focused on timely, relevant education for the CME community. Broadcasts will stream live via the Google Hangout On Air platform and be immediately available on YouTube upon their conclusion. All sessions will be archived on the CMEpalooza website and available for viewing within 24 hours of the conclusion of the conference. There is no charge for participants to view or participate in any of these sessions. For more information about CMEpalooza Fall, visit <http://www.cmepalooza.com>.

For More Information

CMEpalooza co-producers Derek Warnick (dwarnick@thecmeguy.com) and Scott Kober (scott@medcasewriter.com) can be reached with questions or inquiries at any time. Just ask us!